



Literacy
Foundation

Words of hope

ANNUAL REPORT

2012 · 2013

Forty-nine percent (49%) of Quebecers aged 16-65 stand on the bottom two rungs of the reading proficiency ladder:¹

- ◇ **800,000 individuals are illiterate**, corresponding to literacy level 1²
- ◇ **1,700,000 have low reading proficiency**, corresponding to literacy level 2
- ◇ **2,500,000 in all are at literacy levels 1 and 2**, and 45% of them currently have jobs

Even today, the number of young people leaving school before receiving their first diploma has reached alarming proportions.

~~~~~ THE LITERACY FOUNDATION IS: ~~~~~

~~~~~ MISSION

- ◇ To ensure that everyone—adults and children—has access to reading and writing, essential tools for personal and collective growth.
- ◇ The focus of our action: people.
- ◇ Our territory: the whole of Quebec.

~~~~~ MANDATES

- ◇ Awareness: Raising consciousness.
- ◇ Referral: Helping individuals one-on-one.
- ◇ Organization support: Supporting, innovating, relaying.
- ◇ Prevention: Growing up with a book in their hands.
- ◇ Fundraising: Involving all stakeholders.

~~~~~ VALUES

- ◇ **Visible** in society through public awareness, recruitment and prevention campaigns.
- ◇ **Present** for illiterate individuals or those with low reading and writing proficiency, their children, organizations and the general public.
- ◇ **Close** to the people it helps and accompanies *one-on-one* in offering its services.
- ◇ **Innovative** in its approaches, the timeliness of its services, and its ability to launch projects to meet people on their own ground: at work, at home, in organizations and in the community.

¹ *Developing Our Literacy Skills: Meeting the Challenge of the Future, International Adult Literacy and Skills Survey (IALSS) – Quebec Report, 2003, Quebec City, May 2006.*

² Literacy skills are broken down into five levels. Level 3 is considered to be the “minimum” level required by an individual to function comfortably in a modern society where the requirements are growing and call for great adaptability.

It's thanks to you!

Illiteracy. Far more than just a word, it's a reality that affects men, women and their families, here, in Quebec. Close to 49 percent of adult Quebecers aged 16-65 experience daily the problems associated with illiteracy that affect various facets of their lives: low self-esteem, low income, poor job prospects, among others. It is precisely to make their situation known, support them and open up new avenues for fighting illiteracy that the Literacy Foundation exists. Through you—donors, collaborators, partners, volunteers and supporters—we have the means to do so.

The year just ended was marked by the consolidation of three major focuses—corporate positioning, balancing the budget, and financial autonomy—in addition to organizational development. In concrete terms, we should mention first of all that our flagship program, *The Gift of Reading*, hit a new high, a sign of renewed enthusiasm from the public. Also, the foundations were laid for the creation of a literary collection aimed at poor readers. We are happy, too, to announce that we have achieved a balanced budget and established a standing committee on fundraising, representing a decisive step toward financial autonomy. To maintain this momentum and integrate communications needs more effectively with concerns for the Foundation's sustainability, the communications and fundraising functions have now been merged. Indeed, the sector is now supported by a completely new team, in particular enabling the Foundation to keep up to date by taking more active ownership of new technologies.

All this, of course, was made possible through the outstanding involvement and commitment of board members and the dynamism of a great team.



NANCY LEGGETT-BACHAND
Chair, Board of Directors



DIANE MOCKLE
Chief Executive Officer

323,000

children reached since 1999





Children today, adults tomorrow

THE GIFT OF READING

For the past 14 years, *The Gift of Reading* program has aimed to raise the awareness of the general public as to the importance of reading for all children by taking a simple step: giving a brand new book to a child aged 0-12 living in a disadvantaged area.



