

empower
people

strengthen
communities

transform
lives
through
literacy

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A STORY OF FAMILY & GROWTH

20 COMMUNITY
23 REPORT



"Families are like branches on a tree. We grow in different directions, yet our roots remain as one."

- Anonymous



OUR VISION

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



OUR MISSION

To **empower people,**
strengthen communities,
and **transform lives**
through literacy.

Board of Directors

Heather-Jane Au, Chair
Kimberly Frey, Vice Chair
Kevin Lake, Treasurer
Kevin Frey, Secretary
Connie Yuen
Lindsey Graham

Rana Nakhal
Scott Niblock
Stephanie Proseilo
Tanya Cardinal
Yvonne Scott

Our Team

Kimberley Chung, Executive Director
Kim Zahara, Director of Development
Kristin Dmytriw, Director of Programs and Training
Sarah Davidson, Director of Operations
Ana Motika, Communications Coordinator
Claudia Selles, Volunteer Coordinator
Genevieve Litwin, Literacy Specialists
Heidi d'Eon, Events and Fund Development Assistant
Jeanine Kowalchuk, Literacy Specialist
Lisa Ware, Program Coordinator
Pearl Kapitzke, Administrative Assistant
Sharon Smith, Adult Tutor Program Lead
Sheena Misenas, Literacy Specialist
Tara Gordon, Literacy Specialist

Message from the Executive Director and Board Chair:

2023 was a year of growth for the Centre for Family Literacy. This is a fitting follow-up to our 2022 year of "emergence". Growth can be about a change in size or status. It can also be about new experiences, learning, and being open to doing things differently.

The title of this year's report to the community is reflective of our past year. We've invested in learning for our team, added new staff positions, built new relationships and connections, opened ourselves to new ways of thinking and working as a not-for-profit and, above all else, we continue to support our learners' growth to achieve their goals.

We have grown in so many ways and you - our family of learners, staff, volunteers, partners, funders, donors and supporters - have been an integral part of that story. Family is the foundation from which we work and we are so lucky to be part of a family that is willing to support each other's learning and growth.

Whatever your connection is to the Centre, you are part of our family. We appreciate everything you bring and do to help us grow in ways that make our work relevant and meaningful to all of you. Thank you!

"Your branches can only reach high if your roots reach deep."

~ Brian Logue

Our team grows strong roots through continuous learning.

410 Official Professional Development Hours

Our Staff and Board on Lifelong Learning:

"I've learned how to better support our team."

"I know so much more and feel more involved in all the work we do, not just mine - no more silos!"

"Learning more about truly supporting inclusion."

"I am learning new ways to support our learners all the time."

Some topics of learning:



