

Activity Report

2023-2024



Literacy Quebec would like to acknowledge that we are committed to promoting diversity, equity and inclusion in our workshops, professional development and programming, as well as our social media presence.

Contributors

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Funding

Literacy Quebec est financé par le Programme d'action communautaire sur le terrain d'éducation (PACTE).



Literacy Quebec est financée par le Secrétariat aux relations avec les Québécois d'expression anglaise.



Special projects funded by:



Message from the Board of Directors

Another year in the books. It was a year of growth, a year of change and a year with a few unexpected challenges.

Literacy Quebec continues to take the lead in being the voice of Literacy for the English speaking population in Quebec.

Thanks to our various partnerships with the Government of Quebec (PACTE, Secretariat for Relations with English-Speaking Quebecers), CHSSN, Educaloï and the Government of Canada (EDSC) we have been able to offer even more support to our members and others in the community. Our network continues to grow!

The annual report will reflect the many new and ongoing programs that we have been able to offer.

As always, our thanks to the staff who kept things going throughout the year, especially given some changes in the team.

The board of directors had to take on a few new tasks this past year, and we are grateful to all of them for stepping up to help where needed enabling us to have another successful year. It really does 'take a village'.

-Joy Fyckes, President

Message from the Interim Executive Director

Community. It might not be the first thing one thinks of when they hear the word literacy. But it is exactly what you would find while attending literacy related events, participating in learning activities or interacting with any English speaking groups throughout Quebec.

We are a community filled with passionate people delivering literacy related services within the province of Quebec. We are the staff at our respective not-for-profit organizations, we are the volunteers delivering on the ground services to our learners and we are the government who graciously assist us so that we may reach the greatest numbers of learners possible.

I am proud to see how our 15 member organizations connect with their communities and provide essential literacy training to people of all ages! The work you all do is so crucial to supporting our shared mission. Thank you for all of your hard work and service!

Please stay tuned...we have an exciting year planned ahead!

-Heather Sakowski, Interim Executive Director

Services and Support

Literacy Quebec continues to hold many of its training and services online for ease of convenience for those wishing to attend events.. We hosted the following 9 professional development workshops with a total of 117 participations:

- **De-escalation Workshop** - Cyndi Owen (Social Worker)
- **Funding & Grants** - Nick Maturo (ELAN)
- **Introduction to Seniors Action Quebec** - Katia Toimil-Bramhall (SAQ)
- **Understanding Compassion Fatigue** - Amanda Rocheleau (Social Worker)
- **Boundaries & Self-Care**- Cyndi Owen (Social Worker)
- **From Burnout to Balance** - Amanda Rocheleau (Social Worker)
- **Risk Assessment** - Cyndi Owen (Social Worker)
- **Active Listening**- Rochelle Doucet (Vent Over Tea)
- **Suicide Awareness** - Jonathan McArthur (Montreal Suicide Prevention Centre)

Community of Practice

Literacy Quebec offers its members a space to share, collaborate and support one another.



Member Meetups

8



Participants

27



Weekly Update email

43



Subscribers

34

Literacy Quebec attended several of their members' events, including the Annual General Meetings of:

Literacy
Unlimited

South Shore
Literacy Council

The Learning
Exchange

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Events

Literacy Quebec participated in 3 local in-person events:

- The Montreal Highland Games: 300
- CHSSN Senior Wellness Resource Fair: 50
- RECLAIM Fair with Dawson BGC: 70

Total # of people reached through Community Events: 420



From left to right: Margo, Lily and Jessica at the Highland Games

Highland Games

We had the pleasure of attending The Montreal Highland Games for a second summer in a row in August. The event was a wonderful opportunity to talk to the community about our organization and what we do, along with sampling a bit of Scottish culture, including food and games. It proved to be a huge success, as we spoke to many individuals from various backgrounds and were able to distribute free books, resources, and other fun swag promoting Literacy Quebec!

