

A YEAR OF

EMERGENCE

2022 COMMUNITY REPORT



OUR MISSION

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

OUR VISION

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

BOARD OF DIRECTORS

Heather-Jane Au, Chair
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OUR VALUES

We are guided by and committed to:



PEOPLE

We value and **respect people**. We **embrace diversity**, individual experiences and abilities. We **build on strengths** to empower people to reach their goals.



PRACTICE

We are committed to **excellence**. We are **responsive, innovative** and **accountable**. We collaborate and create connections to **strengthen communities**.



PASSION

We believe **literacy is a basic human right**. We are champions for lifelong learning. We are inspired to **transform lives through literacy**.

EMERGENCE: THE PROCESS OF COMING INTO BEING.

Message from the Executive Director and Board Chair:



2022 has been one in which continued change has allowed the Centre to truly come into being, or to **emerge**, providing the perfect theme for our annual report.

We have successfully navigated many changes: those brought about by COVID, changes in leadership, evaluation, our approach to serving participants, even our perspective on change. Change now means the possibility to grow, to try something new, to innovate instead of react. It has become an integral part of our organizational culture and has allowed us to thrive, strengthen relationships, and provide the best for those we work with.

Our families' stories are also of **emergence**, as they build skills to meet their **goals**, in the ways that make the most sense for them. They become co-creators of their learning and **come into their own being** as they reclaim their **power** and explore the **possibilities** that open to them.

We are **proud** of all the work that has been done and thank everyone for their continued **belief in and support of the Centre**.

THE CFL APPROACH

Family is key to everything we do.

We define family as "those we are **related** to or those we have **chosen** to be an important part of our life". Family is the **foundational unit of society** and is the key to **making meaningful change**.

Our family literacy programs for adults to attend either with their children or on their own, **build skills** that are directly **relevant and practical** for use in daily life.



This means we reach those we see in programs, along with everyone they **interact** with as they practice their skills, **creating a ripple effect**.

It is important for us to **build relationships** with our learners and give them the **power** to determine their learning path.

TOGETHER WE:



Identify **goals** and how to reach them.



Build **program content** to make it directly relevant.



Create learning pathways that build on **strengths and goals**.



Revisit, evaluate and **revise** at every point along the way.

In this year's report, we share a story of the Centre's **emergence** through the **story** of **emergence** of one of our learners. We'd like to introduce you to **Aasha** . . .

AASHA'S BACKGROUND

Aasha moved to Canada from Somalia with her husband and three children who were under five years of age.

Her husband worked extended periods of time and was often away. She had no family or other support in Canada.



STRENGTHS

Asks for help

Willing to do anything to help her children build literacy skills

Finding resources to help support her children

Modeling learning to her children

BARRIERS



Technology (devices and knowledge)

Reading and writing

Being understood when speaking English

As a child, education wasn't valued in Aasha's family. She was able to graduate from high school in Somalia, but her learning experience was negative overall.

After Aasha became a mom, she realized how important it would be for her children to have strong literacy skills. It changed her perspective on learning and she joined our Classroom on Wheels (C.O.W.) Bus Program in the spring of 2019, with the goal of supporting her children's skill development.



Aasha enjoyed the C.O.W. Bus Program, but when COVID-19 shut down everything, she was suddenly cut off from all the resources she was accessing.

In 2022

We ran **21** online programs, re-started **5** in-person programs and served **2,292** adults and children.



We read over **720** books in programs and gave away over **500** books throughout the year.



96 free literacy kits were given to families, along with **30** free numeracy kits.

4 generations from one family attended the same programs.

Technology was a huge barrier for her. In the fall of 2020, we were able to reconnect with Aasha and helped her learn how to use her phone to join our online programs.

It was not an ideal device, but she was determined to support her children's learning, particularly at this time when other supports were so limited.

What participants said in 2022:

"We really **appreciate** that the Centre for Literacy is doing **multicultural classes**, which makes it very **inclusive and** also **interesting** to other families who might like to share their own rhymes from their countries."

"I also want to thank you guys for keeping the **online Zoom format**. It makes it so much **easier for us to attend**, especially in the winter when either the roads are icy or kids get sick. It also helps my children at this time because they know the online teachers and it's **comforting** for them to have these consistent people in their life."

96% of caregivers report doing more activities together as a family.



97% of participants report that their children have improved developmental skills (in talking, playing and singing).