Endowment Sustainability Program



Being Leaders in the Workplace



Unconscious and Implicit Bias



Creating Adaptive Programs



Teaching Writing Through Storytelling



Chat GPT Lunch and Learn



Indigenous Canada



Post Pandemic Volunteerism



Catalytic Thinking



A Father's Role

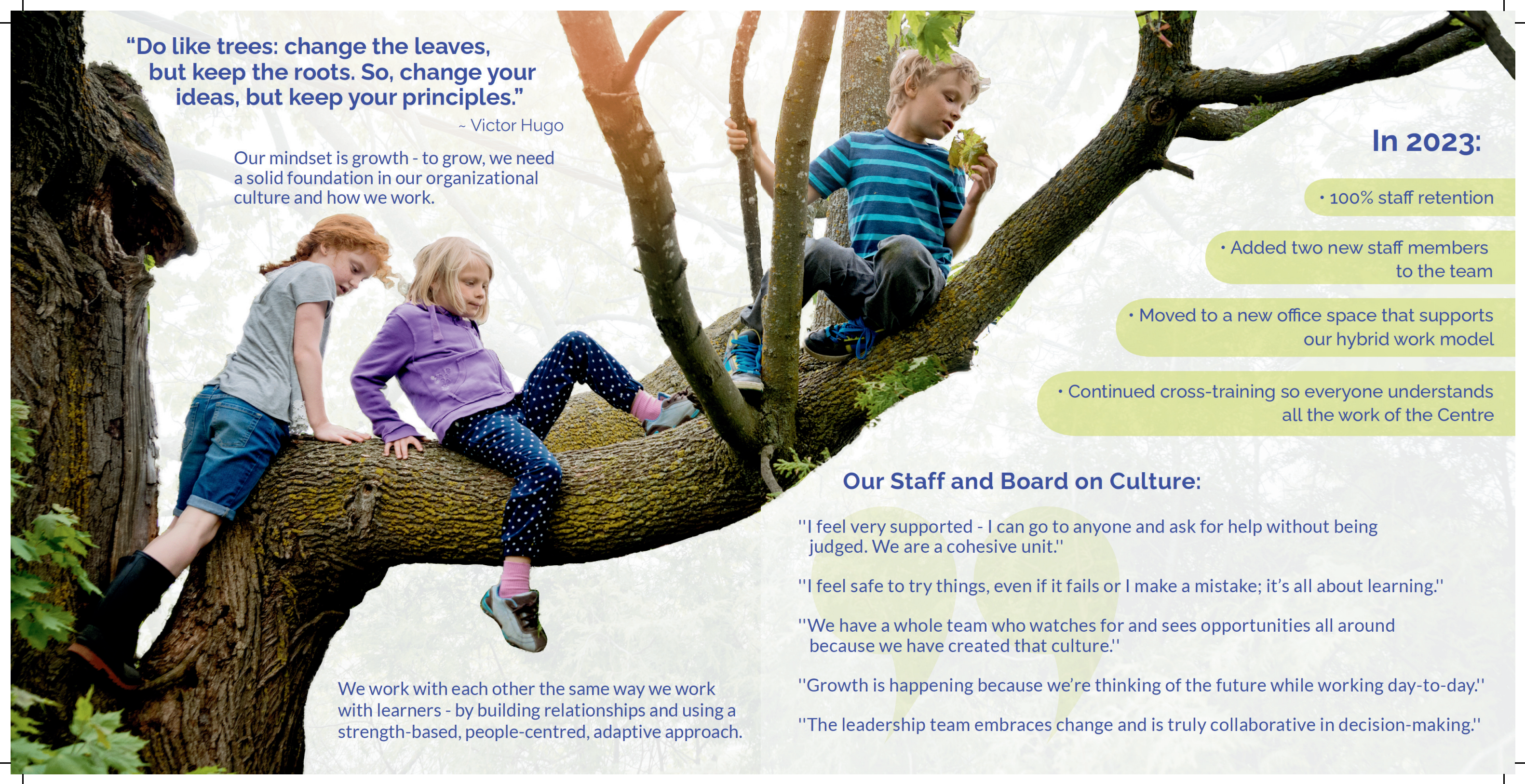
"I've gotten over a lot of fears and feel more confident in my role."

"Learning helps me be more adaptive and responsive to learners."

"I'm focused more on learning, less on making everything perfect."

"I'm inspired by our learners' stories to work on things in my own life."

"As a new board member, I've learned literacy is so much more than I initially thought."

A photograph of three children climbing a large, mossy tree trunk. A boy in a blue and white striped shirt is perched higher up, holding a leaf. Two girls, one in a grey shirt and blue jeans, the other in a purple hoodie and polka-dot pants, are sitting on a lower branch. The background is a soft-focus forest scene.

**"Do like trees: change the leaves,
but keep the roots. So, change your
ideas, but keep your principles."**

~ Victor Hugo

Our mindset is growth - to grow, we need a solid foundation in our organizational culture and how we work.

We work with each other the same way we work with learners - by building relationships and using a strength-based, people-centred, adaptive approach.

In 2023:

- 100% staff retention
- Added two new staff members to the team
- Moved to a new office space that supports our hybrid work model
- Continued cross-training so everyone understands all the work of the Centre

Our Staff and Board on Culture:

"I feel very supported - I can go to anyone and ask for help without being judged. We are a cohesive unit."

