



ANNUAL REPORT

2021-2022

Gaspésie Literacy Council

<https://gaspelit.ca/>

Acronyms

BAS - Belle Anse School

CJE - Centre Jeunesse Emploi

CLC - Community Learning Centre

ESSB - Eastern Shores School Board

GES - Gaspé Elementary School

GPS - Gaspé Polyvalent School

WAVEC - Wakeham Adult and Vocational Education Centre

Y4Y - Youth 4 Youth





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President's Message

This year was another turning point for the Gaspésie Literacy Council (GLC), notable in our return to regular activities and the launch of a new, 2-year project. The growth that we're experiencing, in new partnerships, new activities, and community involvement, has earmarked the 2021-2022 year as a big step forward for the GLC.



Through the amazing work of our staff, we have branched out to focus on developing new partnerships and strengthening our position in the community as a valuable resource for literacy and cultural activities. Our online network and adaptable model for connecting, which we use to meet as a Board of Directors coming from several different communities, also allows us to reach new participants. This year, we have held several online events, in order to reach those living far from our offices.

Our activities and programs show how we are moving forward, with several new activities (like the Raquel Rivera workshop, a collaboration with the Writer's Union of Canada) and repeat events (such as Family Literacy Day), some offered in-person and others online. The GLC's new project "Combatting Drop-Outs and Bridging the Post-Secondary Gap" is an opportunity to reach segments of the community that haven't been as engaged in our previous activities and the first year of this project has been a real success.

I want to take this opportunity to thank our Board of Directors and our staff, Cheryl Henry, Chelsea Flowers, Crystal Element, Susie Bilodeau, and Angelina Leggo, for this successful year. A special thanks goes to Chelsea, who stepped up as Interim Executive Director for six months while Cheryl was on leave. It's a pleasure to serve the literacy needs of our community through the GLC.

I invite you to read through our accomplishments of the past year, become familiar with the activities and services we offer, and find something for yourself here.

Jessica Synnott



Executive Director's Report



The past year has seen many great steps forward for the Gaspésie Literacy Council. The easing of pandemic restrictions due to COVID-19 has led to the resumption of most of our regular activities, and our new projects have led to new, exciting growth.

With the size and remoteness of many of the towns in our territory, the GLC is always coming up with innovative ways to engage community members.

We serve communities along the entire Gaspé coast, the North Shore (Baie Comeau), and the Magdalen Islands. Over the past couple of years, the incorporation of Board members from several different towns throughout our territory has led to more expansive and inclusive programs.

I was away from the Council for several months over the past year, on a leave of absence. In the time I was away, from October to March, the GLC's operations continued as ever under the leadership of Chelsea Flowers, who stepped up as Interim Executive Director. She deserves a huge thank you for her work, and for a seamless transition during my time away.

I would also like to extend a big thank you to our amazing Board of Directors for their support of myself and of Chelsea while I was on leave, as well as for the time and effort they put into our organization. We are grateful for all of their support and expertise. I also extend my thanks to our current staff, Chelsea, Crystal, and Angelina, and to Susie, for her work last fall and winter.

Finally, the GLC is able to accomplish so much because of the support and dedication of our partners. They're all listed at the back of this booklet, and I encourage you to take a look.

Thank you for your continued support of the GLC!

Cheryl Henry

Meet Our Staff



**Chelsea
Flowers**

Project Coordinator / Interim Executive Director

Chelsea replaced Cheryl as Executive Director for 6 months this year. She also coordinated our tutoring program and the script service weekly drop-in, supporting tutors and learners, and working as a tutor. She provided literacy based workshops, coordinated activities, created and maintained partnerships, and provided office support to each of her colleagues.

Digital Project Coordinator

Susie was responsible for the content of our website, our social media feeds, and graphic design from Sept 2021 to March 2022.

**Susie
Bilodeau**



Project Coordinator

Crystal is running the GLC's special project: *Combatting drop-outs and bridging the post-secondary gap* for our whole territory. This project includes several activities throughout the academic year, as well as partnership development and collaborating with other organizations in the more distant parts of our territory.

**Crystal
Element**



Digital Project Coordinator

Angelina came on board in May 2022 to take responsibility for our website, social media, and graphic design needs. She has been writing our quarterly newsletter since Fall 2021.

