



CANADIAN  
PARENTS  
FOR FRENCH  
PRINCE EDWARD  
ISLAND

# Annual Performance & Impact Report 2021-2022



## 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.

Originally a small group of concerned parents who met in Ottawa founded Canadian Parents for French in 1977. These parents wanted to ensure that all children would have the opportunity to become bilingual in the Canadian school system.

Canadian Parents for French has evolved into a proactive National Network with 12 Branches and offices and over 140 Chapters, serving its members and educational stakeholders in communities nationwide. We recognize that our CPF National office is located on the unceded lands of the Anishinaabe people, that our Branch offices are located on lands of over 24 Indigenous peoples whose contributions and historic importance must be connected to our collective commitment to the promise and challenge of Truth and Reconciliation in all our communities. CPF Manitoba acknowledges that we are gathered on ancestral lands, Treaty 1 territory, traditional territory of the Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene Peoples, and on the National Homeland of the Red River Métis.

In 2021-2022, Canadian Parents for French worked together as a national network to lead governance initiatives in support of Canadian parents and FSL learners, with a focus on building strong, inclusive, equitable and shared leadership, supporting engaged membership and volunteers, and delivering relevant, quality programming to parents and youth learning and using French. Our work has, despite our advocacy position of access for all, brought to the forefront the acknowledgement how some voices and experiences are often missing from decision making processes exacerbating systemic inequities in our society. The CPF Boards and staff leaders have committed to take a learning and change journey. Our efforts focus on understanding the roots of the inequities and building an approach to change and transform how we work. We are undertaking difficult and challenging conversations, but we are committed to the changes that are required to remain relevant and serve all those who call Canada home. We promise you, our members, and stakeholders, to listen, share our learnings with you and engage you in this important and ongoing work.

## MESSAGE FROM THE EXECUTIVE DIRECTOR



2020-2021 brought its challenges, as we can all agree. The word “pivot” became mainstream and adapting was an understatement. In these trying times CPF PEI always had the goal to uphold our mandate, to keep youth engaged in their French language journey and support their parents /caregivers to keep their French relevant and engaging.

“Parlez Vous PEI” this curated collection of resources available on the CPF-PEI website had already been in the works and at this time became a great resource for students and their parents/caregivers to be able to access activity kits, work pages, video links and more. to keep learning from home.

Once we were able to gather small groups we launched into our summer camps across PEI, with the partnership of STEAM PEI and *Le Carrefour de l'Isle-Saint-Jean*, students were able to meet and play and engage in STEM activities as well as cooking and coding lessons.

Our youth component did not falter, with interactive virtual shows and live performances the youth found fun in French.

Throughout this time, CPF as a whole found new direction and goals to strive for moving forward and became a closer network, sharing resources and virtual programs.

Our outreach with stakeholders and members was compromised with the restrictions in place and CPF PEI looks forward to re-connecting once restrictions allow us to continue to build partnerships and continue our awareness and advocacy work.

With the commitment and strength from our CPF Network, great things are soon to come!

Together we are stronger and we will continue to make an impact on our schools, communities and build a stronger bilingual Canada!

**Lucie Lamoureux-Newson**  
**Executive Director**  
**CPF Prince Edward Island**

# YOUTH

## Concours d'art oratoire

This year, the 2021 PEI Concours Competition saw **14 participants** submit videos.

The 1st place winner of the 2021 PEI Concours Competition was **Annie Liang**, a grade 8, Early French immersion student from Queen Charlotte Intermediate.



## Camps

CPF PEI saw seven camps take place across the province in Tignish, Summerside, Charlottetown and Montague.

Themes ranged from STEAM Camps to Cooking and Coding camps.



**140 campers**  
attended  
these camps

# YOUTH

2020-2021 had its challenges as the pandemic was affecting our access to our youth within school programs and community-based events.

As CPF PEI pivoted into virtual programs, our restrictions were lifted and we were able to visit schools across the Island with our book tour. We were able to offer summer camps, and distribute graduation gifts.

Our pilot program for early years daycare outreach was able to run for 8 weeks. The feedback was very positive and we look forward to expanding our programming across the Island.

## Socio-cultural Events

CPF PEI translated the popular Island-authored book, *Anna's Pink and Purple Glasses*, into French.