Reading for the Love of It Conference

In February, the Literacy Quebec team attended the Reading for the Love of It conference in Toronto, with more than 2000 other attendees. Its purpose is to inspire and provoke thinking about literacy issues and a lifelong love of reading by offering a variety of workshops, keynote talks by authors, and more. Through the workshops, we gained new professional development knowledge and learned about new resources internally and for our network. The conference was also a great opportunity to talk about what we do and the resources we provide, as well as connect with other organizations and educators doing great work within our community.



From left to right: Heather, Sara O'Leary, Laura and Jessica

Secrétariat aux relations avec les Québécois d'expression anglaise

Funding from the Secrétariat focuses on capacity-building and awareness efforts, such as:

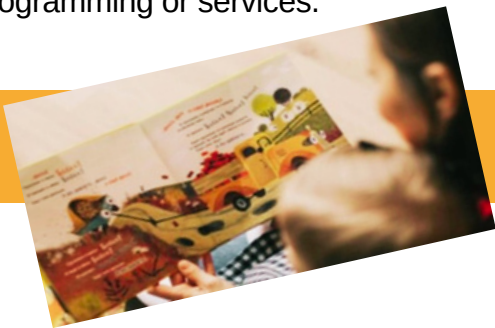
LQ Academy
Literacy Helpline
What's Literacy? Literacy Quebec Podcast
Research & Data
The Lace Up 4 Literacy Charity Challenge

LQ Academy

In time for International Literacy Month in September, Literacy Quebec saw the launch of LQ Academy, a collection of free eLearning courses designed for individuals to explore and learn more about a wide range of literacy-related topics. The courses are intended for those who interact with the general public, create communications material, or are just curious about literacy. The information provided in *Literacy & Clear Language 101* was broken down into three new foundational courses :

- **Lit 101: Exploring Literacy**
- **Lit 102: Supporting Adults with Low Literacy Skills**
- **Lit 103: Practicing Clear Writing and Design**

For Family Literacy Month in January, we launched a Family Literacy course, the newest addition to our special topics collection! The course was created for those who interact with families such as educators, librarians, social workers, daycare staff, and/or other community workers. The course introduces family literacy as a practice and helps you easily integrate family literacy activities into your programming or services.



To our delight, the total number of registrants for all three foundational courses, Literacy 101, 102, and 103, was 85! We continued our promotion and outreach, both in person and on social media, and saw various staff and educators from school boards, community groups, and organizations working within and outside of the province register for our courses. For our special topics collection, we saw 37 registrants for our Assessing Health Literacy course, and 12 registrants for our Family Literacy course.

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Literacy Helpline

The Literacy Helpline received 12 calls from 12 different callers this fiscal year. Many asked for help improving their literacy skills, especially with regards to reading and writing. This gave us the opportunity to make referrals and highlight the incredible work our member organizations do, such as providing free literacy tutoring services. As a network organization, we connected the caller with the member closest to their location.



“What’s Literacy?” Literacy Quebec Podcast

Niamh Devaney and Jeff Taylor carried on their duties as podcast hosts for the start of our fiscal year, engaging in conversations with remarkable individuals doing great work. The mic was then handed over to our staff member Jessica Leahy, who was enthusiastic to gain insights from her guests and learn as much as possible.



The podcast in numbers

Number of Episodes: 11
Number of Guests: 10
Number of listens: 990
Number of listens (all-time): 6,959
Main countries people are tuning in from: Canada, U.S., Australia, Ecuador & Germany
Number of countries reached: 73
Spotify followers: 96

Episodes discussed a variety of topics such as representation and diversity in literature, inclusive spaces, slam poetry, land acknowledgements and media literacy. Some guest highlights included David A. Robertson, an Indigenous Canadian author and public speaker who has won the Governor General’s Literary Award twice; Jael Richardson, a Canadian author and founder of The Festival of Literary Diversity (FOLD); and, Nadia L. Hohn, an award-winning children’s author and educator.

Research & Data

Literacy Quebec conducted its third annual membership survey by contracting with Cathexis Consulting to update and administer the survey. The 30-question survey was conducted between March and April with the final report presented in May 2024.