In 2022

Aasha told us during a program that since becoming a mom, she felt that it was her only identity. She became very interested as the staff talked about our programs that are just for adults to attend.

Aasha suddenly realized she had her own goals beyond supporting her children and joined our Digital Skills program.

Upon joining, the Centre was able to give her a laptop to keep. In the beginning, she was scared to even turn it on, but she quickly gained the knowledge and confidence to use the computer, opening up opportunities for her family.

She also joined our Adult Book Club Program, where she continued to practice her digital skills while working on her reading and writing.

Goal Revisited

On top of supporting her children, Aasha created a goal for herself: to **improve** her reading and writing so she can go to college and work in a field where she is able to **help others**.

In 2022



90 active adult learners
in the tutor program



72 adult learners
in group programs



98% of adults
report using the skills learned
in their everyday lives

GIVE AWAYS:



53 book kits



12 welcome kits



21 laptops

"I wanted to reach out to you to let you know how much I **enjoyed** and **appreciated** the computer class. This was my first time using the Zoom platform and I was nervous and unsure of how I would learn in this distance learning format. You put my mind at ease right away with your **friendly** and **inclusive approach**. Your teaching style is well suited to online learning."

~CFL Learner

Aasha continues to attend programs for herself and with her children.

Her dedication is inspiring!

She makes sure her children are involved with her in all programs, even the ones designed just for her. She wants her children to see that she values learning and is doing it too.



Aasha returned to Somalia as she needed more family support. During her time there, **she still attended programs** - waking her family up in the middle of the night to attend because there was nothing like it in Somalia.

Aasha has become **more involved** in her children's school and engages more **within her community**.

She **recruits other families to programs**, has **made new friends** and created a **strong learning community** for herself.

She wants to give back by **volunteering** at the Centre's events.



In 2022



88%

of participants report having an improved network of social support (personal, cultural, community and professional support).



90%

of participants report making positive social connections with peers in the program or in the broader community.

127

Centre volunteers dedicated

4,384

hours to supporting the Centre.



We have so many learners with stories similar to Aasha's. We get to watch them **emerge** as they **meet their goals**, create new ones, or move on. Some learners engage in the whole continuum of programs we offer, while others **reach their goals** in just a few programs.

Aasha continues with her pathway of **emergence** and we are excited to see what else she will accomplish. She leaves us with a quote as we continue on our path:



"Believe in yourself, it doesn't have to be big. Jane [Goodall] followed her passion. If we all believe in our passion, someday, somewhere, it's going to **make a change**. It starts with belief in yourself."

~Aasha

Highlights of 2022

Structural Change Returned to one Executive Director Model	Changing Language From deficit to strength-based communications	Creation of a Culture Document Defined how our team works together
Decision on Working Model Moved to a flexible, hybrid model	Founding Member of the National Family Literacy Coalition	New Strategic Approach Pilot - identifying priorities to achieve vision on an ongoing basis
Adaptive Programming Strengthened approach of learners designing their own content	Expansion of Training Online training allowed us to reach people across Canada	Workforce Skills Project A family literacy approach to building skills in the field (in partnership with PCL)
New Operational Systems Digitizing and automation of processes started	Fund Development \$205,000 was raised through fundraising events	New Volunteer Tools Used new technology to track hours and bring volunteers together

Change creates opportunity. **Opportunity** inspires innovation. **Innovation** + **belief in ourselves** has allowed CFL to ***emerge*** this past year, much like **Aasha**.

Training and Building Capacity in Family Literacy Across Canada

CFL Training Programs

We know we can't do it all! We offer training to individuals and organizations to run family literacy programs or integrate literacy into their own work. We also run a mentorship program for our partner agencies who are co-facilitating our programs.

The **more people** who can provide literacy learning, **the better off everyone is!**

BC - Williams Lake

AB - Edmonton, Devon, Fort
Saskatchewan, St. Albert, Vulcan,
Calgary, Red Deer, Lethbridge, Grande
Prairie, Hanna, Edson, Hinton, Leduc

SK - Saskatoon, Lloydminster



In 2022:



19 National Training Sessions Provided



124 of Participants Certified



43 Communities of Learning

QU - Gaspesie, Montreal, Quebec City, Mirabel, Laval, Sherbrooke, Cowansville, North Shore, Yamaska, Saint-Leonard, Riveire-des Prairies, Lachute, Saint-Anne, Eloil, Baie-Comeau

NFLD - Labrador

NB - St. John

Quote from a Community Partner:

*"Our staff have had the opportunity to co-facilitate programs with your staff and have **learned so much**. You have taught us so much about how to actively **engage parents and children in the programs** and this has enriched how we do our programs."*

*Cities that participated in CFL Training Programs across Canada.