"I feel safe to try things, even if it fails or I make a mistake; it's all about learning."

"We have a whole team who watches for and sees opportunities all around because we have created that culture."

"Growth is happening because we're thinking of the future while working day-to-day."

"The leadership team embraces change and is truly collaborative in decision-making."

"In every conceivable manner, the family is the link to our past and bridge to our future."

~ Alex Haley

This past year, we started our Community Impact Planning. This process is helping us define the highest potential outcome of our work and the actions needed to reach that outcome.



Family is at the core of everything we do. For us, family is who we serve, work with, and everyone who supports us. To ensure we are growing in the right direction, our organization needs the whole family involved.

Comments:

"An organization willing to grow is an organization that asks questions and really listens to and reflects on the answers given."

"If we don't ever dream about what our work can actually change in this world, how can we be intentional, move forward beyond our day-to-day, and bring about that change? This is a great process!"

"Taking the time and effort for this process has helped me feel truly included and involved."

"It means giving up some control, observing, and taking information in without immediately reacting - this is exciting!"

"It's nice to take the time to dream big about what our work can achieve and involve the whole CFL family in the conversation. If we don't, how can we know what our community needs and what we're really working towards?"

“With the right conditions a single blade, the width of a hair, can grow into a trunk the size of a person.”
- Anonymous

We appreciate all our supporters for their generosity in creating the conditions that help us grow and branch out.

OUR SUPPORTERS

BUSINESSES & FOUNDATIONS

To see the full list of Businesses & Foundations please visit <https://bit.ly/3QBnSdC>

IN-KIND SUPPORT

To see the full list of In-Kind Supporters please visit <https://bit.ly/44AMdpC>

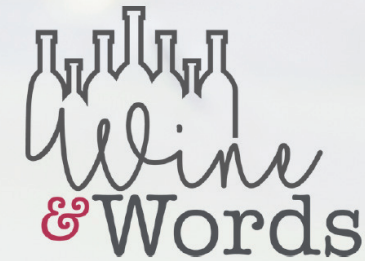
COMMUNITY PARTNERS

To see the full list of Community Partners please visit <https://bit.ly/3UTAE9A>

LEGACY, INDIVIDUAL & MONTHLY DONORS

To see the full list of Legacy, Individual & Monthly Donors please visit <https://bit.ly/4bzMjQK>

FUNDRAISING EVENTS



- Signature fundraising event
- 16th year in action
- Raised \$201,000
- To date has raised over \$1.3 million

RICHARDSON
Wealth

ICM | ASSET MANAGEMENT



Sobeys LIQUOR

SAFeway LIQUOR

LINKS *fore* LITERACY Golf Tournament 2023

- Annual fundraising event
- 13th year in action
- Raised almost \$50,000
- To date has raised over \$443,000



"In a forest of a hundred thousand trees, no two leaves are alike. And no two journeys along the same path are alike."

~ Paolo Coelho

Our branches reach out to build connections, grow capacity, and meet the unique needs of literacy learners in as many ways as possible.

Programs
in 2023:



2486
adults and
children in
programs



69 programs
21 in person
48 online



120 literacy,
56 numeracy,
and **60** book
kits given away



850
books
given away



Over
840
stories shared
in programs



3
Intergenerational
programs hosted
at seniors'
communities



18
laptops &
chromebooks
given away



16
more programs
moved back to
in-person



11
new program
partners



Outcomes:



95%
of participants
report using the
foundational skills
they have learned in
their everyday life