COLLECTION 2012

- . **146** bookstores
- . **98** libraries
- . **81** collection activities
- . **7** regional book fairs
- . **14th** participation in Montreal's *Salon du livre* book fair
 - . 40 volunteers
 - . 27 participating publishers
 - . 2,264 books and \$1,250 collected
 - . 12 performing artists and personalities read stories to visitors large and small



COMMUNITY MOBILIZATION

- ◇ Book lover, Isabelle Provost set up a reading marathon in aid of *The Gift of Reading*, raising \$1,500 and collecting 30 or so new children's books.
- ◇ Working in the publishing field, and running in his free time, Pierre-Yves Villeneuve set up the *Courir et tirelire* (Running and piggy bank) blog, then competed in the Montreal Marathon. With 30 or so sponsors, his performance helped him collect some 60 books and raise \$1,240 for *The Gift of Reading*.
- ◇ Publisher Bayard Jeunesse organized a contest as part of Youth Magazine Month. For each registration, Bayard donated \$1 to support *The Gift of Reading* program (1,061 registrations in all).
- ◇ For the fourth time in eight years, St. Lambert's Le Fureteur headed the rankings as the bookstore having raised the most money (in eight years, close to \$4,300 raised).
- ◇ This year, employees of the Paul-Aimé-Paiement library in Quebec City redoubled their efforts, almost doubling the number of books collected, up to 433 from 234 last year.
- ◇ The Foundation benefited from 880 hours of involvement by volunteers this year.

PREPARATION

All books gathered during the collection period are sent back to the Foundation, where they are inspected, sorted, and classified by the age group for which they are intended and by region of origin.



DISTRIBUTION

A new record: **36,903** children from underprivileged neighbourhoods from all regions of Quebec have received a brand new children's book.

The books are forwarded to the children in May. The Foundation receives invaluable support from several organizations, particularly schools, child care centres and *Famille* grassroots organizations.

HIGHLIGHTS:

- ◇ More than 15,000 tiny tots aged 0-4 received *The Gift of Reading*.
- ◇ On May 7, 2013, a special distribution activity was held for 60 children aged 6 months to 5 years and some parents from Les amis de Promis child care centre, where spokesperson Marie Turgeon read a story.
- ◇ On May 8, 2013 in Trois-Rivières, pupils from Grades 1 to 3 at École Saint-Dominique and École Sainte-Catherine-de-Sienne received a brand new book. An outdoor reading was then offered by volunteers and spokesperson, Marie Turgeon. This activity was featured on Radio-Canada's regional TV station.
- ◇ On May 29, 2013, pupils at École Notre-Dame-des-Sept-Douleurs took part in a book distribution organized by adult learners from Marguerite-Bourgeois school board.

Among the 483 Quebec organizations taking part in the distribution of brand new books were:

- . **125** child care centres
- . **167** *Famille* grassroots organizations
- . **157** French and English schools
- . **34** organizations operating in underprivileged neighbourhoods



The Foundation with people

PRESENTATION OF *I DON'T GIVE UP, I'M A WINNER!* BURSARIES TO UNDERSCORE THE COURAGE AND PERSEVERANCE OF ADULT LEARNERS

After the huge success of the first edition, the Desjardins Foundation and the Literacy Foundation extended the *I Don't Give Up, I'm a Winner!* bursaries for a second year. On September 5, 2012, two \$1,000 bursaries were presented to adult learners who have gone back to school to undertake basic education and have stood out through their determination in learning to read and write, thus helping them advance significantly toward their life goals.

"My training changed my life! Not only have how I express myself and how I write come a long way, but I'm more self-confident now. Adult education has increased my general knowledge, and it's very rewarding to see my skills keep on growing. I'd always dreamed of becoming a paramedic. And it was after I lost my job in the food services industry that I decided to take control of my life. With a lot of grit and determination, I realized we can all be successful, whatever the scale of our plans."

Jimmy Gouin, Thetford Mines

“What prompted me to go back to school was a strong desire to improve my quality of life. From the moment I arrived in Quebec, in 2006, I came up against the language barrier: I already spoke French, but I couldn’t read or write it. First I registered in literacy training, then in adult education. Today, I’m 30 years old and I’m just completing my first year of training in electromechanics! I’m proud of myself. As well as opening the door to vocational education, my studies have made me autonomous in my new country.”

