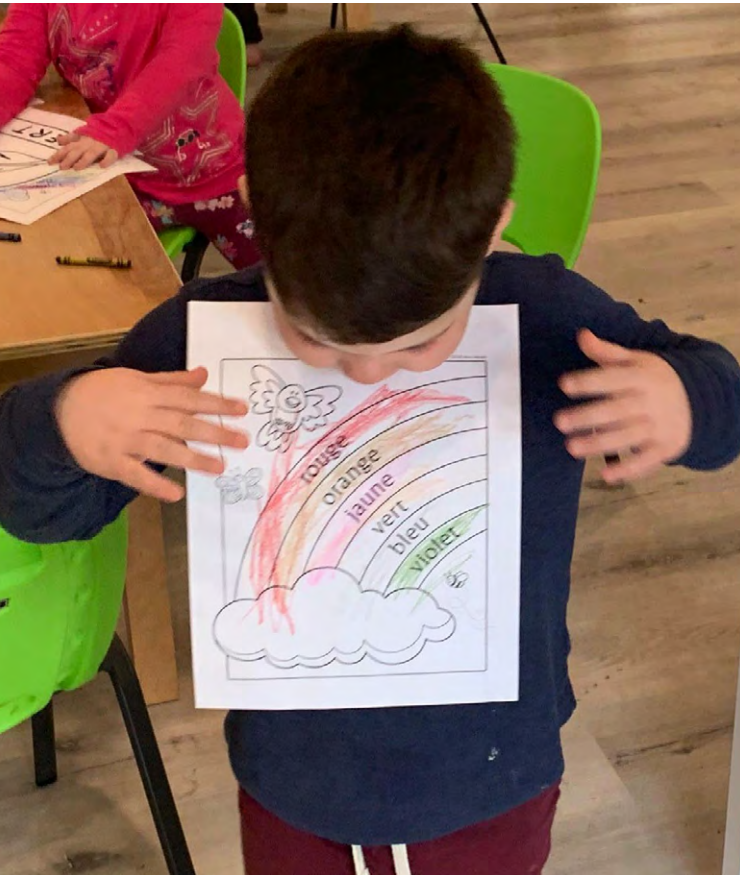




CANADIAN
PARENTS
FOR FRENCH
PRINCE EDWARD
ISLAND



Annual Performance Report 2020-2021

About Us

Canadian Parents for French is a nationwide, research-informed, volunteer organization that represents 35,000 members across Canada and champions the opportunity to learn and use French for all those who call Canada home.

Canadian Parents for French was founded in 1977 by parents who wanted to ensure that children would have the opportunity to become bilingual in the Canadian school system.

Originally a small group of concerned parents who met in Ottawa, Canadian Parents for French has evolved into a proactive National Network with 12 Branches and offices and Chapters in local communities nationwide.

In 2020-2021, in light of the worldwide pandemic, Canadian Parents for French worked together as a national network to lead initiatives in support of Canadian parents and FSL learners, shifting our focus to virtual programming and sharing resources beyond geographical barriers.



Executive Director's Message



This past year has been an amazing opportunity to better understand the needs of our French communities, create new partnerships and explore new and innovative ideas.

Engagement is a word that over this last year has resonated with us. In these trying times, how could we engage our youth, parents, educators, members and communities, and continue to ensure our mission and vision moves forward during a time of virtual communications and lack of knowing what comes next?

Prince Edward Island has not experienced the constraints of this pandemic like other provinces across Canada have. We are fortunate that we have been able to offer our programs in some capacity. We did pivot at the beginning with our virtual kitchen party series, paint party and *Concours d'art oratoire*. Our activities have indirectly created moments of advocacy, awareness and a new understanding that "CPF PEI is here for you."

We see CPF PEI moving in the right direction! As new board members join us, their contributions and fresh ideas will only benefit us in the long run. We are here to serve our communities and continue to ensure that FSL education is respected in the value of our future global citizens in living a bilingual life.

Building Member Volunteer Engagement

The best way to connect with our members and find new volunteers was to go out and create the opportunities. A monthly newsletter was circulated to keep members in the know and offer sneak peeks and early bird registration on camps and other events. Moving forward we will be offering new incentives, discounts to local businesses and become more visual to attract and build on our membership. By developing new partnerships and providing more services we will grow our membership and volunteer engagement.

Whether you are a parent eager to support your child or an advocate eager to promote the benefits of official language bilingualism, our goal at CPF PEI is to engage with you and to support you to help all children on the Island reach their full potential.