We included all levels of membership in the survey and gained valuable insights into the greater network. Key insights included the following:

- More than half of member organizations saw their funding increase and/or delivered new programming.
- Half of member organizations entered (or re-entered post pandemic) new locales, particularly schools, to offer their programming. Half also reported starting new partnerships in the past year.
- Member organizations are reaching a variety of demographic groups, particularly English speakers, newcomers and neurodiverse people.

Charity Challenge 2023 #LaceUp4Literacy



The **21k de Montreal Charity Challenge** was a fantastic team effort which saw a total of 33 participants who Laced Up 4 Literacy and raced 1K, 5K, 10K, 21K distances!

To our delight, we surpassed last year's amount and raised an impressive \$7750.73 from 150 donations, and covered a total of 254 kilometers! Members and friends who participated in the event were RECLAIM Literacy, The Learning Exchange, Gaspésie Literacy Council, Literacy Unlimited, and CPE Funville.

As a result of attending the in-person race, Literacy Quebec received a generous donation of 865 brand-new books from the Cancer Research Society. This donation was a reminder that the impact of the event extended beyond just raising funds, as we were able to use these books for book giveaways for schools, organizations, and individuals who could benefit from them.

The Charity Challenge in numbers:

- 33 people laced up for literacy
- 150 donations
- \$7750.73 raised
- 254 Kilometers were walked, jogged and ran for literacy



First Book Canada

Through an ongoing partnership with First Book Canada and First Book Canada Marketplace and a generous donation from the Cancer Research Society, Literacy Quebec was able to coordinate the donation and distribution of approximately 1,968 brand new English books (value: \$31,442.24) to various community organizations and individuals across the province.

Holiday Book Giveaway

In December of 2023, Literacy Quebec donated 790 books to 7 organizations, including St. Columba House, Native Women's Shelter of Montreal, YMCA Westmount, Montreal Children's Hospital, and Tyndale St-Georges Community Centre.

The Éducaloi Community Mobilization Project

Our project with Éducaloi was renewed for another two-year term, with 2023-2024 being the first year. As such, we continued our goal of making legal information more accessible to English-speaking Quebecers by hosting the following 6 workshops (with a total of 90 participants):

- Guides & Resources for Not-for-Profits
- M-30 Rule
- Media Literacy with Media Smarts
- Bill 25
- CNESST Health & Safety Regs. Part 1
- CNESST Health & Safety Regs. Part 2

We also attended 3 webinars on Finding and Providing Legal Information, Bill 96, and Mental Health Issues and Caregiver Rights. We continued to distribute print materials and developed our network's capacity to provide referrals to legal services.

Community Empowerment Literacy Initiative

The purpose is to increase the availability and access to English literacy and essential skills programs and services. This year, CELI activities included choosing projects for funding through a selection committee.

7 projects have been selected for funding:

- Coaster's Association - Empower to Employ
- Community for Anglophone Social Action (CASA) - Destination U
- Tyndale St. George - PPE - Possibilities
- DESTA Community Black Network - DESTA Work Hub
- YES Employment - Graphic Design Bootcamp Program
- La Passerelle - LMS/Workshop Upgrade Project - Phase 1
- Atwater Library - Skills for Success Pilot Project



Literacy Quebec partners with Quebec Community Groups Network on the CELI project.

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CHSSN Mental Health Project

Mental Health Workshops: Literacy Quebec's mental health project took place this year to promote mental well-being within its network. We hosted the following six workshops to our members for a total of 81 participations:

- Understanding Compassion Fatigue
- Boundaries & Self-Care
- From Burnout to Balance
- Risk Assessment
- Active Listening
- Suicide Awareness-Raising

After the workshops were completed, they were then made available online to the general public.