**Angelina
Leggo**



Programs, Projects, and Activities

Programs

The GLC's programs are regular activities that continue each year, which we expand on and alter as needed. This year, our programs have included:

- **Tutoring** this year consisted of one-on-one tutoring for digital needs, numeracy, reading and writing, and soft skills. Chelsea, our coordinator, also works on learner and tutor recruitment
- **Script service** a drop-in service for help with specific needs. All needs were met – digital literacy issues were by far the most common
- **Newsletter** published four times a year and accessible online through an email list and on our website
- **Social media** a tool to advertise our events, spread awareness, and connect with a greater community



Projects

Our projects are funded by specific institutions and typically last one to two years. The GLC's major project this year was called *Combating High School Dropouts and Bridging the Post-Secondary Gap*. It included the following:

- **Reality Check** a hands-on approach to developing life skills for students in Secondary 5. They were given a monthly salary and asked to visit several booths representing living expenses. The goal of the activity was to plan a reasonable budget for a year
- **Career Day in Gaspé** a collaborative event that presented various career paths to local students from three schools, spearheaded by Crystal and the project's steering committee

“A great day to discover and connect with many of the entrepreneurs and businesses in our area, as well as to meet our ambitious youth!”

Joni Kennedy – Gaspé
Career Fair Presenter

Programs, Projects, and Activities

Activities

GLC activities are the events and workshops that raise awareness of who we are and what we do, as well as promoting literacy and culture and connecting with our community. Some of these are repeated on a yearly basis (like the Canadian Children's Book Week) and others occurred for the first time this year (like our fun Halloween Bat Bash). In chronological order:

- **Halloween Bat Bash** with partners Vision and SOS Bats, this event consisted of story time, crafts, and a presentation on the importance of bats to the ecosystem. Chelsea and Susie were among those who dressed up for the occasion!

“I think [this workshop is] important because the coming together of two cultures assures knowledge, strength and continuity”

Melanie Jean, Drum Making Workshop Coordinator

- **Linda Bailey Workshop** an online event with participants throughout the Gaspé Coast, in celebration of Family Literacy Month. Linda read a book, interacted with viewers through a puppet show, and answered questions. The GLC also provided door prizes and enjoyed the event with their families
- **Drum Making Workshop** a cultural event, run by Melanie Jean and Johanne Jean and organized in partnership with WAVEC, that led families through the process of creating their own drum. This hands-on experience also explored the significance of the drum in First Nations history and culture, particularly for the Micmac of Gespeg
- **Canadian Children's Book Week** (CCBW) where we participate in a national initiative to connect Canadian authors with children and youth in our community, three different authors presented in three different schools
- **Raquel Rivera Presentation** funded through the Writer's Union of Canada as part of their National Public Reading Program, this presentation consisted of an online reading for grades 5/6 at Gaspé Elementary School. The GLC purchased the books presented and donated them to the school library

Programs, Projects, and Activities

Activities

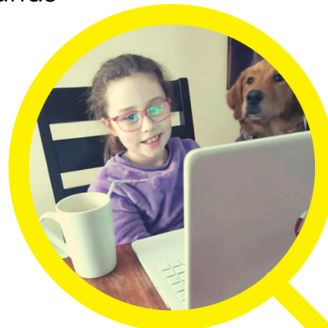
- **Family Literacy Day** a buffet of literacy activities, tools, and games organized by Chelsea and Cheryl, with prizes and interactive fun for all! Thanks to our partners, especially WAVEC, and collaborators for all their hard work and dedication. This is the 3rd year that Family Literacy Day successfully reached out to the community
- **Media Streaming Workshop** part of the GLC's dedication to digital literacy, Chelsea led this workshop during Vision's Gaspé Wellness Centre in June

Collaborations

- **Workshop with Kate Strickland** a collaboration with Y4Y, which focused on relaxation, belonging, and community by creating a personal mandala
- **Collaborative work** for our special youth project, where our partnership development efforts truly shine: New Richmond/New Carlisle Career Fair, virtual North Shore Career Fair, motivational speaker in the Magdalen Islands (Shannon Day speaking to high school students and adult women), carnival at Gaspé Polyvalente to inspire students to learn and take pride in their school. Thanks to Crystal for her efforts here!

"Our students were excited to meet a real, live author who showed them around her workplace and introduced them to her dog. They loved being able to ask questions and learn about how her imagination works, turning ideas into stories and stories into books."