CPF PEI distribute these books to over **1500** Island FSL students in grades 1-6.



CPF PEI and childrens' entertainer **Michael Pendergast** toured PEI, visiting **10 schools** reaching over **800 students**.

# YOUTH BY THE NUMBERS



**1** Branch/Provincial  
Concours  
(Literacy Event)

**17** Students  
Participated



**4** Socio-cultural Events  
Reaching Young People



**3** CPF Supported  
Youth Partner  
Events

**3** Partners Putting On  
These Youth Events



**12** Student Incentives,  
Bursaries, or  
Scholarships Awarded



**7** CPF Youth  
Camp Offered/  
Supported

**140** Camp  
Attendees  
Reached

**\$2,600** Value of Incentives,  
Scholarships

# MEMBERS, VOLUNTEERS, AND DONORS BY THE NUMBERS



**Membership  
Engagement**  
As of April 1st

**2020**  
**223**

**2021**  
**454**

**2022**  
**252**



**4** Parent/Family/Adult  
Events, Activities



**3** Volunteer Appreciation  
Events, Activities



**Volunteer  
Engagement**

**5** Volunteers Registered

**120** Volunteer Hours  
On Behalf of CPF

# MEMBERS, VOLUNTEERS, AND DONORS

## Members

- Our Monthly newsletter was sent out on our digital platform, keeping members informed of local and National CPF news
- We created and posted 12 activity kits for different seasonal activities for Parents to use at home to support their children in a variety of fun ways
- Members were offered various discounts on camps and activities
- Our French Family Fun Weekend was a start to offering these activities annually.
- Moving to a virtual platform, CPF PEI presented a concert series with a local Acadian musical family, every Sunday night. As well, we hosted a virtual Art Party, 28 participants from across Canada and the U.K painted the Acadian Flag!

## Family Fun French Weekend at Marco Polo Land

CPF PEI hosted its first family fun weekend in the beautiful region of Cavendish. CPF PEI served traditional Acadian and Quebec foods and presented a wonderful musical show with Acadian and French music. Our animators also played games and encouraged French dialogue during the weekend.

**6 families attended with 15 FSL and FFL students ranging from 3-15 years old.**



**5 of CPF PEI's Board members serve as volunteers for the Branch**

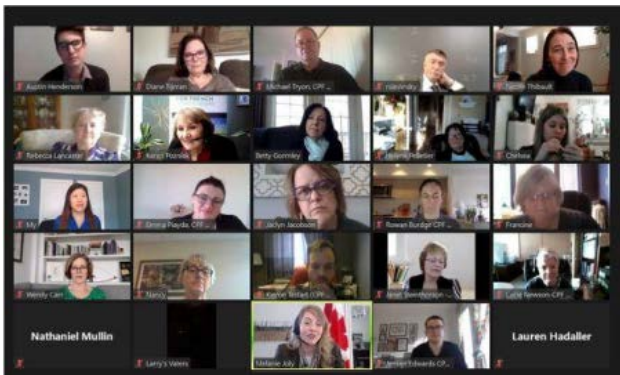


# CPF ADVOCACY IN ACTION

## Meetings and Events

As 2020-2021 came with its challenges, CPF PEI jumped into action: the words “adapting” and “pivoting” were integral to keeping our contacts with our stakeholders and decision makers. Virtual was the saving grace through which we were able to connect and discuss issues and concerns with our counterparts. With the unknown ahead, we acted day-to-day, figuring out how we could continue to share our mission and vision of CPF. The network came together and still achieved to share one voice with members of parliament, ministers and leaders in our communities. Our department of education was impressed with how CPF PEI, kept up the programming and engagement of our FSL students. Le Carrefour l’isle Saint Jean were grateful to have CPF PEI as a community partner to help them reach their goals and execute programming within their community!

CPF PEI met virtually with **Senator Rene Cormier** to discuss regional FSL commonalities, concerns and highlights. CPF PEI joined a virtual network meeting with **Minister Mélanie Joly** in the advocacy of supporting the Modernization of the Official Languages Act.



Virtual meeting with stakeholders

Senator Rene Cormier



Minister Mélanie Joly



CPF PEI met with our **Minister of Education Nathalie Jameson** as well as the Director of French Language programs Rene Hurtibise as well as our MLA Sean Casey.

