



GASPÉSIE
LITERACY COUNCIL

WWW.GASPELIT.CA

ANNUAL REPORT 2023-2024



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ACRONYMS

BAS - Belle Anse School

CJE - Centre Jeunesse Emploi

CASA - Committee for Anglophone Social Action

CLC - Community Learning Centre

ESSB - Eastern Shores School Board

FES - Flemming Elementary School

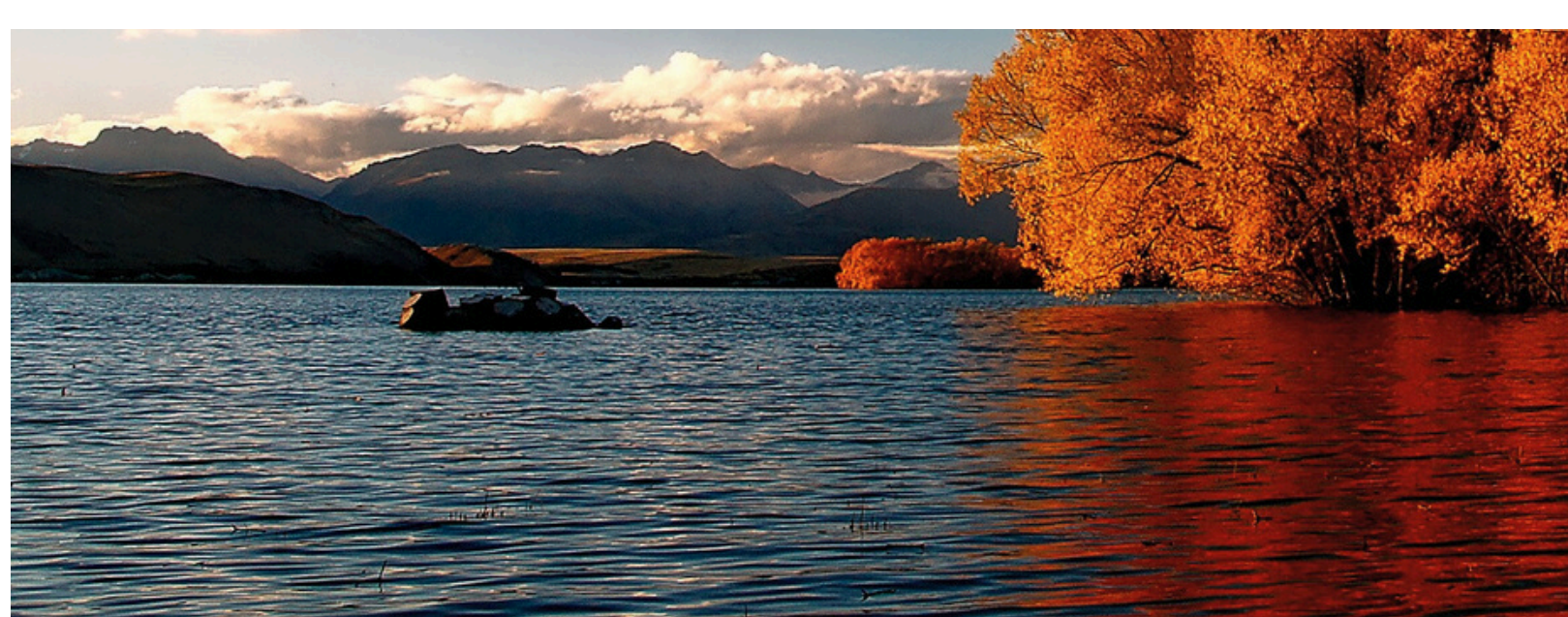
GES - Gaspé Elementary School

GPS - Gaspé Polyvalent School

IWD - International Women's Day

Vision - Vision Gaspé-Percé Now

YRSC - York Rivers Senior Centre



ABOUT THE GASPÉSIE LITERACY COUNCIL

Our Mission

Our mission is to lead English-speaking individuals and families to achieving their literacy goals. By increasing public awareness of common and invisible literacy challenges, the GLC identifies and responds to the evolving needs of our community.

Our Vision

To provide leadership in promoting awareness of the increasing importance of literacy in our modern world.

Our Territory

Our territory mirrors the Eastern Shores School Board. We serve the English-speaking and Indigenous communities within the following areas:

- The Gaspé Peninsula (Rimouski to Matapedia)
- The North Shore (Sept-Îles, to Schefferville, to Baie Comeau)
- The Magdalen Islands



MEET THE 2025-2026 TEAM



Angelina Leggo

Interim Executive
Director



**Rebecca
MacDonald**

Digital Coordinator



Thank you



Cheryl Henry

Executive Director
2018-2023



Elisha Simon

Executive Director
2023-2024



Cynthia Jean

Administration and
Support, 2023-2024

For your leadership, ideas, and contributions in 2023-2024



THANKS TO OUR VOLUNTEERS

Our Board of Directors:

Interim President: Mike Vigneault

Treasurer: Jody Lessard

Secretary: Kayla Gallan

Ex-officio Member: Jessica Synnott

Former Directors in 2023-2024:

- Chelsea Flowers
- Peggy Brimsacle
- Robert Wolfe

A special thank you to Chelsea Flowers for her support during our 2023 AGM.

