

The Centre for Family Literacy is dedicated to helping Alberta grow and prosper.



The Centre for Family Literacy Centre Page

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64% of people with low literacy skills earn less than \$10,000 a year.

"LITERACY

is at the heart of all learning and families have a key role to play in developing and nurturing literacy through every stage of life."

The Honourable Lois Hole
Lieutenant Governor of Alberta

A New Look for the Centre

I'm sure you have all heard the term branding in connection with the corporate world. It might come as a surprise that a not-for-profit also needs to establish brand recognition.

In a recent assessment of our organization by a consulting firm, it was determined that our stakeholders view the Centre as an innovative leader in the family literacy field. However outside of our own community, there is limited awareness of the Centre and the work that we do and, more importantly, limited awareness of the impact that literacy has on our society.

Branding the Centre became a critical strategy in building that awareness. Developing a brand involved creating a consistent look to all of our materials and central messages that convey that literacy impacts everyone and literacy develops in families first.

Plans are underway to take these messages to a wider audience to build understanding and support for family literacy activities in Edmonton and throughout the Province. Imagine how different it will be when every person in Alberta understands the role that they play in fostering family literacy.

DARE TO IMAGINE...

A healthy, literate society where all are able to contribute and succeed.

Literacy Develops in Families First

All families "do" family literacy. Family literacy is writing a grocery list or phone message, telling a story, or sharing a book or song or nursery rhyme and a snuggle. These activities build the foundation for a child's later literacy and learning. Research tells us that literacy emerges long before children begin school – literacy develops in families first.

Play Laugh
Read Learn
Rhyme Write

The Wild Rose Foundation has provided funding to help us reach more Edmontonians through Family Literacy Outreach and Liaison. The Centre is offering family literacy information, training and materials so that people understand what family literacy is, and

how important it is to the health and development of Edmonton children and families, and to Edmonton as a whole.



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IMAGINE THE IMPACT...

Think Venti

"Think Venti!" means think big!, and is a play on words referencing Starbucks largest coffee size. Since February of this year, 28 "at risk" Edmonton youth have been involved in this exciting project funded by the Starbucks Foundation.

Edmonton youth fiction writer Don Trembath is facilitating writing "camps" to help youth recognize the

value of writing – not just as an academic and employment skill – but as a key means of communicating with others, and of expressing and working through problems and emotions. Writers have a special place as thinkers, critics and leaders in our society. Think Venti "camps" expose the youth to all of these possibilities, and to their own writing abilities.

A highlight of each camp is going to a nearby Starbucks to write and then read selections aloud. Plans are to publish a "Think Venti" magazine of student writings this fall – watch for it in a Starbucks store near you!



Overwhelming Response to Provincial Literacy Project Alberta Prairie Classroom on Wheels (C.O.W.)

The Alberta Prairie C.O.W. was launched in January 2004 and is a partnership between Success By 6®, Centre for Family Literacy and Literacy Alberta. The bus, with two staff from the Centre, travels across the province promoting family literacy and bringing fun activities to rural and urban communities.

In just six short months, over 6,000 children and adults have visited the bus and participated in literacy events organized by local agencies and sponsors.

In addition to raising public awareness and supporting family literacy, a visit from the C.O.W. bus leaves a permanent gift in the form of a small Legacy Library. Each Legacy Library contains approximately 100 children's books, with an emphasis on Canadian authors.



The impact of a visit from the C.O.W. bus is beginning to be felt, as literacy organizations are reporting an increase in participation and interest in their programs.

Good news travels fast with the result that the bus is fully booked for the remainder of 2004 and requests for visits in 2005 are streaming in.

What a wonderful, unique way to bring literacy to the rural areas of Alberta. Also thank you for the box of books."

Bow Island participant

Building for the Future



Board Chair, Jason Randhawa and Centre for Family Literacy Executive Director, Maureen Sanders, sign the Endowment Agreement.

