

Our Story So Far

2024 Community Report

"It isn't the experience we learn from, it's the reflection on the experience."

- Anonymous

Message from the Board Chair and Executive Director:

2024 was a year of reflection and dreaming big; about supporting our learners, building capacity in others, and creating even bigger change at a societal level when it comes to literacy. It seemed appropriate, as we head into our 25th year as the Centre for Family Literacy, to share some of our history with you-where we've been, where we are now, and what we're looking forward to.

You may not know that we actually started as a different organization in 1980 - Prospects Literacy. That's where our story begins. In this year's report, you will see some of the major events that have led to where we are now. As we were drafting the framework for this document, we realized that our journey parallels the journey of our learners in so many ways-our story is really their story - and we've tried to capture that in the report this year.

We continue to evolve as we learn from where we've been and respond to what's happening in our communities; our strategies are rooted in family and always keep the focus of our work in mind-our learners. Thank you to all our learners, staff, volunteers, partners, funders, donors, and supporters over the years who have been an integral part of our story so far. We appreciate everything you bring and do to help us on this journey and chart our course for the future. Thank you!



Scott Niblock
Board Chair



Kim Chung
Executive Director

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Our Team:

Kimberley Chung, Executive Director
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Kristin Dmytriw, Director of Programs and Training
Sarah Davidson, Director of Operations
Ana Motika, Communications Coordinator
Claudia Selles, Volunteer Coordinator
Genevieve Litwin, Literacy Specialist
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Lisa Ware, Program Coordinator
Pearl Kapitzke, Administrative Assistant
Sharon Smith, Adult Tutor Program Lead
Sheena Misenas, Literacy Specialist
Tara Gordon, Literacy Specialist

Our Vision

A world where everyone has the opportunity to thrive.

Our Mission

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



Our story, along with all that has happened since, starts at the source - our learners.
Their story is our story.

*I'm going
to **get**
that job.*

*I'm
not
hiding
anymore.*

*I want
to
learn.*

*My kids
will be
proud
of me.*

*What would
happen if
people had
a safe
place to
learn?*

*What can we do
to create this for
all those who
want to learn?*

*What if
there were
no stigmas
or **barriers?***



Needs are identified, experiences are reflected on, and ideas start to flow.

*"Now my eyes can be open to the world because now I know how to **read and spell.**"*

In 1980, **Prospects Literacy** was founded, offering group classes and the first **Volunteer Adult Tutor Program** in Alberta.

*"Thank you...
For **helping and listening** good. For **making me feel happy** when I walk through the door. For making a book to learn and share with others.
For **remembering me** at birthdays and summertime.
For last year's picnic and certificate."*

"Everyone is friendly to talk to. If we didn't have this school, I would not have learned all the things I have."

"I just read a whole book for the first time and, know what, I really enjoyed it! Do you have any more like that?"



When needs change, do we hold our course or follow a new stream of ideas?

"I didn't know I could do this with my kids! It was never part of my life - I didn't know how important it was, but now I do and I feel like I can keep doing it."

In 1992, **Prospects Literacy** piloted its first family literacy program, **Books Offer Our Kids Success (B.O.O.K.S)** as a way to reach learners not coming to traditional adult literacy programs.



More programs quickly followed.

"I came to this program because I didn't want my children to go through what I did and now I don't think they are going to have to."

The holistic approach of family literacy **supported social, emotional, and intellectual** outcomes naturally.

"You know I can't read, right? Thanks for not saying anything and letting me have fun with my daughter in a way that felt like I could support her learning. I'm going to keep working on this."

Family literacy built **positive family learning situations**, strengthened by being practical and relevant for all involved.



Caregivers **built their own literacy skills** while learning how to **support their children's development**.

Deciding on a new course can open up opportunities that can lead to great things.

In 2000, with over **200,000 volunteer hours** and after reaching **over 10,000 adults and children**, Prospects Literacy transitioned to become the **Centre for Family Literacy (CFL)**.