93%
of participants
report making
progress or meeting
their learning goals



95%
of participants
report increased
self-confidence



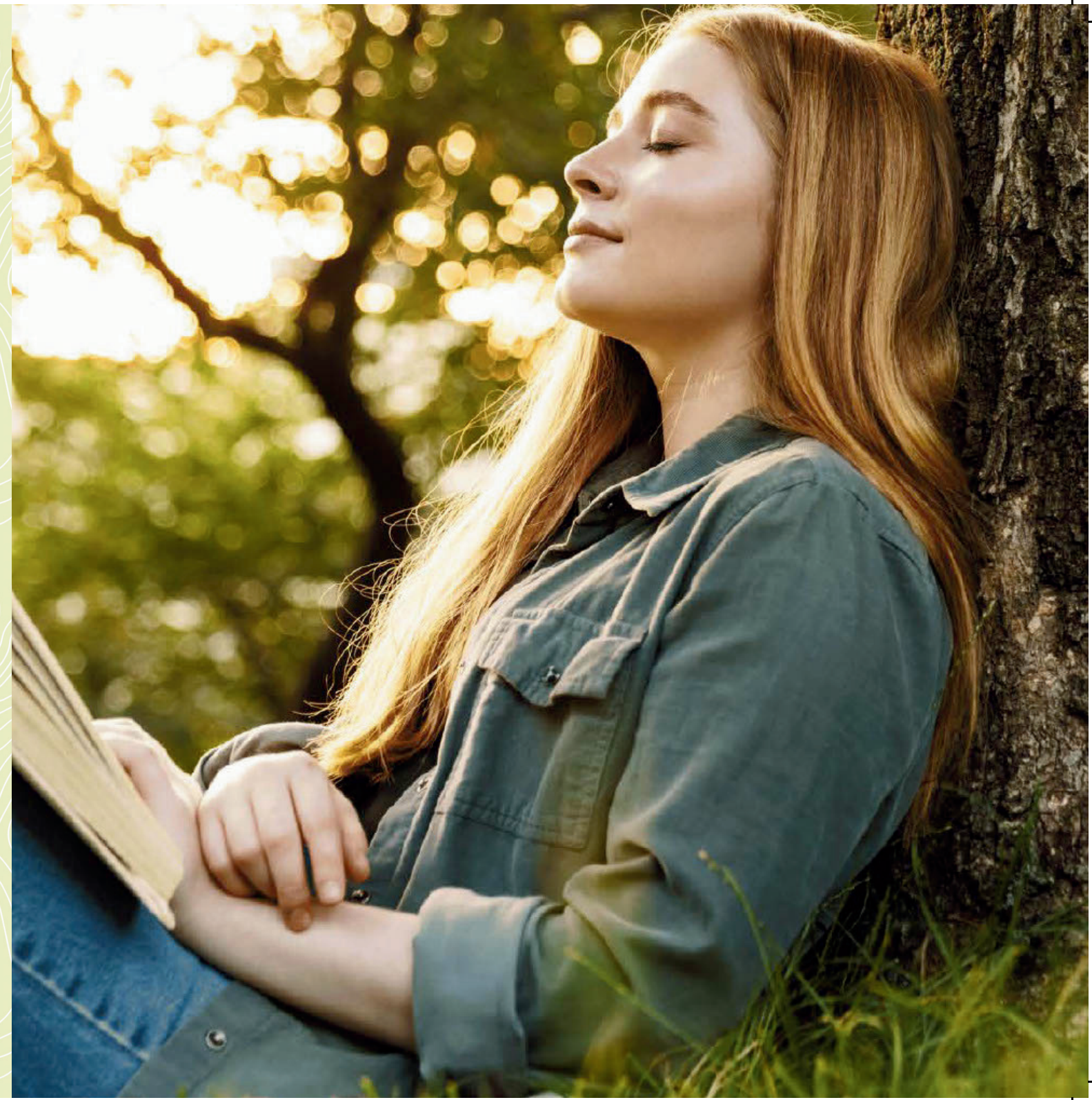
100%
of participants report
experiencing a safe,
welcoming, and
supportive environment



94%
of participants report
an increase in positive
interactions among
their family
(listening to each other,
praising each other, solving
problems together,
supporting one another)



92%
92% of participants report
having an improved
network of social supports
(personal, cultural, community,
and professional supports)



“

“Our stories inspire, sustain, and encourage us to keep growing so we may reach up to the sky like the branches of a tree reach for the sun.”