"It has been a long time coming and I am thrilled that we are moving forward with our plans" said Board Chair, Jason Randhawa, as the Board of Directors officially approved the establishment of an endowment fund for the Centre.

The Centre has signed an agreement with the Edmonton Community Foundation who will administer the new Centre for Family Literacy Society of Alberta Fund. The establishment of the endowment fund is the first step in a broader plan to diversify revenue sources for the Centre.

In the Edmonton Community Foundation's Annual Report it was stated that an endowment fund that they have managed since 1989 has grown to be approximately 50% larger than the original gift. During the same time period, the fund was able to disburse an amount almost equal to that of the original gift.

The Centre's initial goal is to raise \$2M for our endowment. Imagine the impact that will have over the next 10 years and how that new revenue will assist us in delivering programs and services in Edmonton and across the province.

For more information on the Centre for Family Literacy Fund, please contact Donna Lemieux, Fund Development Manager.

Executive Director Takes on National Project

Maureen Sanders, Executive Director of the Centre, and her husband are taking a one-year sabbatical in Vancouver. She is looking forward to stepping back and taking time for rest and renewal. Maureen's definition of "rest and renewal" is not working seven days a week.

While on sabbatical, she will focus on a national project *Next Steps: Foundational Training in Family Literacy*.

This project will provide support and expand the resources for the Foundational Training programs being delivered across the country. Maureen said, "it is great to have one focus" and she looks forward to working on a project that will help Canadian families achieve their dreams through strong literacy development.



This new resource is a response to requests for training from many sectors. The manual was originally developed by Maureen Sanders and Dr. Ruth Hayden for delivering training on Oral Language and Literacy Development to Childcare Specialists. It has since been adapted for use in training Home Visitors in social services and health care practitioners. A follow-up project with Alberta Children's Services is putting thousands of children's books into childcare centres across Alberta.

The Centre's expertise in delivering evidence-based family literacy programs in Edmonton informs our services, resources and trainings that support the development of family literacy across the province.

Free!

Family Literacy Resources

These are available to be downloaded from our website – www.familit.ca

- Family Literacy Tip Sheets
- Family Literacy brochure for parents



The 3rd annual Edmonton Raise-A-Reader Day will take place Thursday, September 30.

Raise-a-Reader is a unique CanWest Global project designed to increase awareness of and to raise money for

“Reading is one of the greatest gifts we can ever give our children ... it will change their lives and yours”

Tim Spelliscy,
Edmonton Station Manager,
Global Television

family literacy programs throughout Canada. In the past year, in Edmonton, over \$32,000 has been raised to support four organizations - Centre for Family Literacy, Edmonton Public Library, Canadian National Institute for the Blind and the Edmonton Oilers Community Foundation.

On Raise-A-Reader Day, 100% of all single copy sales of the Edmonton

Journal will be donated to the campaign. So watch for our volunteer “hawkers” at busy locations throughout Edmonton and support family literacy in our community.

A baby's brain has about 100 billion nerve cells. By age 3, a child's brain has twice as many synapses – or connections – as an adult's, suggesting they are primed for learning. When a connection is used repeatedly in the early years, it becomes permanent. But a connection that is used rarely, or not at all, is unlikely to survive.

Studies show that a child who is rarely spoken to or read to in the early years may have difficulty mastering language skills later in life.

I Am Your Child Foundation – website: www.iamyourchild.org

Award Recognizes Work of Executive Director

The Edmonton Glenora Rotary Club presented Maureen Sanders, Executive Director of the Centre for Family Literacy, with the 2004 Integrity Award.

The award is presented each year to an individual in recognition of their generosity and commitment to the community. “Maureen has worked so long and hard at pushing forward the idea of family literacy as the building block to a healthy and literate society” said Marianne Scott who nominated her for the award.

Literacy Develops in Families First

The Centre for Family literacy is dedicated to helping Alberta grow and prosper. Our innovative programs, training and research help Alberta families achieve what they imagine - improved education, jobs and health.

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