CFL was the only organization of its kind, focusing on literacy development within the family context by:



Offering family and adult literacy programs in the Edmonton area



Providing training to professionals and organizations across sectors to build their capacity to do literacy in their own communities across Canada



Supporting adults, families, and professionals with resources and mentoring



Participating in research

"Today I applied for Alberta support to see if they would give me funding for school and when I went there to apply and I followed their steps. If I didn't have any idea about how to use the computer I couldn't do it. **Your teaching made me independent.**"

"My tutor has **helped me to regain my confidence in my reading and writing skills.** She has shown me that **I am still capable of learning and achieving my goal** of GED and possibly college afterwards."



We go with the flow, constantly making adjustments to ensure we are heading in the right direction.

Using a **strengths-based, learner-centred, adaptive approach**, we are able to make **learning practical and relevant to everyone**.

It's about **building connections** between literacy, learning, and all other parts of someone's life.



"My goal was to get my GED. There were so many steps, but my tutor broke it down, and **it was easy** because the activities were about **things I had to do anyway.**"

"This program **helps us build bonds** not only with our children but also with our **extended family and community members.**"


"Just being able to go outside of the home and **connect with other parents** with similar aged kids is a great opportunity to **build relationships.**"

When there are barriers ahead of us, we know that there is always a way through and opportunities to be found.

We have chosen to look forward, to see challenges as opportunities for innovation and growth. Through a pandemic, funding cuts, and more, we choose to look at what we have, not what we don't.

Volunteers are a huge part of what we have.

In 2024:

		Total volunteers:	Continuing
172			111
New:			
61		Total Hours:	4261
			
Total \$ Value		\$94,807	
		Volunteers co-facilitated in 44 group programs	
		Volunteers worked with over 1100 learners between group programs and tutoring	



*"The staff is wonderful, always there to assist you and answer questions. Most importantly, **the work is incredibly rewarding**. The connection that I have made with my learner is priceless, and being able to teach someone else only **improves my own knowledge**."*
- Tutor

*"I came to this program as a **teen mom**, thinking I wasn't doing **anything right** - that's what people kept telling me.*
*Then the **facilitator would point out things I was doing right** - I didn't even realize it. I can't tell you what that meant to me - **to be seen for what I was doing right** instead of all the things I was told I did wrong."*



We create moments to reflect on where we have been, where we are now, and where we want to go.

2024 Program Stats:



2024 Training Stats:



"I came to the program because I didn't want my kids to go through the same things I did growing up. Now I'm working on my own skills and making goals. I want to be able to work and save up enough money to take my kids to Disneyland!"

"I like setting goals because it gives me something to focus on. My first goal was trying to come to the program every week and now I come to 2 programs every week."



We recognize everything that has helped us get to where we are now.

Fundraising Events



- Signature fundraising event
- 17th year in action
- Raised nearly \$209,000
- To date has raised almost \$1.3 million

LINKS *fore* LITERACY
2024 Charity Golf Tournament

- Annual fundraising event
- 14th year in action
- Raised almost \$41,000
- To date has raised over \$480,000

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LAFARGE

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Where Real Estate Happens

Alberta
Government

FCSS
Family & Community
Support Services

Edmonton

ECALA
Alberta Government

United Way
Alberta Capital Region

Our Supporters



Businesses & Foundations
To see the full list of Businesses & Foundations, please visit <https://bit.ly/3Fo8SNI>



In-Kind Support
To see the full list of In-Kind Supporters, please visit <https://bit.ly/3F9fdfY>



Community Partners
To see the full list of Community Partners, please visit <https://bit.ly/4musLmX>



Giving Community & Donors
To see the full list of Giving Community & Donors, please visit <https://bit.ly/3FU4KoN>

*"With this tutor I finally feel like I've **seen as a person**. I was **never judged** on what I can or can't do... I was finally **given the right to learn** to the full extent that I wanted to... there's just isn't enough words to describe **how thankful I am for this program**."*



We reach a moment where we can steer our own course - choosing where we're headed, rather than being carried by the current. We hope you'll join us as we continue to grow and explore the next ripple of our journey.