Kim Fessenden
New Richmond CLC
CCBW presentation



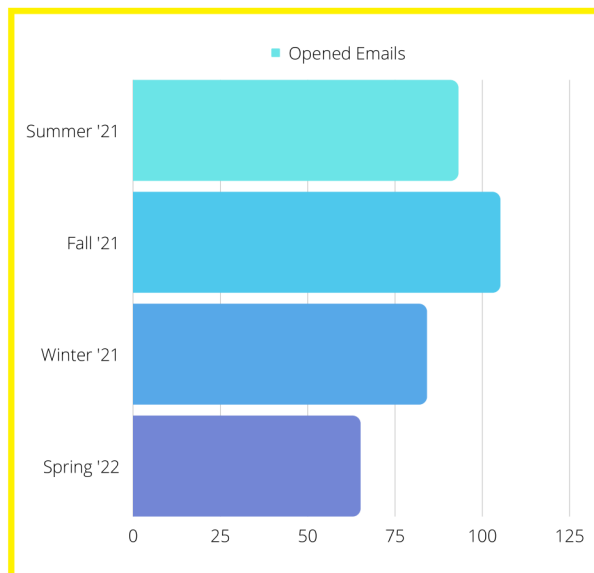
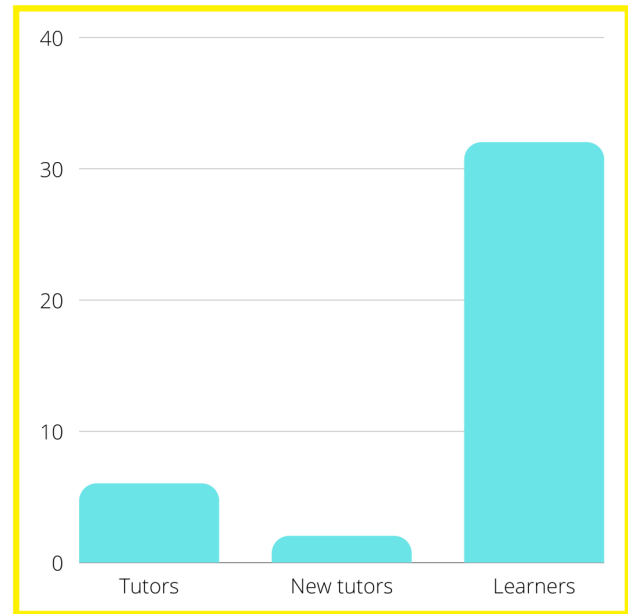
Statistics - Programs

Tutoring Program and Script Service

The tutoring program, run by Chelsea this year, grew with the introduction of script service, a drop-in program for specific needs. This growth allows us to see what

is most needed in our community, although two individuals also benefitted from our one-on-one tutoring program. A

Member's Portal has been created for tutor training to make the process easier for tutors and learners.



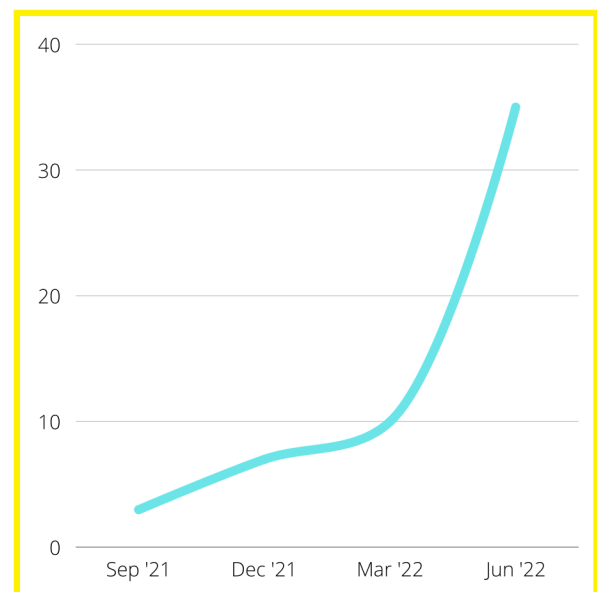
Newsletter

The GLC's newsletter, written by Angelina, is available on our website and can be emailed directly to subscribers (sign up if you haven't already!) Check out issues 1-6 at:

<https://gaspelit.ca/newsletter/>

Social media

Our followers on Instagram and Facebook rose from 503 to 535 individuals between September 2021 and June 2022. Our top performing posts reached over a thousand people this year.





Statistics - Projects

Title	Number of Participants	Partners
Reality Check	13 Students (GPS)	Vision CJE CLC (GPS)
Career Day (Gaspé)	185 students (BAS, GES, GPS) 40 local entrepreneurs	Vision CJE CLC (GPS) ESSB Micmac Nation of Gespeg