Mental Health Conference: In November, we hosted a 2-day conference event for our members. The purpose of the conference was to share and discuss emerging mental health needs with each other, as well as promote positive mental and emotional health. The first day took place at the Novotel Hotel and was an all-day event that saw 27 participants, divided into 3 speaker sessions. The first session was presented by facilitator and spoken word artist Roen Higgins, titled "Finding your Authentic Voice," which emphasized the importance of respecting boundaries and using core values to promote positive change in oneself and others.



The second session, presented by Dr. Francine MacInnis from the Montreal Therapy Center, focused on cultivating a growth mindset to positively impact performance and outcomes. The day ended with a laughter yoga session by Aileen Borrueel from Joyful Connections, promoting the positive benefits of laughter on our mind and body.

On the second day, we divided our 22 attendees into two groups. Executive Directors attended a resource-sharing session at Suspicious Fish in Verdun, while other staff members joined a mindfulness session with a personal trainer from Infinity Movement.

As the last phase in the project, Literacy Quebec released a mental health guide with a list of English resources and services for literacy organizations and Quebecers across the province.



Mental Health Resources Available
in English in Quebec
A Resource Tool for Literacy Organizations

CHSSN Senior Wellness Resource Fair

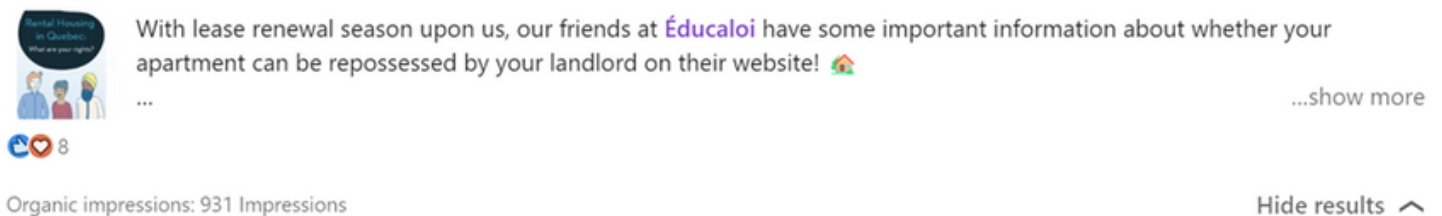
In June, the LQ team was invited by CHSSN to attend their senior wellness resource fair at La Citadelle in Montreal. This gave us an opportunity to connect and network with other organizations serving senior populations. We were able to share some valuable resources helpful to seniors, such as helpline postcards, magnifying cards, and Internet Matters workbooks. Overall, it was a great event that allowed us to showcase some of the work we do and network with others in our community.

Social Media

Literacy Quebec utilized **Facebook**, **Instagram**, **X (formerly Twitter)** and **LinkedIn** for various targeted campaigns throughout the year.

One of our top performing posts on Facebook was an announcement in January about our newly launched Family Literacy course. It reached 561 unique accounts and received 8 reactions.

Our top-performing post on LinkedIn highlighted infographics from Éducaloi regarding lease renewal information on their website. The post received a total of 931 organic impressions and received 8 reactions.



The screenshot shows a LinkedIn post from Éducaloi. The post text reads: "With lease renewal season upon us, our friends at Éducaloi have some important information about whether your apartment can be repossessed by your landlord on their website!" The post includes a small graphic with the text "Rental Housing in Quebec: what are your rights?" and a house icon. Below the text, there are icons for Facebook, a heart, and the number 8. To the right of the post, there is a "...show more" link. Below the post, it says "Organic impressions: 931 Impressions" and "Hide results" with an upward arrow.

Website

Our website witnessed 7, 777 total views, a 51% increase over last year, and had 3,733 unique visits.

Our top countries were:
Canada
United States
India

The most popular website pages were:
Our homepage
LQ Academy

Newsletter

We continued our monthly newsletter using Mailchimp and shared news and activities from our organization with a wider audience. This included attended events, workshop announcements open to the public, and literacy-related resources.

Between April 2023 and March 2024, we sent 9 editions of our newsletter. Our mailing list steadily grew from 390 to 575. In total, our newsletters were opened 1,391 times.