We reflect on our last 24 years having served over 240,000 people through programs, training, and projects with over 1,300 partnerships. As we enter our 25th year as the Centre for Family Literacy, we are looking forward to:

Officially launching our new vision

Creating true change on a societal level

Normalizing literacy learning as part of everyone's daily life - without stigma or barriers

Expanding the definition of family literacy from just caregivers and children to any family, however they define themselves

Strengthening families as the most basic unit of any society - knowing their power can create true change

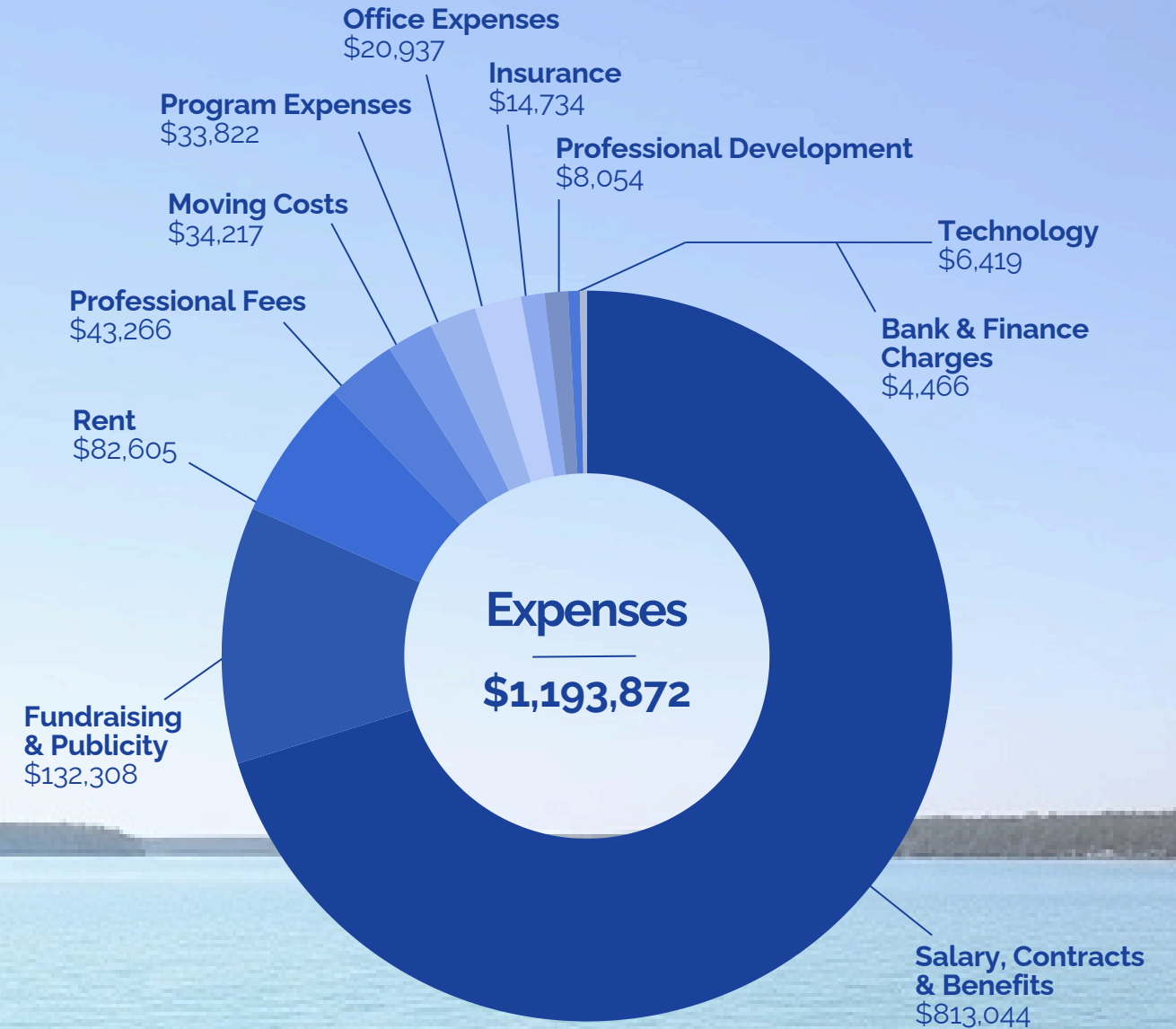
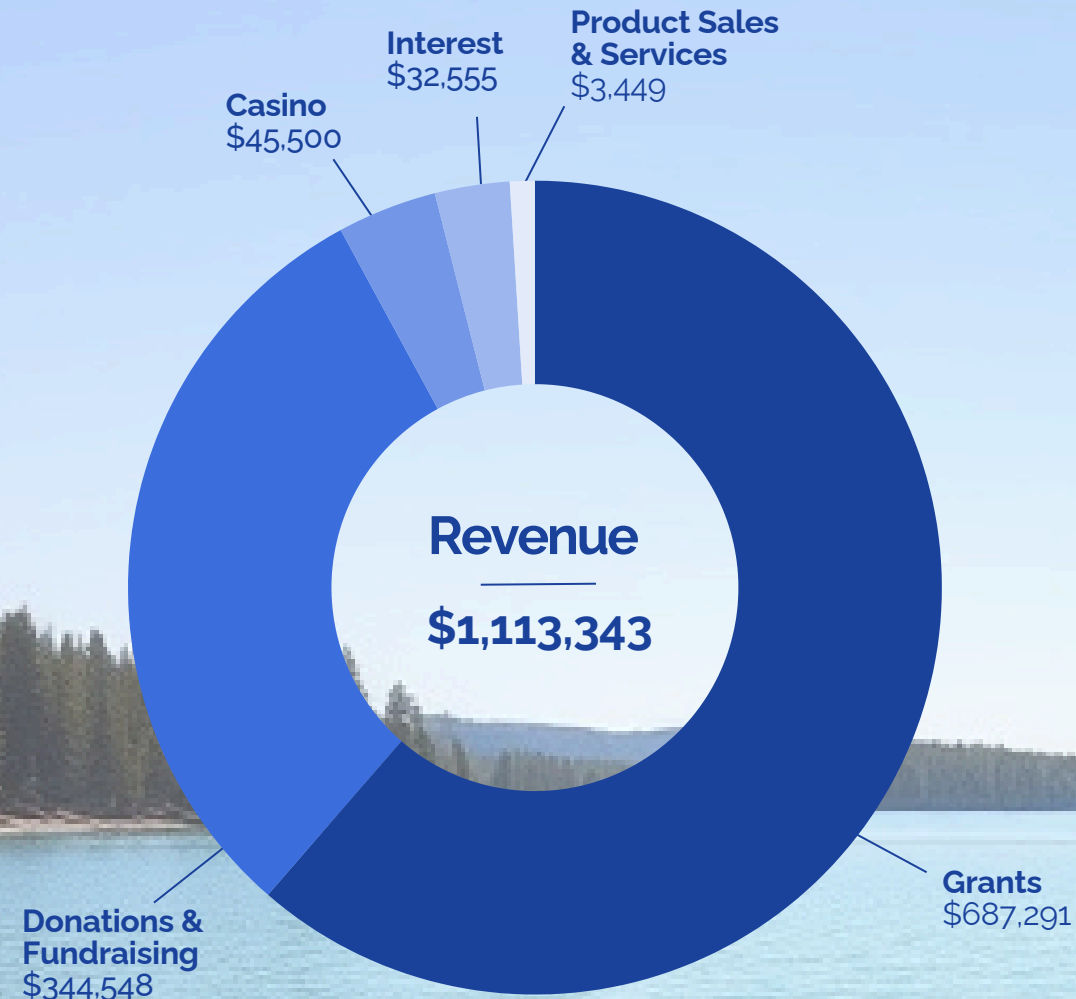
Another 25 years of stories and celebrations

*"I want to become a famous writer. I have problems with reading, writing and grammar, but I want to **work on those**. I want to be able to do it on my own and not have to rely on anyone else to do it. I want to be myself and have **my own words come out** on the page and **people to hear my voice** when they're reading."*



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.

empower
people

strengthen
communities

transform
lives
through
literacy

Suite 202
14535 -118 Avenue NW
Edmonton, AB T5L 2M7
www.famlit.ca