Lucie Lamoureux-Newson
Executive Director
CPF Prince Edward Island



Concours d'art oratoire: Virtual-National

With the creativity of CPF BC & Yukon and their ability to pivot in the trying times of COVID-19, we were able to continue the long standing competition of public speaking via the *Concours d'art oratoire* with the creation of a virtual version. This new concept saw many participants register their videos from all across Canada.

Here in PEI we promoted the new concept via our social media platforms, school posters and notifications to our members. As a result, we received four video submissions, with one coming from a core French student, two coming from FSL students, and one coming from an FFL student.

All submissions were entered in a National pool of registrants. It was impressive to see videos from across our country and marvel at how creative the youth were able to be in their videos.

More than 950 youth across Canada submitted a short video of one to three minutes in length for the Canadian Parents for French *Concours virtual: Ensemble à distance - 'ton expérience face au virus'* (your experience with the virus) contest. They shared their experiences with social distancing, living in quarantine, remote learning, developing new hobbies, and countering frustrations.

While the pandemic impacted completion of our traditional competition, we are thrilled with the response we received for *Concours virtuel* which showcased students' French speaking skills in a more natural and informal manner. We received entries from all across the country, from Victoria to Iqaluit to St-John's. Students put their French into practice, displaying great creativity as well as insights into the situation.

Congratulations to the 66 cash prize winners from Grade 6 to 12 in the core French, French immersion and Francophone categories, sharing in prizes totalling more than \$10,000. Additionally, almost \$13,000 has been committed to Food Banks Canada as a donation on behalf of entries of K-Grade 5 students.



1st place
Concours Winner, PEI
Anne Liang
Early French immersion
Category

Michael Pendergast

Michael Pendergast School Tours
These were attended by over 500 students across the island, with tours reaching 13 schools.



Monsieur Terrible

While in lockdown, we felt everyone needed some fun! Micheal Pendergast, also known as the Music Man, created an 8-part series with a tattered and torn puppet named *Monsieur Terrible*.

We launched an episode a week for 8 weeks on YouTube, giving families something to look forward to during a time when going virtual was a way to stay connected.



Other Activities

In-house Tutoring

Our tutoring program has been well received! Starting in January 2021 CPF PEI opened its office to host weekly tutoring sessions.

Some students needed homework help, while others wanted to have a tutor with whom to practice their French skills.

Our tutors offered a variety of activities, resources and reading materials to complement the classroom learning and support the parents as their children learned French!

News for Schools

CPF PEI partnered with *La Voix Acadienne* in the distribution of the local French newspaper to all Grade 10-12 students across PEI, in 8 highschools, for the full academic year.

This project was to encourage students to read and stay up-to-date on current affairs.



Activities and Programming for Youth

This year, we set a goal to offer many activities that could impact as many youth at all grade levels. We achieved this goal by attracting many island youth in the K-6 grades with our camps, in school shows and book offers, as well as several family activities.

The pre-schoolers enjoyed a "Welcome to French" in their Early Years Centres as CPF PEI offered weekly visits to showcase the basics of French to prepare them for kindergarten French immersion.

The intermediate and high school students were rewarded by receiving graduation prizes, motivating them to "Stay in French." Our in house tutoring was beneficial to students and parents, by offering homework help and ideas on how to create a bilingual household.

The Virtual Kitchen Party

This was a YouTube series that took place on March 14th, 21st and 28th. It was very popular and received over 5,000 views, not just on the island, but across Canada. Artists Michael Pendergast and Shane Pendergast performed with family members.



Our **Hallowe'en Dress Up Contest** attracted 20 entries who received swag bags. Winners received gift cards of \$40.00, t-shirts, sunglasses, ear phones, water bottles and books.



Our **Virtual Paint Party** attracted participants from around the world, including this young lady from the U.K.



CPF PEI had 4 media mentions in the local paper *La Voix Acadien*.

CPF PEI had 5 interviews with CBC Radio Canada about what was happening at our Branch office as well as our programs and camps being offered.