International Literacy Day

We launched a social media campaign to promote LQ Academy, our new eLearning platform, in anticipation of International Literacy Day. A promotional video was shared across our social media platforms and posted on our website.



Black History Month



In February, Literary Quebec celebrated Black History month in our newsletter, on social media, and on the 'What's Literacy' podcast. Greg Birkett, an Ontario-based educational consultant, educator, author, slam poet, and playwright joined Jessica to talk about the importance of learning about Black Canadian History within school curriculums. We featured 5 authors on social media throughout the month, and shared a spotlight on Wilson Ruffin Abott, an activist featured in Blacbiblio's ABC's of Canadian Black History Kit.

Get Caught Reading Month

In May, we celebrated Get Caught Reading Month, an annual campaign reminding people of all ages that reading can be fun! We encouraged those in our network and community to send us pictures of themselves reading something they enjoy. We had Juno-nominated singer-songwriter Jeremy Fisher, along with acclaimed children's illustrator Ruth Ohi participate.



Governance & Operations

The Board of Directors continued to bring a wealth of knowledge and expertise to the organization. They were a tremendous support to the LQ staff and met 11 times over the course of 12 months.

Number of Board Meetings Held: 11

Topics tackled: Created an HR Policy doc shared with members, strategized about funding, etc.

List of Committees:

Freda Hudson Volunteer Recognition Award
Human Resources
Membership
Nominations

Board Members

- Joy Fyckes, President
- Wendy Seys, Vice-President
- Michèle Gagnon, Secretary
- Marlene Dagenais, Administrator
- Sia Spanoudakis, Administrator

Volunteers

Literacy Quebec would like to express our immense gratitude towards all the dedicated and committed volunteers who have contributed to our organization. We would like to give a special recognition to our Board of Directors, and especially to President Joy Fyckes and Vice-President Wendy Seys, for their exceptional contribution to our organization in the past fiscal year. Your wisdom, passion, and dedication are truly exemplary. Thank you for all your hard work and support.

Helpline: 1 volunteers, 132 hours

Charity Challenge: 33 runners, 52 hours

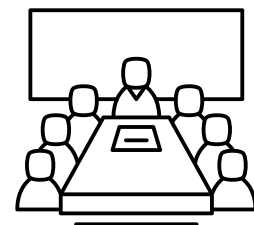
Board of Directors 5 members, 850+ hours!



TOTAL of 39 volunteers & more than 1,034 hours!!!

AGM 2023

Literacy Quebec held its AGM virtually on June 20, 2023. We had **24 attendees** representing Literacy Quebec and 9 of our full member organizations. Our president, Joy Fyckes, thanked the members and LQ staff for their wonderful contributions to the field of literacy. LQ thanked everyone and wished them an amazing summer.



Networking

Literacy Quebec sat on **9 various working groups** and committees which had **44 meetings**.

	# of meetings	# of people
Active member of the RQ-ACA	1	41
Collective of umbrella orgs funded under PACTE (Amies PACTE)	6	45
Comité Consultatif - New Accreditations (PACTE)	6	45
Comité mixte (PACTE)	2	28
PACTE Working group - Funding Framework	5	72
ILET: Inter-Level Education Table (QUESCREN)	4	23
SNACA (Awareness for Autonomous Community Action)	8	88
QCGN Community Development Plan - Data Round Table	4	23
National Family Literacy Coalition	8	79

Our Partners



RECAP

Direct Services (Regular activities)	# People Reached
Professional development workshops	117
Workshops Éducaloi Project	90
LQ Academy	134
Helpline callers	12
Books distributed	1968
Volunteers	39
TOTAL	2,360

Indirect Services (Occasional activities)	# People Reached
Podcast guests	10
Podcast listens	990
Community events	420
Working groups and committees	364
Representations & Advocacy	233
TOTAL	2,017

Literacy Quebec is a proud member of the following organizations:



Members



Associate Members



Suspicious Fish

Affiliate Members



Mother Goose Montreal