Walid Midouni, L’Islet



Helping individuals one-on-one:

More than 95,000 people helped since 1990

INFO-ALPHA 1-800-361-9142

1,893 calls in 2012-2013.

Some 64,000 individuals helped since 1990.

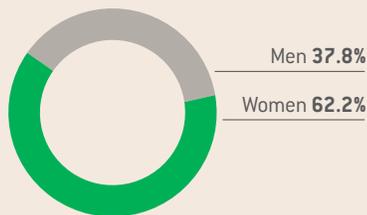
Average of 10 minutes per call.

Specialized operators provide listening, assistance and referrals to illiterate individuals and anyone seeking access to basic training in reading and writing.

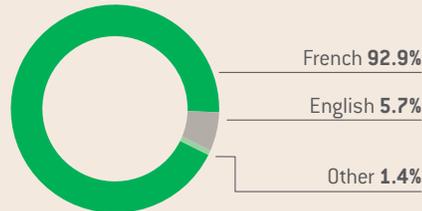
The *Info-Alpha* line guides users to the appropriate resources in each of Quebec's administrative regions as well as offering a telephone accompaniment service known as the limousine service, for users needing additional guidance.

FIGURES AND RESULTS

Proportion of calls



Language¹



Age



¹ Callers can be individuals calling on behalf of a relative or friend.

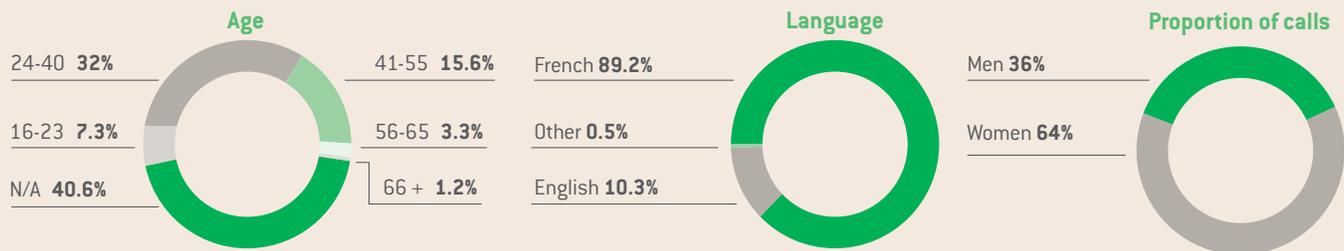
Free, bilingual and confidential, the *Info-Alpha line* and *Adult Learnline* are unique in Quebec. Operators take calls from adults, one-on-one, and guide them to the most appropriate training resources, in all regions of Quebec. The Literacy Foundation's Referral Department is a one-of-a-kind collector of statistical and qualitative data on adults wishing to return to training.



ADULT LEARNLINE 1-888-488-3888

3,758 calls in 2012-2013.
Some 34,000 individuals helped since 2002.
Average of 15 minutes per call.

Specialized operators provide assistance and referrals to any individual seeking to register for training, from basic education to college- or university-level diplomas, in each of Quebec's administrative regions. The *Adult Learnline* is a Quebec government program whose implementation was entrusted to the Literacy Foundation.



PROMOTING TRAINING: A SOCIAL DUTY

- ◇ **1,681 organizations** received promotional material for the Ministry campaign, *Knowing how to read, write and count lets you get more out of life!* (*Info-Alpha*), and **36,903 families** received this material in the gift kits handed out to children as part of the distribution of books for *The Gift of Reading*.
- ◇ **955 organizations** received promotional material for the Ministry campaign, *Adult education and lifelong learning—Passport for life* (*Adult Learnline*).
- ◇ **4 online referral** sessions in organizations were launched in 2012-2013.

CASCADES OF PAPER FOR LITERACY

1.5 million sheets of paper
150 literacy organizations
10,000 adults in literacy training reached

A new edition of *Cascades of Paper for Literacy* took place during the last week of October 2012, enabling the Foundation to fulfil its mission to support organizations involved in the fight against illiteracy.