YOUTH *By the Numbers*

Numbers and statistics related to youth

Concours (Literacy Event)



4

National Virtual
Concours Submissions

Partner Events



3

Partner Events
Supported

Socio-cultural Events



14

Socio-cultural
Youth Events

2,450

Young People
Reached

MEMBERS AND VOLUNTEERS ENGAGEMENT *By the Numbers*

Numbers and statistics related to member engagement

Membership Engagement



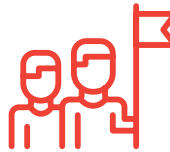
4

NEW
Organizational
Members

120

NEW Individual
or Family Members

Parent / Family Events / Adult French Lessons



3

Events,
Activities

18

Parents/Adult
Participants
Reached

Volunteer Recognition



1

Volunteer
Award

1

Volunteer
Recognized

Member / Volunteer Engagement



5

Volunteers

1

Activity for
Volunteers

60

Volunteer
Hours

MEMBERS, VOLUNTEERS AND DONORS

COVID-19 made it difficult to reach out to our members and parents with our in-person programming. However, we tried to pivot and offer virtual content to the best of our capabilities. We shared great content from our network partners across Canada with things like virtual summer camps. We also produced virtual concerts and paint parties. The few events we were able to host brought back energy and provided an outlet to a grateful membership base on the Island, enabling everyone to enjoy some activities in French!



CPF PEI is focused on starting in a new direction! Our staff is working on new materials to introduce “Teams” to our French immersion communities. We will be creating opportunities for outreach where parents/caregivers or anyone interested in supporting their FSL students in their school or community will have the right tools to host events, activities and fundraisers. We are hoping to launch this in 2021!



MEMBERS, VOLUNTEERS AND DONORS

Parent Support via Tutoring

Our in-house tutoring sessions not only helped students, but also the parents by offering additional resources to help their children succeed in the program.

We also offered additional resource materials, books, and quick reference cards to give parents some extra help at home with homework and ideas on ways to incorporate bilingualism in the home.

Our members were offered 50% off of the regular costs of some of these resources and programs.

Free Membership

As part of a National initiative, free membership was offered for the year to alleviate the costs of membership during COVID-19.

This offer was well received and appreciated by members in PEI and across Canada.



124
NEW Members



CPF PEI ran a French Friday Cafe event hosted at BAR1911 in April 2020. Through this event, we hosted 8 guests with a coffee chat that gave them an opportunity to practice their French language skills. The benefit of this networking event is that we created great connections, gained 4 new members and 2 volunteers to our team.



Bowling en Français!

Once we had the opportunity to enjoy some social time, while respecting COVID-19 protocols, we invited our members to an evening of bowling with the family!

The event was attended by six families. Lots of prizes were won and great snacks were enjoyed!

CPF ADVOCACY IN ACTION

Research and Stakeholder Meetings

CPF PEI will continue the good work completed in 2016 and 2019 by continuing to be a leader in research on the State of French Second Language in PEI. A new research program is in the works, focusing on linguistic (in) security and attrition in our schools, and how it affects our workforce.

CPF PEI Branch participated in two consultations with the Department of Canadian Heritage along with the other CPF Branch and National Presidents and Executive Directors. One meeting focused on the funding allocations for the Official Languages in Education Protocol and Agreements (OLEP) and the other served as a mid-term review of the Action Plan for Official Languages 2018-2023.

Our Executive Director met with the Network and with Minister of Official Languages, Mélanie Joly, to be part of the reform work being done to the document for the Official Languages Act. The Network was asked to represent their respective provinces and approach MLAs, Senators and other governmental representatives to encourage them to show their support for the reformed document. For our part, CPF PEI met with MLA Liberal Sean Casey to get his vote for the new reform document.

Our Executive Director also met with Senator Réne Cormier as part of a Network discussion during the virtual Conference. Here, Board members and the Executive Director also met with MLA Sean Casey of the Charlottetown riding to discuss CPF PEI and its growth and future direction. Both parties said they are committed to FSL in their communities and that they will support CPF in any capacity they can!

The Executive Director and Board members also met with the Minister of Education, Nathalie Jameson and the Director of French Language Services, Réne Hurtubise to discuss opportunities for improvement in FSL programs in PEI. We revisited our research data from 2016 and 2019 and asked for updates on the recommendations from past reports. CPF PEI also asked how we can make a greater impact in schools through programming. CPF PEI and the Department of Education will be looking at new programs to bring into schools.



Virtual meeting with Mélanie Joly to discuss the reforms to the Official Languages Act.

The Executive Director spoke briefly with Mi'kmaq community leaders with regards to creating partnerships. As a result, we will be exploring development of engaging programs in an educational format that merged French and Mi'kmaq history in PEI.

During our school tour, the Executive Director spoke to several Odyssey French Language Monitors (young bilingual Canadians who serve as language assistants in FSL classes) about CPF PEI and what we can offer to students through our programming and resources.

