



# The Centre for Family Literacy Centre Page

## MILLION DOLLAR EVENT

TWELVE YEARS AND \$1M RAISED FOR  
FAMILY LITERACY PROGRAMS



**Jim Cuddy**

An Evening of Wine & Words reached that auspicious goal on June 6th. It truly was a magical evening with Jim Cuddy and Barney Bentall performing to a sold-out audience at the Fairmont Hotel Macdonald.

The complimentary Chandon Brut served at the cocktail reception set the tone for the evening as guests socialized and checked out the silent auction items on display. Next, guests took their seats in the Empire Ballroom to begin the formal part of the evening.

Formal is probably a little misleading with Chris Scheetz, morning co-host at CISN, as the emcee and auctioneer. First up, Chris auctioned Barney and Jim to each join a table for dinner. A 4-course meal

accompanied by wine donated by Sobeyes Liquor and Safeway Liquor followed.

Martin Kerr generously offered a private home concert and performed two numbers

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## SERVE AND RETURN

BUILDING STRONG  
BRAIN ARCHITECTURE

Serve and return sounds like a game of tennis or ping pong, and it does have a similar pattern. Instead of a ball going back and forth between two players, this serve and return involves the back and forth interaction of a child and their parent or caregiver.

As described by the Alberta Family Wellness Initiative, "The child 'serves' by reaching out for interaction—with eye contact, facial expressions, gestures, babbling, or touch. The parent or caregiver 'returns the serve' by speaking back, playing peekaboo, or sharing a toy or a laugh."

So, what is happening in this type of interaction? We know a child's brain undergoes an amazing period of development in the first years of their life. Their early experiences are critical to creating a strong brain foundation and they cannot do this by themselves. The positive interactions of serve and return help a child learn new skills, support emotional growth, and develop resilience, all of which serve them well as they grow into adulthood.

The Centre on the Developing Child at Harvard University has developed a number of how-to videos, 5 Steps for Brain-Building Serve & Return that are a valuable tool whether you are a parent, grandparent, caregiver, or working with families with young children.

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### Contact us

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SUMMER  
2019

## WINE & WORDS: A MILLION DOLLAR EVENT

*Continued*



*Martin Kerr*

for our guests to give them a taste of what they were buying. The audience was spell-bound with his cover of Leonard Cohen's Hallelujah, which resulted in Martin agreeing to do two concerts!

It is the generosity of so many people that has made this event such a success. And the generosity continued with Barney offering to do a home concert as well. It was interesting to see people form into groups to bid on this very unique opportunity. The magic continued as Jim and Barney took the stage to share stories, talk about their music, and perform old and new songs.

Indeed, a memorable night made possible with the ongoing support of Jim Cuddy, the Wine & Words organizing committee, our sponsor RichardsonGMP and their Edmonton partners, and all the individuals who purchased tickets and bid on the live and silent auction items.

We raised over \$100,000 in support of our Books for Babies program, bringing the total raised over the past 12 years to \$1M. What an incredible feat.



*Barney Bentall & Jim Cuddy*



*Jim Cuddy, Bob Bowhay,  
Sarah Kelley, & Martin Kerr*

## SERVE AND RETURN

*Continued*

The Centre has always incorporated serve and return into all of our family literacy programs. We show parents how to actively engage with their children to support their early learning. These positive interactions help build brain development and support healthy relationships.

To view the videos mentioned above go to <https://developingchild.harvard.edu/resources/5-steps-for-brain-building-serve-and-return/>

## SUMMER TIME – LET'S PLAY

Looking for great ideas to keep your kids entertained this summer? The Centre has several resources to help you find that perfect activity. Download our free **Flit** App (Families Learning and Interacting Together) or check out our blog. Links to both can be found on our homepage, [www.familit.ca/](http://www.familit.ca/).

Go to the blog, scroll down the left side and check out the archives for past July postings. You will find ideas for a Scavenger Hunt, how to develop family traditions, what to do on a long weekend, and even splash time rhymes to sing with your toddler.