This year, 150 literacy organizations which are Friends of the Foundation were given a basket worth approximately \$500, containing the following items:

10,000 sheets of Cascades recycled paper
1 gift box containing **7** books
8 magazines and **2** binders

This activity was made possible through the co-operation of Cascades Inc., which generously donated the paper provided for the organizations, along with binders, and Nationex, which gave the Foundation unbeatable delivery prices.

The books were donated by Les éditions Albin Michel.

The magazines were donated by Transcontinental, which is to be a partner again in 2013-2014.



FRIENDS OF THE FOUNDATION

In 2012-2013, the Foundation had about 150 Friends. The Friends of the Literacy Foundation share the desire to ensure that everyone—adults and children alike—has access to reading and writing. They form a group of individuals, companies and organizations from diverse backgrounds united by their desire to see literacy advance.

FAMILY LITERACY DAY

Once again this year, the Foundation took part in Family Literacy Day, held January 27, 2013.

In celebration of this Day, 150 literacy organizations and *Famille* grassroots organizations which are Friends of the Foundation received, through the Foundation, learning material developed by ABC Life Literacy Canada.

Activities carried out by some organizations which sent us the details were posted on social media.

In all, some 5,000 promotional tools were distributed, and 15 or so activities associated with this Day were posted on our site.



Awareness

- ◇ Convincing the general public and decision-makers;
- ◇ Reaching illiterate individuals or those with little education, and any adult seeking training;
- ◇ Promoting Literacy Foundation programs and activities.



OUTREACH

- . **11 *À la une!* electronic newsletters**
- . **3,281 subscribers** to the Foundation's monthly newsletter, *À la une!*
- . **45,226 unique visitors** to the Web site in 2012-2013
- . **5,504 radio broadcasts** of *The Gift of Reading* public interest message by 52 Quebec stations. Value of free services: \$81,447.
- . **5,651 calls** received at the Referral Department in 2012-2013.
- . **30 users benefited** from the *Info-Alpha* line's limousine service.
- . **2,522 Facebook fans** are following the latest news on the Foundation and the literacy cause in real time, up 85% from 2011-2012.
- . **1,836 Twitter subscribers**, up 26% from 2011-2012.
- . **59 articles**, mentions or interviews (TV, radio, Web).



THE FOUNDATION WAS THERE!

- ◇ On October 30, 2012, Literacy Foundation CEO, Diane Mockle took part in the press conference to launch the 35th edition of Montreal's *Salon du livre*, at which she presented *The Gift of Reading* program, the book fair's official cause.
- ◇ On November 26, 2012, Diane Mockle presented a joint lecture with Monique Brodeur, Dean of the Faculty of Education at the Université du Québec à Montréal, entitled "*La lecture en cadeau : apprendre à lire pour la vie*" (*The Gift of Reading: Learning to Read for Life*).
- ◇ On September 1 and 2, 2012, an article entitled "Pour que les adultes lisent" (Getting adults to read) appeared in *Le Devoir's* special report on Literacy. This article included an interview with Foundation CEO, Diane Mockle. An advertisement was also inserted in the special report, on the theme of "helping us convey the joy of reading to children."
- ◇ On October 16, 2012, during Public Library Week, Diane Mockle was invited onto Lanaudière community TV's *Ressource.org* program to take part in a discussion on the importance of reading.
- ◇ In April 2012, interviewed on Radio-Canada's *Dimanche Magazine* program, Diane Mockle talked about the illiteracy situation in Quebec. She also contributed to an article on corporate training in *La Presse*.



Involving all stakeholders

FUNDRAISING

Our fundraising campaigns and activities are used to mobilize individuals and organizations to provide tangible support for the Literacy Foundation and its activities for adults and children.