CPF ADVOCACY IN ACTION *By the Numbers*

Numbers and statistics related to advocacy

Info, Research Inquiries



6 Inquiries
(research or info)

Advocacy Event (Breakfast, or Other)



3 Stakeholder Meetings,
Events or Activities

9 Stakeholders
Reached

Teachers/Educators Events, Meetings, Awards



2 Education, Stakeholder
Events, Meetings

Partners



7 Existing
Partnerships

3 New
Partnerships

Media Releases and Mentions



5 Media
Interviews

10 Media
Mentions

3 Joint
Initiatives

CPF NETWORK *By the Numbers*

Numbers and statistics related to the organization



Branch Board and Special Meetings

8 Branch Board and
Special Meetings

5 Attendees at
Branch AGM

Participation in Network, National Events

2 Committees

2 Attendees on behalf
of the Branch

Attendance at Network, National Meetings

3 Meetings

CPF PEI is Rebuilding

Council of Presidents

The Branch president, vice-president or interim president attended all Council of Presidents meetings held during the fiscal year.

Council of Executive Directors (CoED)

The Branch ED participated in all CoED meetings held during this fiscal year.

The Branch participated in these two sessions:

- CoED Brainstorm Agenda, February 10: *Engaging Emerging Youth Leaders in CPF; Opportunities and Support for Emerging Leaders*
- March 18, 2021: *What Measures Are We Taking to Retain Members?*

The Council of Executive Directors will consider new ideas as well as promising practices already taking place within some Branches. The intent is to collate the information to be used during upcoming strategy sessions at Branch and National Board meetings.

Participation in CPF Network Training opportunities provided by CPF National

CSAE 2-Day Symposium was attended by Executive Director Lucie Lamoureux-Newson.

Governance training was completed, February 25-26, 2021.

Chapter Development Officer meetings:

Stacey Boles, Bookkeeper and Senior Projects, attends all meetings.

CPF Branch Website Training:

Shannon Downey, Communications participated and is managing the site.

Governance – Leadership Expertise

The CPF PEI Branch attended the Symposium for Chief Staff and Chief Elected Officers virtually. The Symposium is organized each year by the Canadian Association of Society Executives in Toronto. It was a great learning experience and gave us insight into non-profit governance.

The board met virtually every month. The Executive Director's report was presented and financials were reviewed. The board was kept up-to-date on the day-to-day branch operations.

CPF PEI Board of Directors

Outgoing President Robyn Gallant

Vice President Mary Macphee

Treasurer Chrissy Macphail

Secretary Heather Mullen

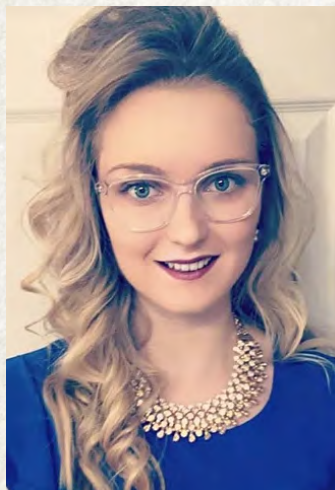
Member at Large Michelle Pineau

All Board members attended the virtual AGM. All approved past minutes, the agenda, financial statements, and appointed each other as officers of the Board. The Executive Director attended all meetings with the CoED. The Nominations Committee submitted a letter of support for Dr. Heather Morrison to receive the Order of PEI.

BY THE NUMBERS

SOCIAL MEDIA TOP PICKS

CPF PEI	Apr 1, 2019 – Mar 31, 2020	Apr 1, 2020 – Mar 31, 2021
Facebook		
Number of page likes	846	877
Total Reach	14,051	32,468
Page followers	1,212	1,794
Instagram		
Number of followers	209	235



The Professor Charles Blouin Award

This award is new and is offered as part of our CPF PEI French Excellence Award. It celebrates a person that represents what CPF PEI stands for.

Professor Blouin was a pioneer in FSL and French education and held a tenure at University of Prince Edward Island for over 33 years.

CHLOE MCKLOSKEY is this year's award winner along with \$1,200.00.

Chloe is the perfect example of how a French immersion education can create new, amazing opportunities. Raised in a predominantly anglophone household, Chloe entered early Immersion and continued until graduating from Bluefield Highschool and completing her DELF.