~ Anonymous

“My family loves the program and we’ve made so many connections - **you are the best kept secret!**”

“I’ve built up my confidence. **Now I can do things I was scared to do** before like go to the library and apply for a job.”

“From the family literacy program I learned that the **opportunity to develop literacy is everywhere.**”

We are connecting within the community. We’ve learned about other programs through each other and can spread the word. **They say it takes a village - well, this is our village.**”

“I have participated in the programs for nearly a decade and I feel like the **programs are a part of our family life** at this point.”

“I have improved a lot, I am not nervous or scared to speak English. I feel braver to ask questions. This environment makes me **feel safe and comfortable to ask questions.**”



**“We are all leaves on different
branches of the same tree.”**

~ Laura Lynne Jackson

Volunteers are essential to our growth - everything
they give increases our capacity to reach learners.

Total volunteers: **174**

Continuing: **110**

New: **64**

Total hours: **4301**



Volunteers co-facilitated
in **37** group programs.

Volunteers worked with
over **850** learners in group
programs and tutoring.

5 volunteers supported the
return of in-person
programs as co-facilitators.



Tutor Appreciation Day
became official by a
proclamation from the
City of Edmonton.

“Our volunteers often join
us in one role and then want
to move into other roles as
they learn more about the
Centre.”



"One of the most meaningful things my learner said to me after a tutoring session was **"this is going to make a big change in my life"**. Hearing things such as this motivate me to keep volunteering in the community."



"A small part taken out of my day to help make a big difference in someone else's life **means the world to me.**"



"I appreciate the time and effort put into making new board members **feel included and involved.**"



"My job has been behind the scenes co-facilitating a program, but I was invited to lead a part and it was really fun - **I'm going to keep doing it.**"



"We have had a number of learners who wanted to give back to the Centre. They have started volunteering for events, co-facilitating programs, and even as tutors. **This type of growth is so inspiring to see.**"



“When trees grow together, nutrients and water can be optimally divided among them all so that each tree can grow into the best tree it can be.”

~ Peter Wohlleben

Growing capacity, connections, and supporting others just makes sense. We are grateful to be able to work with others across Canada to collectively increase knowledge, awareness and the ability to offer more literacy services.



Nationally delivered training and workshops:

43 different sessions and workshops

114 participants trained and certified

Reached **17** different communities



National Collaborations:


- National Family Literacy Coalition
- Lost and Found Project - Canadian Children's Literacy Foundation
- FamLit 101 Course - Literacy Quebec

A Story of Capacity Building:

A couple years ago, one of the moms attending a number of our programs with her kids could see how much they were helping her family. She knew the programs could also help other families in her community. Using what she had learned, and supported by our literacy specialists, she started facilitating her own family literacy program in her community.

This past year, a grandma attending programs with her grandchild had a similar experience and knew she wanted to share it with others. She said she had gained the confidence to go ahead and start a program in her community. When she told us about this, we were able to introduce her to that other mom who had started a program before and they are now supporting each other to run successful community programs.

We can't do it all, and we don't need to - communities are strengthened by the people within them who understand they have the power to grow and create change.



"Be like a tree. Stay grounded. Connect with your roots. Turn over a new leaf. Bend before you break. Enjoy your unique natural beauty. Keep growing."