DLEP Steering
Committee Members:

Kathy Gallan

Lisa Lavallee

Darlene Williams

Peggy Brimsacle

Zachary Cyr



PROJECT ACTIVITIES



Through PACTE Funding



2023 AGM

Our AGM summarizing the 2022-2023 year was held in November, with 19 people attending virtually and in person. The resignation of Executive Director Cheryl Henry-Leggo was announced at this time.



Fall Painting Workshop

This workshop was held with the York Rivers Senior Centre in October, where participants had the opportunity to paint a fun fall scene with Linda Drody.



Gingerbread Baking

Linda Drody partnered with Belle Anse Elementary School on behalf of GLC to bake a holiday treat with students.



Christmas Painting

Another exciting painting workshop with the York Rivers Seniors Centre, led by Linda Drody.



Meet Us Event

In February 2024, a Meet Us Event allowed community members in Gaspé to meet our new Director, Elisha Simon, and new staff members Rebecca MacDonald and Cynthia Jean.



International Women's Day

As part of a social media giveaway, a gift basket was presented to the winner of our "Nominate a Woman" draw - congratulations to Anne MacWhirter.



March Break Camp at Gespeg

With the whole team, the GLC provided a reading, books, notebooks, and games to the March Break Camp at Gespeg.



Tutoring +

The bulk of our one-on-one tutoring was conducted through our Digital Literacy program, with the exception of one learner. We also conducted lunchtime activities at GPS that allowed for personalized attention for students.



Workshops

The GLC offered 2 workshops to participants at Maison de Quartier.

LITERACY SUMMIT



Funded by Canadian Heritage through the Community Services Recovery Fund



Data Collection

73 Surveys were completed and 25 Interviews were conducted, with representatives from 18 different organizations and from community members across our territory.



Products

The Project Coordinator created multiple brochures, graphics, branding, rack cards, and other materials. Three presentations were given to Parent-volet participants in January/February at BAS and GES.



Needs Assessment

The final Needs Assessment document, the result of a year's work of data collection, research, and analysis was uploaded to our website in June 2024.

DIGITAL LITERACY WITH THE NSCA



Funded by Innovation, Science, and Economic Development Canada through the Digital Literacy Exchange Program



The DLEP Project is run in collaboration and partnership with the North Shore Community Association.

The GLC is responsible for running the project in the Gaspésie-Îles-de-la-Madeleine region (following page). Workshops, presentations, drop-in centres, and resources are conducted on the North Shore by project coordinators at the NSCA.

When the GLC was without a digital coordinator between September 2023 and February 2024, the NSCA's contributions kept the project on target.

Digital literacy programming that was shared on the North Shore through this program includes:

- Presentations
- Workshops
- Informative social media posts - Tech Tip Tuesday
- Drop-in sessions
- Info-tech Cheat Sheets

DIGITAL LITERACY



Funded by Innovation, Science, and Economic Development Canada through the Digital Literacy Exchange Program



Drop-ins

We expanded our drop-in availability by partnering with the York Rivers Seniors Centre and Vision to offer one-on-one tutoring during their events.



Presentations

Informative presentations and workshops on digital literacy were offered to Wellness Centres hosted by Vision and CASA, as well as presentations and interactive coaching during lunchtime for students at GPS. Financial literacy presentations were also offered in-class at GPS, focusing on the online features.



Online Outreach and Education

Our digital presentations “Digital Tidbits” re-launched in March with our new digital coordinator, Rebecca MacDonald. 5 videos were shared via social media.



Reality Check

The GLC with Vision, the CJE, and the CLC in Gaspé partnered to offer high school students a workshop on preparing for life outside of their childhood home, focusing on financial and digital literacy.

PARTNER ACTIVITIES



Through PACTE Funding



Wakeham York Winter Carnival

The GLC hosted a table at Wakeham York Winter Carnival 2024, where we held a draw for a prize.



Staff Appreciation Week

With Vision and the Gaspé CLC, the GLC contributed to Staff Appreciation Week at GES, BAS, and GPS.



Book Donations

Book donations were made in person to a number of Gaspé organizations, increasing access to books for Anglophones. See Outreach for more details.



Indigenous Day

The GLC held a book reading with Gespeg during their celebration of National Indigenous People's Day in Spring 2024.