2022 FUNDRAISING EVENTS

We gratefully acknowledge our event sponsors for their generous support.

FEATURED



- Signature fundraising event
- 15th year in action
- Raised \$160,000
- Raised over \$1.1 million to date

RICHARDSON
Wealth



ICM
Asset Management



FEATURED

LINKS *fore*
LITERACY
Golf Tournament

- Annual fundraising event
- 12th year in action
- Raised \$43,000
- Raised over \$393,000 to date




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EMPLOYER GROUP BENEFITS

 **LAFARGE**
 **SCENTURION**

The BRICK.

 **VIMARK**
SOLUTIONS

 **CANADIAN ROAD BUILDERS**

 **Rally**
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Where Real Estate Happens

OUR SUPPORTERS

January 1 to December 31, 2022

The Centre for Family Literacy is grateful for the generous support of the public and private sector's support we receive for our programs, training and services.

BUSINESSES & FOUNDATIONS

Please [CLICK HERE](#) to see the full list of Businesses & Foundations.

IN-KIND SUPPORT

Please [CLICK HERE](#) to see the full list of Legacy and In-Kind supporters.

COMMUNITY PARTNERS

Please [CLICK HERE](#) to see the full list of Community Partners.

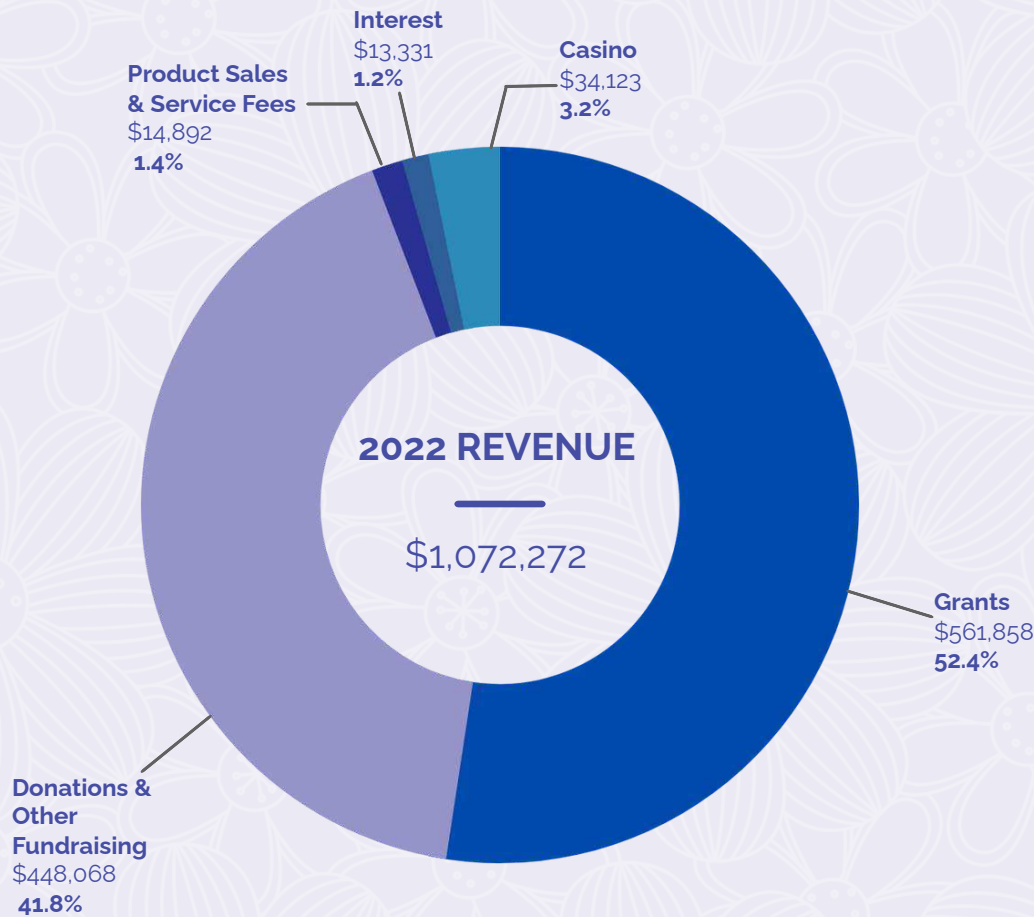
LEGACY, INDIVIDUAL & *MONTHLY* DONORS

Please [CLICK HERE](#) to see the full list of Individual and *Monthly* Donors.