# CPF ADVOCACY IN ACTION

## Acadian Day Celebrations

As part of our “Acadian Day Celebrations” **CPF PEI** had the ear of the **Lieutenant Governor and other provincial stakeholders** to highlight and promote French Second Language education throughout the day’s celebrations.



**Radio-Canada** and **La Voix acadienne** invited **CPF PEI** representatives on several occasions to be part of the discussion, or to report on CPF PEI activities in the community, around French language education.



**CPF PEI partnered with IRSA** (Immigration Services) to welcome newcomers to Canada and the province, and present them with the choices in French language education via their “Canada School” program, which was offered in two sessions.

**CPF PEI Executive Director, Lucie Lamoureux-Newson** was invited to participate on our Maritime French edition of *French Connexion* with Julie Gagon to discuss French Second Language education on PEI.



Our **Lieutenant Governor Antoinette Perry** hosted the **Executive Director Lucie Lamoureux-Newson** and one board member in Fanningbank.



# CPF ADVOCACY IN ACTION BY THE NUMBERS



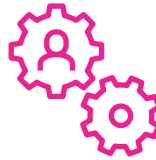
**5** CPF Advocacy Events or Activities



**4** Meetings or Activities with Stakeholders



**2** New Partners



**9** Joint Initiatives Currently Underway



**4** Media Interviews



**2** Education Stakeholder Events, Meetings

# CPF NETWORK: BUILDING LEADERSHIP EXPERTISE BY THE NUMBERS



**12** Branch Board Meetings and Special Meetings

Attendance at

**15**

Network, National Events or Meetings (Annual Leader Networking Event, CoED, CoP, National committee meetings)

**5**

Attendees at Branch AGM



**1**

Attendee participating on behalf of Branch (staff and volunteers)

Attendance at

**3**

Network, National Education or Training Sessions

**1**

Attendees participating on behalf of Branch (staff and volunteers)

# CPF NETWORK: BUILDING LEADERSHIP EXPERTISE

## CPF Prince Edward Island Board of Directors

Our 2021 -2022 AGM was held at the Carrefour l'isle saint jean on October 25, 2022. Our board members were all in attendance as well as two members, and guests from the Early Childhood Association. We also presented **Chloe Maklousky** with the *French Excellence Award* in the name of Professor Charles Blouin.

Our financials were presented by Arsenault- Best -Cameron our accounting firm. The new board was voted in. CPF PEI provided a wonderful meal and all guest were happy to participate.

By inviting the Early Childhood Association, we were able to create a partnership to provide outreach in the early years centres, to introduce French. The feedback was that we are on the right track, and that everyone was impressed with the programs we are delivering.

### CPF PEI Board of Directors:

- **Chrissy Macphail**, President
- **Mary Macphee**, Vice President
- **Ranjit Chatterjee**, Treasurer
- **Vanessa Wachuku**, Secretary
- **Michelle Pineau**, Member at large

**Throughout this time, the board met monthly virtually and in person.**



**Chrissy Macphail**



**Mary Macphee**



**Vanessa Wachuku**



**Ranjit Chatterjee**



**Michelle Pineau**

## Meetings

- The Executive Director attended all monthly CoEd meetings
- The Executive Director participated in the network "trap exercises"
- The Executive Director participated in the DEI training and workshops
- The Executive Director attended the virtual leadership conference
- The Executive Director was interviewed 4 times by Radio-Canada and 3 times with local French newspaper *La voix acadienne*
- The Executive Director was invited as a guest on the Maritime TV show *Connexion* on Eastlink television

BY THE NUMBERS

# WEB & SOCIAL MEDIA

Website (using Google Analytics)	Apr 1, 2020 - Mar 31, 2021	Apr 1, 2021 - Mar 31, 2022
Number of users	N/A	1,554
Number of new users	-	1,342
Number of sessions	-	2203,
Number of page views	-	11,071
Average session duration (in minutes)	-	2:43 mins
Facebook		
Number of page likes	877	964
Total Reach	32,468	16,013
Engagement (likes, comments, shares)	2,555	1,289
Page followers	1,794	1,105