**Flit** has a number of summer activities, some of which are best done outdoors, like Sidewalk Scribbles, Writing with Water, Learning About Bugs, Can't Catch Me, Hot Day Relief, and Writing – What Could be Better?

New activities will be added to **Flit** in the next couple of weeks, so keep checking back throughout the summer and enjoy having fun with the children in your lives.

## RECOGNIZING LEADERSHIP IN FAMILY LITERACY



The Centre for Family Literacy is seeking nominations for the 2019 Ruth Hayden Family Literacy Practitioner Award. The award recognizes the accomplishments of individual practitioners in the field of family literacy, and will be presented at the Literacy and Learning Symposium in September 2019.

Dr. Hayden was an instrumental leader in the areas of emergent and family literacy in Alberta.

She shared her deep knowledge and helped others build the principles of family literacy into their everyday practice. She also instilled the importance of working with the whole family in her dealings with practitioners, funders, and community members.

Dr. Hayden further believed that family literacy is as much about adult literacy and learning as it is about early and emergent literacy. She saw family literacy as an opportunity to re-engage parents in their own learning environments, where they see themselves as competent learners who can better their own lives, that of their families, and their communities.

If you know someone in your organization or community who has a passion for family literacy, please consider nominating them. The **nomination deadline is September 6, 2019** and the form and full criteria are on our website at [http://www.familit.ca/events/awards\\_pract.shtml](http://www.familit.ca/events/awards_pract.shtml)

*“If we are to raise literacy standards in any significant way, we need to do more to ensure that all parents have the confidence to support their children’s developing literacy and in so doing are encouraged to develop their own literacy.”*

—Ruth Hayden, PhD Professor Emeritus

## IMPORTANT DATES

*Links fore Literacy Golf Tournament*

**Wednesday, August 21**  
The Links at Spruce Grove

*Ruth Hayden Award Nomination Deadline*

**Friday, September 6**

*International Literacy Day*

**Sunday, September 8**

*READ IN Week*

**30 Years: Celebrate with Books**  
October 7 - 11, 2019



Online donations to the Centre can be made through [CanadaHelps.org](http://CanadaHelps.org)



The Centre for Family Literacy gratefully acknowledges the ongoing support of the following:



## SUPPORT THE C.O.W. WITH A GAME OF GOLF



**A**re you a seasoned golfer, just getting starting, or somewhere in between? Links fore Literacy Golf Tournament is a Texas Scramble format so it doesn't matter your level of golf, there are activities and challenges to make it fun for everyone.

*"I just want to tell you how much I enjoyed my day yesterday. It is such a well-run event. The course was*

*fantastic, the food wonderful and our golfing partners were great."* Try the par 3 challenge, or bring out that big driver and see if you can hit the longest drive. There are prizes for all

of these activities and the ongoing tradition of presenting 4 green jackets to the winning team.

Join us at the 9th annual Links fore Literacy Golf Tournament for a great experience that supports the C.O.W. Bus program.

**Date:** Wednesday, August 21

**Time:** Registration and lunch – 12:30 p.m.  
Golf – shotgun start – 1:30 p.m.  
Banquet – 5:30 p.m.

**Place:** The Links at Spruce Grove  
Spruce Grove, Alberta

**To register,** go to our website at [www.famlit.ca](http://www.famlit.ca)



CONSTRUCTION LEADERS

### YES, I WOULD LIKE TO MAKE A DIFFERENCE!

Your support will help us make a difference in the lives of Alberta families! Together we can make Alberta a healthy, literate society where all are able to contribute and succeed.

THANK YOU FOR YOUR SUPPORT!

Mr. Mrs. Ms. Miss Dr.

First Name

Last Name

Company/Organization

E-mail Address

Home Phone

Work Phone

Fax Number

Address

City

Province

Postal Code

Enclosed is my gift of:

\$25  \$50  \$100  Other \$

Payment option:

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Credit card #

Expiry date

Cardholder name

Cardholder Signature

For recognition purposes:

I wish my name to appear as follows:

I wish this gift to remain anonymous

Charitable registration number 869472720 RR0001

### 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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