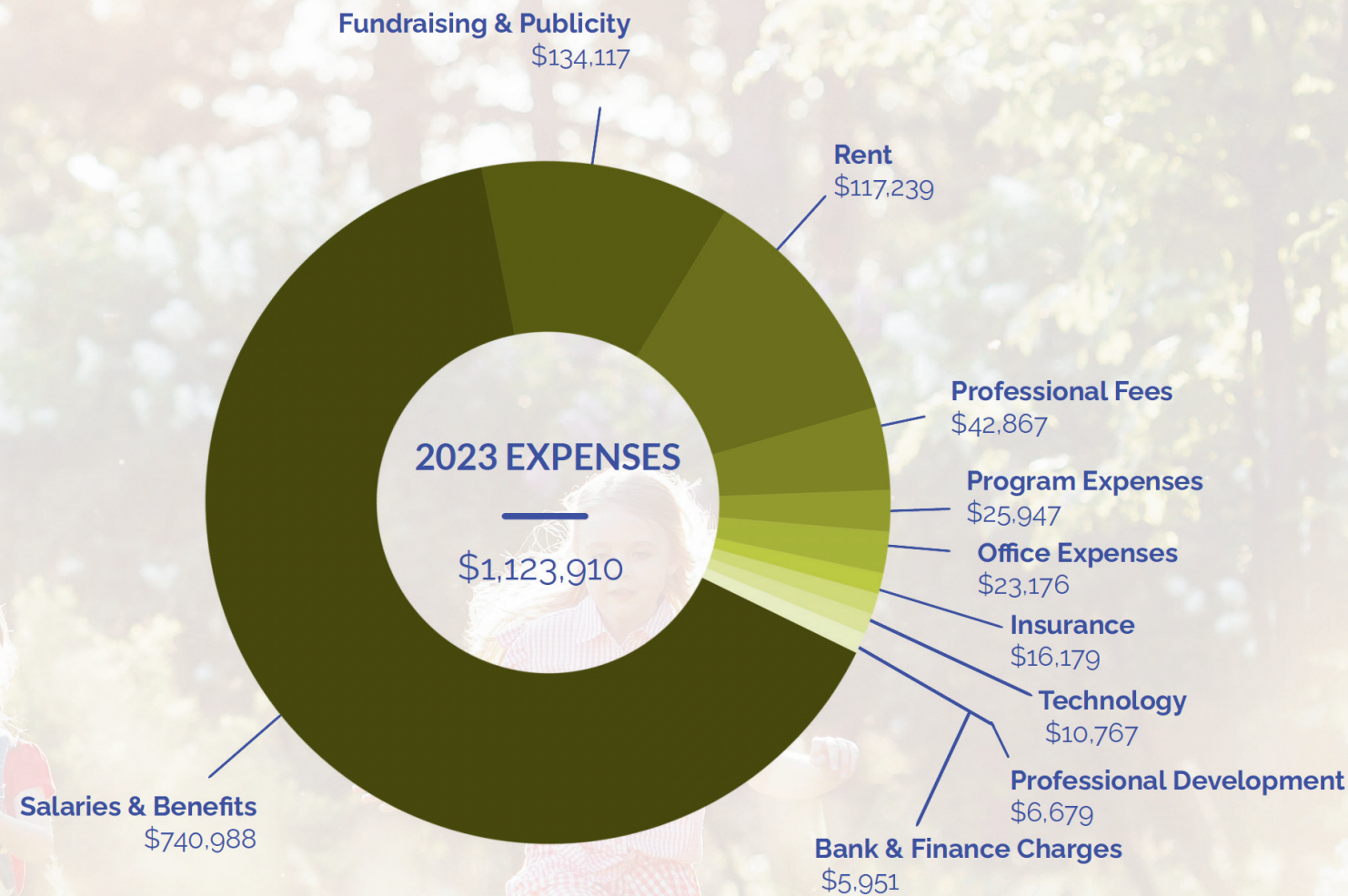
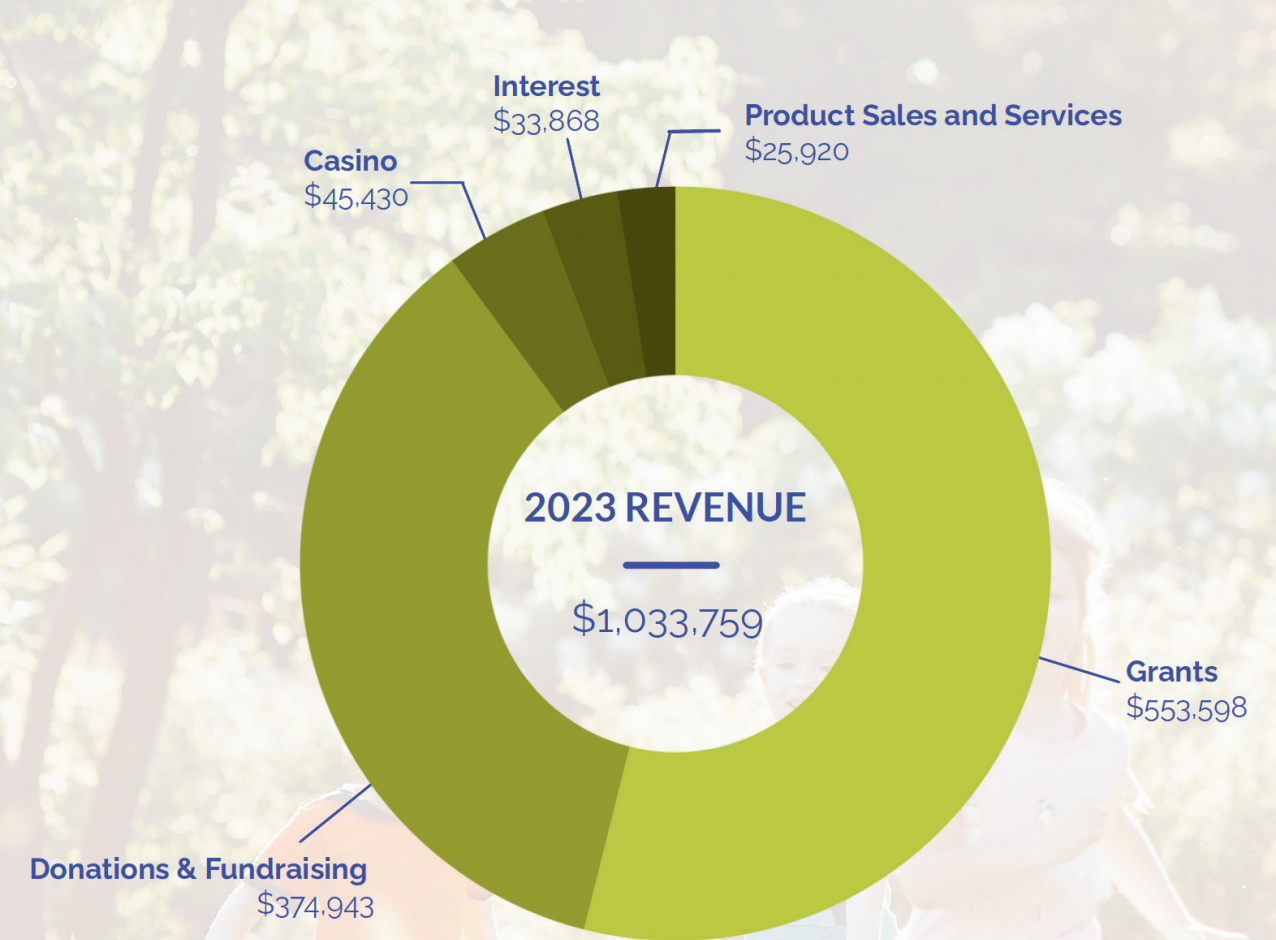
~ Joanne Raptis

Growth looks different every year and it doesn't always mean a change in size. It's also about increasing experiences, knowledge, trying something new and different. It's being open to the possibilities and reaching for a dream.

**Thank you
for being
part of our
family and
helping us
grow in
many
different
ways this
past year!**

FINANCIALS

To receive full audited financials, please email us at info@famlit.ca.



Our deficit this year was less than projected and included some one-time expenses that will bring down our expenses in the future, such as moving to a smaller office. We were able to offset the deficit with existing cash funds.