BY THE NUMBERS

# 2021-2022 FINANCIALS

## Revenue

PCH Core Program Support	141,372
Projects or Other Support	10,000
Membership Fees	-
Other Revenue (product sales, advertising, rent, contracts)	-
<b>Total</b>	<b>151,705</b>

## Expenses

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

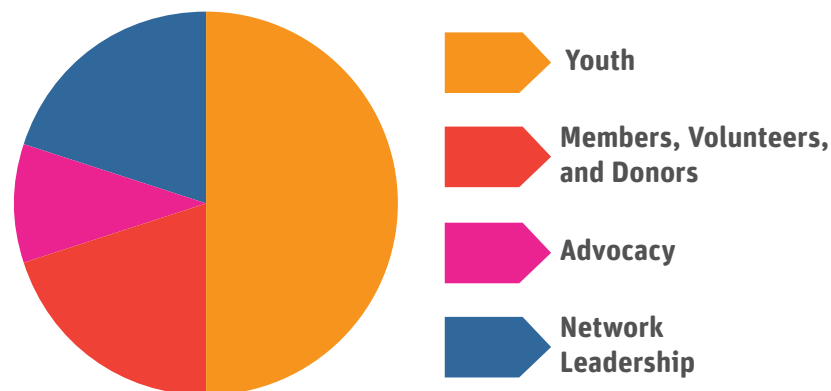
## CPF Branch Statement of Operations

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

## Expenses broken down into the pillars

% Youth	50%
% Members, Volunteers and Donors	20%
% Advocacy	10%
% Network Leadership	20%
<b>Total</b>	<b>100%</b>

## Spending By Pillar



# CPF Mary Joyce Booth Grant Awarded in 2021-2022

CPF PEI is grateful for the monetary gift from the Mary Joyce Booth grant, our branch incorporates the monies into offsetting the costs for our camp programs to offset costs to the parents/caregivers.

## CPF Funding Diversification Efforts

*Thank you - Merci*

**CPF PEI Branch acknowledges the important financial support of the Government of Canada.**

**CPF PEI acknowledges receipt of a \$1,000 grant, provided as part of the *More French, S.V.P!* Mary Joyce Booth Fund.**

Funded by the  
Government  
of Canada

Financé par le  
gouvernement  
du Canada

Canada 

*S.V.P.*  
*More French!*

## EXISTING AND NEW PARTNERSHIPS, JOINT PROJECTS



Je parle  
français,  
et toi?  
CARREFOUR DE L'ISLE-SANT-JEAN



# LOOKING FORWARD



**Lucie Lamoureux-Newson**  
CPF Prince Edward Island  
Executive Director

## 2021 - 2022

### YOUTH

- Our progress was to engage in our programs at every level of their French language journey.
- Our goal is to continue our outreach in the rural areas, and achieve better communication to increase participation on our programs.

### MEMBERS, VOLUNTEERS, AND DONORS

- Our progress is that our members are seeing the benefits of being a member of CPF PEI, and the rewards that it brings to their families.
- Our goal is to increase member and volunteer numbers and to establish a chapter or team for each region
- We are also seeking to search out potential donors for our branch.

### ADVOCACY

- Advocating for Universal Access to Programs - Our progress is starting to build strong partnerships and us getting a seat at the round table with our peers and community partners
- The goal is to continue to grow our advocacy and share with the network and maritime provincial branches our partnerships and contacts to strengthen the awareness of our organization

### LEADERSHIP EXPERTISE

- Our progress was CPF PEI was a full compliment for a board with excellent expertise to get us moving forward.
- Our goal is to see the board and staff build on the momentum of the direction from the network to move forward and adapt the branch to the future of CPF.