She went on to receive her Bachelor's in Education in French language teaching. Chloe has been teaching French immersion at Bluefield high school for four years and is now pursuing her Master's Degree in French from the Université de Saint Anne. Because of her unrelenting commitment to French education, CPF PEI felt Chloe was the right choice to receive the 2021 Professor Charles Blouin Award.

BY THE NUMBERS

2020-2021 FINANCIALS

Revenue

PCH Core Program Support	141,372
Project or Other Support	10,000
Membership Fees	333
Donations	-
Interest	1,372
Other Revenue (product sales, rent, contracts)	4,234
Total	157,311

Expenses

Salaries	69,865
Honoraria	14,655
Travel & Accommodation	1,731
Publicity	4,642
Operational Costs	15,428
Other	31,670
Total	137,991

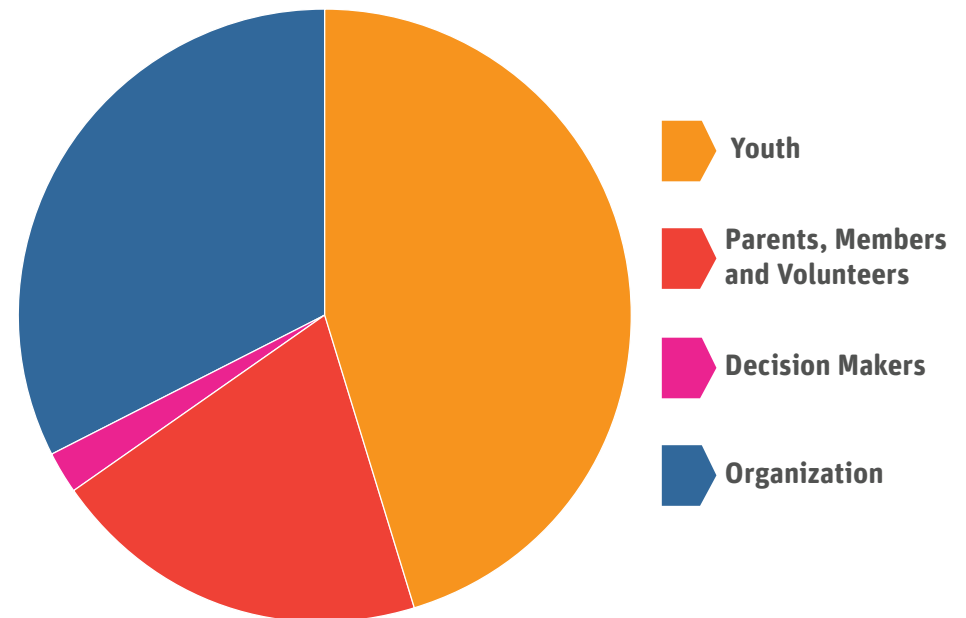
CPF Branch Statement of Operations

Revenue	157,311
Expenses	137,991
Excess or deficiency of revenue over expenses for the year	19,320

Expenses broken down into the pillars

% Youth	45.3%
% Parents, Members and Volunteers	20.2%
% Decision Makers	2.2%
% Organization	32.3%
Total	100%

Spending By Pillar



FUNDING ACKNOWLEDGEMENTS

Thank you - Merci

CPF Prince Edward Island acknowledges the important financial support of the Government of Canada



Government
of Canada

Gouvernement
du Canada

CPF Prince Edward Island also acknowledges receipt of funds from:



Service Canada and its Canada Summer Jobs program for their \$13,686 contribution.



The **Department of Education** and **Lifelong Learning** for their \$10,000 contribution.

CPF National's **More French, S.V.P! Mary Joyce Booth** endowment for their \$1,000 grant.

CPF Prince Edward Island also acknowledges the following partners:

**Je parle
français,
et toi?**

CARREFOUR DE L'ISLE-SAINTE-JEAN

Le Carrefour l'isle Saint Jean for their in-kind contributions and support of our programs.



JAFLIPE

JAFLIPE as a partner that works with us to bring programming to the FSL and FFL youth in PEI.



The **University of Prince Edward Island** Department of Education and Business Faculty who have committed to assisting in the research and teacher development initiatives for FSL education in PEI.

Canadian Parents for French across Canada

The **Canadian Parents for French** Network collaborates by working together, demonstrating strong leadership and true impact across the country.



**CANADIAN
PARENTS
FOR FRENCH**
PRINCE EDWARD
ISLAND

Executive Director Lucie Lamoureux-Newson
Communications & Graphics Shannon Downey
Web Content & Projects Annika Newson
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