Total raised
\$329,382

INDIVIDUALS: MASS MAILINGS, IN MEMORIAM DONATIONS AND DISCRETIONARY GIVING

ORGANIZATIONS, COMPANIES, FOUNDATIONS

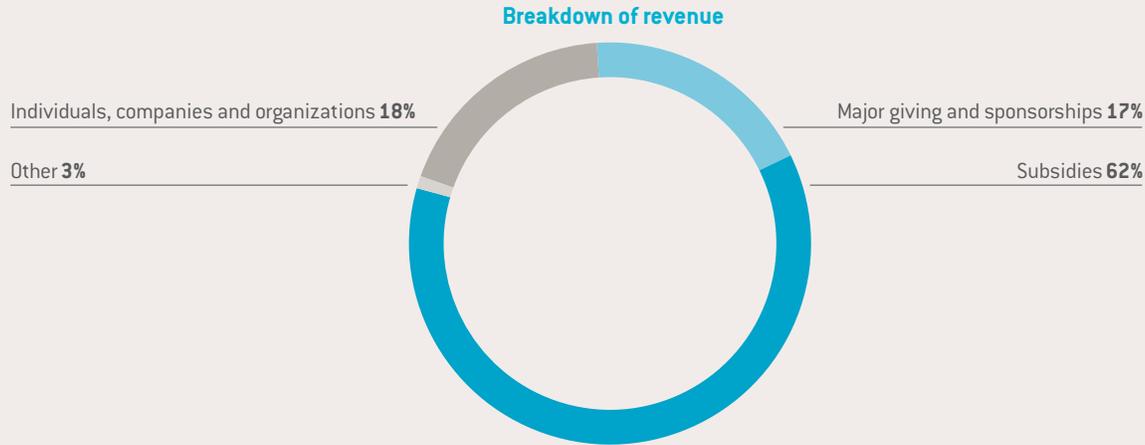
\$169,882

Each year, people choose to give to the Foundation. Reached through one of the mass mailings, or spontaneously, they help support its activities. The Foundation also receives donations from different organizations, companies or foundations, often through fundraising activities organized by various organizations wishing to support its program and mission.

MAJOR GIVING AND SPONSORSHIPS

\$159,500

Major giving is aimed at ensuring the Literacy Foundation's success, growth, outreach and sustainability by establishing new relations and partnerships.



GIFTS IN KIND

\$270,719

Year after year, the Literacy Foundation enjoys the support of numerous companies and organizations in the form of goods and services. These come from the publishing and media sectors, and help enhance the Foundation's outreach and the scope of its activities. Whether they take the form of air time in the electronic media, free space in the print media or gifts of books to meet part of the needs for certain regions or age groups, gifts in kind represent companies' real participation in the fulfilment of our goals.

Through her play, *No Name Village*, Geneviève Peck raised \$2,000 for the Foundation. Congratulations to all involved in this exciting venture!

INCOME AND EXPENSES

FOR THE FISCAL YEARS ENDING JUNE 30, 2013 AND 2012

	2013	2012
	\$	\$
Income		
Subsidies	572,587	627,123
Donations	279,382	301,282
Sponsorships	50,000	50,000
Membership fees	6,800	5,395
Fundraising activities (cocktail benefit)	—	39,715
Other	259	500
	909,028	1,024,015
Pro-bono goods and services	270,719	388,754
	1,179,747	1,412,769
Expenses		
Salaries and fringe benefits	466,269	502,447
Project expenses	315,436	346,235
Pro-bono goods and services	270,719	388,754
Administration expenses	111,077	101,922
Fundraising activities (cocktail benefit)	—	27,453
Amortization of tangible assets	9,962	19,043
	1,173,463	1,385,854
Surplus of income over expenses	6,284	26,915