# 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  
**Bookkeeper, Projects & Contact** ..... Stacey Boles


## Canadian Parents for French Prince Edward Island

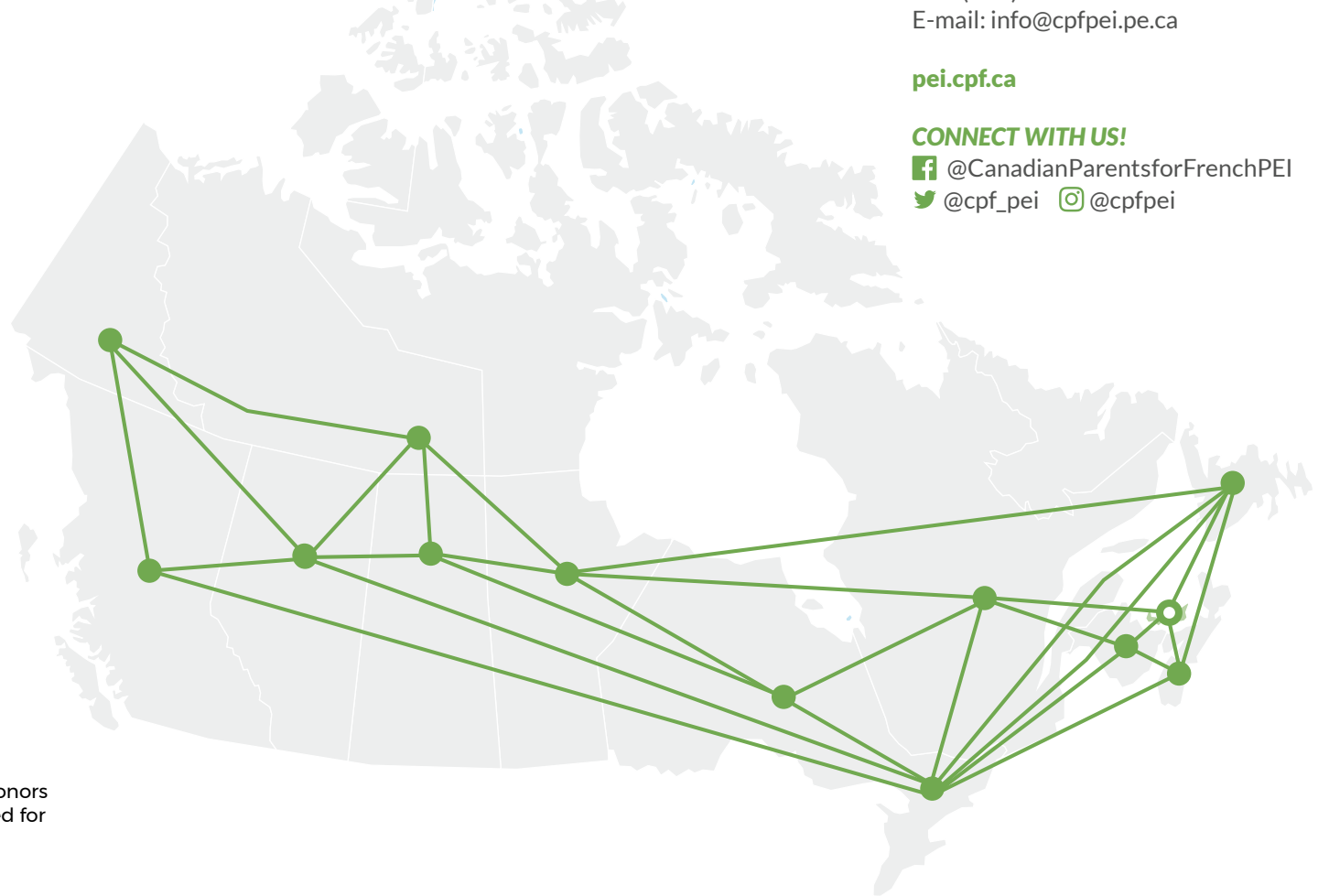
Room 275, 2nd Floor  
Royalty Center, 40 Enman Crescent  
Charlottetown, PE C1E 1E6

Phone: (902) 368-3703  
Fax: (902) 628-8062  
E-mail: [info@cpfpei.pe.ca](mailto:info@cpfpei.pe.ca)

[pei.cpf.ca](http://pei.cpf.ca)

## CONNECT WITH US!

 @CanadianParentsforFrenchPEI  
 @cpf\_pei  @cpfpei



CPF is a registered charitable organization  
(Charity Reg. No. - 118835131 RR0001).  
As an organization, we remain truly grateful to donors  
for their ongoing generosity. A tax receipt is issued for  
donations of \$20 or more. To give, visit [cpf.ca](http://cpf.ca).