Canadian Children's Book Week

In collaboration with the schools and the CLCs, we offered four presentations with children's authors to schools in Gaspé and Sept-Îles.



International Women's Day

The GLC partnered with Vision to host a workshop led by Gabrielle Hélène Coulter for International Women's Day.



Gaspesian Day

With Vision and Living in Gaspésie, the GLC hosted a 5 à 7 to celebrate Gaspesian Day in June 2024.





Senior Outreach Day

The GLC had a table during Vision's Senior Outreach Day, promoting our digital activities, one-on-one tutoring, and more.

PARTICIPATION NUMBERS



Event	Repetitions	Participation Numbers	Partners and Presenters
GLC Events			
Fall Painting	1	13 adult participants	Linda Drody YRSC
2022-2023 AGM	1	19 adult participants	
Gingerbread Baking	1	18 adults and children	Linda Drody and BAS
Christmas Painting	1	7 adult participants	Linda Drody YRSC
Meet Us Event	1	10 adult participants	Gabrielle H�el�ene Coulter
March Break Camp	1	15 adults and children	Gespeg
Blind Date with a Book	1	50 books distributed	5 local businesses
Tutoring	6	1 learner (through PACTE)	
Workshops	2	7 adult participants	Maison de Quartier
Lunchtime Activities	14	20 students	GPS
IWD - Facebook event	2	93 adult participants	


PARTICIPATION NUMBERS



<i>Literacy Summit</i>			
Interviews	28	30 participants	Multiple Partners
Surveys	4	73 respondents	Multiple Partners
Presentations	3	77 adults and children	CLC, parent-volet ESSB (GES, BAS)
<i>Digital Literacy</i>			
Digital Presentations	18	225 adult participants, 50 youth	Vision, YRSC CASA, GPS
Digital Tidbits (Facebook videos)	5	1,821 plays	
Drop-In Service (one-on-one tutoring)	9	36 participants	
Reality Check	1	25 students and adults	Vision, CJE CLC, ESSB, Aire Ouverte
Financial Literacy Presentations	7	10 students, 2 adults	GPS

PARTICIPATION NUMBERS



<i>Digital Literacy with the NSCA</i>			
Digital Presentations	12	99 adult participants	NSCA GLC
Drop-In Service (one-on-one tutoring)		46 participants	NSCA GLC
Tech Tip Tuesdays (social media campaign)	5	Average 18 people engaging, (top post = 58 engagements)	NSCA



PARTICIPATION NUMBERS



<i>Partnership Events</i>			
International Women's Day	1	8 adult participants	Vision Gabrielle Hélène Coulter
Gaspesian Day	1	139 adult participants	Vision Living In Gaspésie
York Carnival	1	50 participants	Wakeham York Winter Carnival
Senior Outreach Day	1	30 seniors	Vision
National Indigenous People's Day	1	54 adults and children	Gespeg
Canadian Children's Book Week	4	91 students and teachers	CLC ESSB (BAS, GES, GPS, FES)
Staff Appreciation Week	3	38	Vision CLC

OUTREACH



Blind Date with a Book

By reaching out to several Gaspé businesses, the GLC organized a “Blind Date with a Book,” where books were wrapped and placed in local businesses for residents to take as they liked. Approximately 50 books were distributed for free this way.



Facebook

In our 2023-2024 fiscal year, our social media reach topped 3.1 thousand people. Our most popular posts have over 500 likes/comments/shares and our followers increased by 143 people.



Instagram

The GLC has 170 followers on Instagram, with 18 new this year. Our top performing post reached 59 people, with 10 likes.



Social Media Giveaways

We ran three successful social media giveaways this year: International Literacy Day, Family Literacy Day, and International Women’s Day with 4 winners and an cumulative attendance of 213 people.



Book Cruncher

The GLC is responsible for the book cruncher in the Douglastown Community Centre. Our motto is "take a book, leave a book if you can" in order to make it accessible for all.



Lace up for Literacy

One of our staff members participated in Literacy Quebec's "Lace up for Literacy" challenge by running a 10K and raising \$697.90 for literacy organizations across Quebec, including GLC.



Outreach through Books

As part of our commitment to outreach, we have given books to the following organizations: Gaspé Elementary School, Gespeg, Maison d'aide et d'hébergement L'Aid'Elle, and Centre de pédiatrie sociale en communauté de la Côte-de-Gaspé. Altogether, we handed out approximately 75 books to partners.



Partnerships

The GLC expanded our network with approximately 20 new or potential partnerships identified and initiated.



Newsletters

The GLC produces four newsletters every year: Fall, Winter, Spring, and Summer. An average of 52% of these emails were viewed and the information was shared across our social media platforms, reaching a further 800 people.

Local Partners



Provincial Partners



Funders



THANK YOU



For your continued support of the GLC