Statistics - Activities

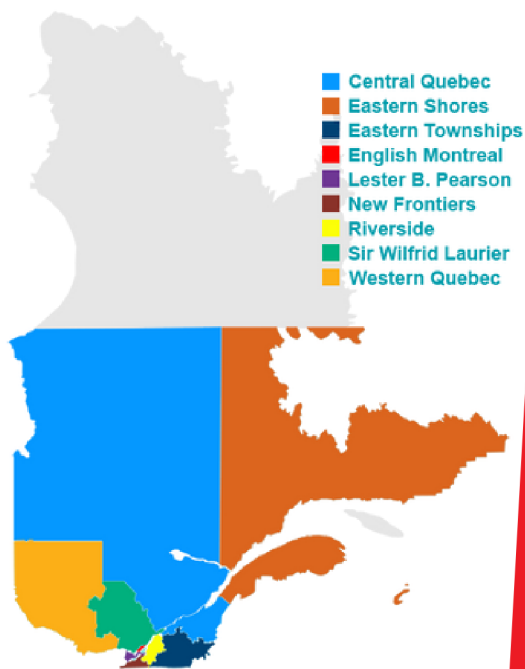
Title	Number of Participants	Partners
Halloween Bat Bash	10 children 7 adults	Vision SOS Bats
Linda Bailey Workshop	26 children 20 adults	--
Drum Making Workshop	10 children 14 adults	WAVEC
Children's Book Week	64 children 11 adults	Canadian Children's Book Centre ESSB
Raquel Rivera Presentation	24 students	Writer's Union of Canada ESSB CLC
Family Literacy Day	37 children 26 adults	WAVEC
Media Streaming Workshop	18 adults	Vision



Our Board of Directors



The GLC would like to take a moment to acknowledge the devotion and contributions of our Board of Directors. A volunteer position, each member of our board gives of their time and knowledge to make sure our organization runs smoothly, bringing perspectives from across our territory (Eastern Shores).



Jessica Synnott – President
Isabelle Martin – Vice-President
Jody Lessard – Treasurer
Amie Chicoine – Secretary

Directors:

Robert Wolfe
Sarah Chicoine Lemieux
Helena Burke
Kim Fessenden
Peggy Brimscale



Contact Us

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G A S P É S I E

LITERACY COUNCIL

Operations
year ending June 30 2022
(Unaudited)

OPERATIONS

Year ending June 30th 2022

REVENUES	2022	2021
Contributions - Ministère de l'Éducation - Pacte	86 230,00 \$	90 105,00 \$
Contributions - Ministère de l'Éducation - Pacte Special funding	59 000,00 \$	
Contributions - Croix-Rouge canadienne		20 390,00 \$
Grant (Pacte - Covid funding)	9 125,42 \$	12 431,00 \$
Interest revenue	77,74 \$	50,00 \$
Reimbursed expenses	5 296,27 \$	643,00 \$
Amortization of deferred contributions related to tangible assets		653,00 \$
Sales	1 879,69 \$	
Total des revenus	161 609,12 \$	124 272,00 \$

EXPENSES

Salaries and employee benefits - Pacte	64 210,67 \$	66 989,00 \$
Salaries and employee benefits - Pacte Special Funding	30 393,33 \$	
Salaries and employee benefits - Croix-Rouge		15 938,00 \$
Salaries and employee benefits - Wakeham	- \$	3 471,00 \$
Salaries and employee benefits - ESSB	217,70 \$	
QHSF Expense	(1 759,50) \$	
CNESST and CNT Expense	332,65 \$	
Book purchase	619,31 \$	1 027,00 \$
Gifts	105,69 \$	
Insurance	594,01 \$	611,00 \$
Membership fees	678,55 \$	35,00 \$
Equipment maintenance and repairs	677,97 \$	2 119,00 \$
Office supplies and expenses	3 872,91 \$	4 455,00 \$
Activity fees	4 642,29 \$	1 264,00 \$
Travel & Entertainment	2 242,36 \$	292,00 \$
Professional fees - Pacte	10 354,35 \$	21 490,00 \$
Professional fees - Special Funding	1 285,03 \$	
Interest and penalties	355,27 \$	- \$

Rental expenses	7 303,93 \$	7 765,00 \$
Transportation	1 183,79 \$	85,00 \$
Publicity	4 131,16 \$	659,00 \$
Telecommunications	1 343,23 \$	1 085,00 \$
Bank charges and credit fees	91,91 \$	13,00 \$
Amortization of tangible assets	2 208,00 \$	2 142,00 \$
Courier and postage	272,41 \$	
Administration Fees	2 450,75 \$	
Meetings	1 484,78 \$	- \$
Business taxes	1 312,60 \$	- \$
Honoraria	3 002,29 \$	
Meals	1 940,39 \$	
Service Fees	203,70 \$	
Total des frais d'exploitation	145 751,53 \$	129 440,00 \$
Revenu net (perte nette) avant impôts	15 857,59 \$	(5 168,00) \$
Impôts sur le revenu exigible de l'exercice	- \$	- \$
Revenu net (perte nette) après impôts	15 857,59 \$	(5 168,00) \$

Our Partners

Local Partners

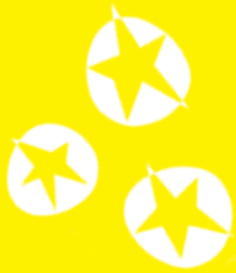


Provincial Partners



Funders





*Thank
you!*

For your support