Together, we are TRANSFORMING LIVES!

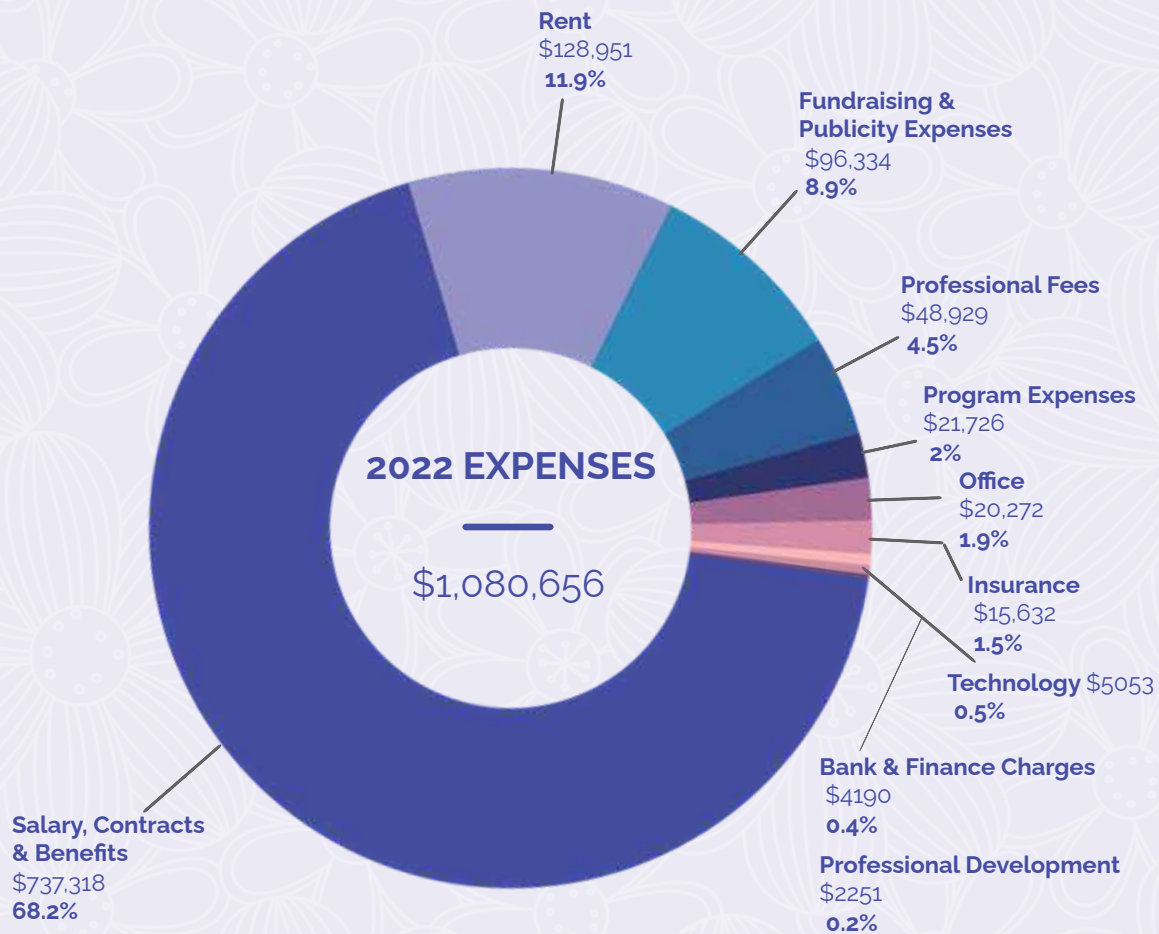
FINANCIALS

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



We gratefully acknowledge c





our funders for their support.



A close-up photograph of several snowdrops. Some flowers are a deep purple color, while others are white. The background is dark and out of focus, making the flowers stand out. The text "THANK" is overlaid in white, bold, sans-serif capital letters on the right side of the image.

THANK

for being a part of our



K YOU

r story of *emergence!*



empower
people

strengthen
communities

transform
lives
through
literacy

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