FOR THE BOARD OF DIRECTORS

Nancy Leggett-Bachand
*Chair*Marc N. Ouellette
*Treasurer***BALANCE SHEET**

AS AT JUNE 30, 2013 AND 2012 AND JULY 1, 2011

	2013	2012	2011
	\$	\$	\$
ASSETS			
Short-term			
Cash in hand	9,317	9,894	–
Accounts receivable	58,595	49,937	40,584
Subsidies receivable	2,436	13,272	20,623
Prepaid expenses	11,773	20,706	16,545
	82,121	93,809	77,752
Fixed assets			
	7,127	16,310	35,353
	89,248	110,119	113,105
LIABILITIES			
Short-term			
Bank overdraft	–	–	2,100
Bank debt	10,000	50,000	–
Accounts payable	74,754	61,909	74,710
Deferred subsidies	–	–	65,000
	84,754	111,909	141,810
Net assets (negative)			
Allocated internally	–	–	10,000
Unallocated	4,494	(1,790)	(38,705)
	4,494	(1,790)	(28,705)
	89,248	110,119	113,105

Thank you!

Through your invaluable support and your commitment, you play a major role in the fulfilment of the Literacy Foundation's mission.

THE GIFT OF READING

Platinum Visionaries

Hydro-Québec
Lucie and André Chagnon Foundation

Gold Visionaries

Ministère de l'Éducation, du Loisir et du Sport
Nationex

Silver Visionaries

Salon du livre de Montréal
Bombardier Aerospace Employees Charity Fund – Montreal
National Bank

Bronze Visionary

Association québécoise des enseignantes et des
enseignants du primaire

MEDIA PARTNERS

Platinum

COGECO Diffusion
COGECO Métromédia
TC Media

Silver

Métro newspaper
The Gazette

Bronze

La Presse
Le Libraire

Media Collaborator

Radio-Canada (CBC French network)

Collection sites

Groupe Archambault
Renaud-Bray
Librairies indépendantes du Québec
Association des libraires du Québec
Coopsco

ORGANIZATION SUPPORT

PARTNERS

Cascades of Paper

Cascades Inc.
Éditions Albin Michel
Nationex
Transcontinental

Family Literacy Day

ABC Life Literacy Canada

I Don't Give Up, I'm a Winner! bursaries

Desjardins Foundation
Frontenac Library

THE GIFT OF READING

PUBLISHERS AND DISTRIBUTORS

Albin-Michel Canada
 Éditions Scholastic
 ERPI/DLM
 Dominique et Compagnie
 Benjamin Livre
 La courte échelle
 Éditions de l'Isatis
 Éditions de la Paix
 Soulières éditeur
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 Éditions Porte-Bonheur
 Flammarion

LITERACY FOUNDATION

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 McCain Foundation

Bronze Visionaries

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 Confédération des syndicats nationaux (CSN)
 Centrale des syndicats du Québec (CSQ)
 Sœurs de Saint-Joseph, Financial Aid Committee
 Sœurs de la Congrégation de Notre-Dame
 Transcontinental
 Fondation Sybilla Hesse

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Emploi-Québec

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500 hours.

THE FOUNDATION

The Literacy Foundation

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Chief Executive Officer, Literacy Foundation

Nathalie Verge
Consultant

OUR THANKS TO THE DIRECTORS WHO LEFT US
DURING THE YEAR:
Renée-Lise Trudel
Sophie D'Amours
Johanne Lamanque

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Marie-Isabelle Spickler
Executive Assistant

Isabelle Godefroy
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Éric Dupuis
Co-ordinator, Communications and Fundraising

Nicole Lavallée
Claude Reigner
*Jointly responsible for The Gift of Reading
program*

Awareness
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Andrée Turmel

Referral
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Slimane Saidj

Prevention
Julien Des Roches
Mor Ndiaye

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Suzanne Lafontaine – Solstice Multiservice

OUR THANKS TO TEAM MEMBERS WHO LEFT US
DURING THE YEAR:
Maryse Perreault
Samuel Dion
Annie Cardinal
Mary-Gaëlle Poyade



5420 Saint-Laurent Blvd., Suite 200
Montreal Quebec H2T 1S1

Telephone 514-289-1178
Info-Alpha line 1-800-361-9142
Adult Learnline 1-888-488-3888
Fax 514-289-9286
don@fondationalphabetisation.org
fondationalphabetisation.org/en

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