



# soaring to success...

2004-05 ANNUAL REPORT

## BOARD OF DIRECTORS

April 1, 2004 to March 31, 2005

Lois Polege

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*Vice President*

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*Director: Student*

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*Director: Student*

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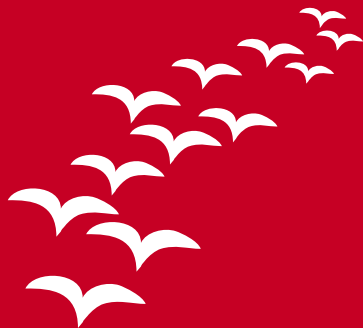
*Director: Literacy Practitioner*

June Hughes

*Director: Literacy Practitioner*

Mary Norton

*Director: General*



## our history

Literacy Alberta, the provincial literacy coalition, was formed through the joining of two provincial organizations: Alberta Association for Adult Literacy (AAAL) and Association of Literacy Coordinators of Alberta (LCA). Literacy Alberta was formally recognized on April 1, 2003, bringing together the strength, creativity, and commitment of the two former organizations that had served the literacy community for over three decades.

Literacy Alberta's activities include:

- professional development and networking opportunities for practitioners, students, and volunteers, including our annual Provincial Literacy Conference and regional activities
- a confidential referral service through the Literacy Help Line
- an online literacy community accessible to all members
- an extensive library of training and resource materials available to members across Alberta through the Travelling Trunk and Tote program
- curriculum development to enhance literacy practice
- provincial promotion of literacy through information and special events
- advocacy and influencing public policy

## our mission

Literacy Alberta supports people involved in literacy activities, and influences public policy.

# messages

## From the president

This has been another eventful year for Literacy Alberta. One of the biggest challenges we faced this year was saying farewell to our Executive Director, Marnie Schaetti at the end of 2004. We welcomed Janet Lane as our new Executive Director in January.

We have made great progress toward our strategic goals.

- We have completed a detailed analysis of our programs and services and will be using the information gathered to offer better service in the most cost effective ways.
- Our regional system continues to be a strong source of support and professional development. An exciting new venture this year was the one-day conferences put on by our STAR (Student Tutor Activity Resource) teams. They have been excellent opportunities for networking and learning. Hats off to the volunteers and staff who made them happen!
- We continue to develop connections and relationships with other organizations, with the goal of creating a stronger voice for literacy solutions. We have recently begun work on a literacy policy development project and look forward to seeing the results of it.

We have a team of visionary board members, dedicated staff and supportive members. Thank you to each of you for the role you play. As an organization we have made tremendous progress thus far, and we are on solid ground for the future.



**Lois Polege**

## From the executive director

I am so grateful for the opportunity to be working with Literacy Alberta as we work towards our vision of a more literate Alberta. I am grateful too, that Marnie Schaetti left a wonderful legacy, including a growing membership, talented and dedicated staff, meaningful core projects, exciting special projects and a host of possibilities for the future.

It was a great year for Literacy Alberta. So many good things came to be.

We expanded our support to students and tutors through our STAR network and hope to expand it further in the year ahead. We want to reach more literacy students with this excellent source of professional development.

We created awareness of our library services through our evaluation process and experienced huge increases in circulation as a result. That's exciting!

Literacy Alberta was out and about throughout the province this year. We were in Ft. McMurray for the Canada Post Awards on International Literacy Day and we attended 19 other events and trade shows throughout the year. We truly are a provincial organization and we will be getting out to see more of you this year.

As a provincial organization we are especially pleased that this next year will bring us together with literacy stakeholders from across the province as we work to develop a literacy strategy for Alberta. This important project will have lasting impact for all of us.

I hope you will read on in our annual report about more highlights from this productive year.



**Janet Lane**



# training

Professional development (PD) continues to be a very important service provided by Literacy Alberta. We offer PD opportunities to members, and non-members alike – tutors, students, and practitioners. Literacy Alberta is recognized as a key training resource in Alberta regarding professional development for adult literacy practitioners.

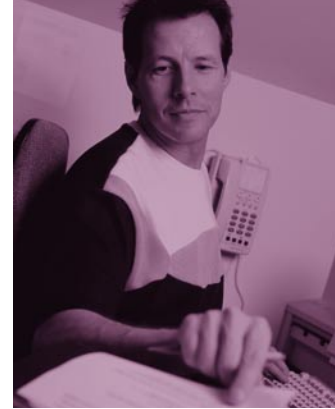
**92% of Volunteer Tutor Adult Literacy Program coordinators participated in regional meetings in 2004**

Literacy Alberta is contracted by Alberta Advanced Education to provide professional development activities, networking, and support for coordinators of 74 Volunteer Tutor Adult Literacy Programs in the province. PD activities for coordinators included New Coordinator Training, a new coordinator follow-up workshop, and Best Practices Seminars. A regional resource person provides New Coordinator Orientation, support, and PD workshops to the literacy coordinators in all Literacy Alberta regions.

## Strengthening Pathways to Professional Development

In the past several years there have been a number of literacy practitioners advocating for a recognized program of study for literacy coordinators. In 2004, the National Literacy Secretariat provided financial support for Literacy Alberta to begin developing a curriculum leading to a certificate in adult literacy. The curriculum is called *Pathways: A Certificate for Literacy Practitioners*, and at this stage, will be offered to coordinators of volunteer adult literacy programs funded by Alberta Advanced Education. Credit learning opportunities will be offered to coordinators starting in the fall of 2005. A professional development page added to Literacy Alberta's web site will offer current information on professional development activities for literacy practitioners.

**In 2004, Literacy Alberta offered 20 different professional development opportunities**



## Focus on Literacy

Literacy is not the sole responsibility of the literacy learner or the literacy practitioner but requires the awareness and support of the community.

With the help of funding from the National Literacy Secretariat and the cooperation of Alberta Advanced Education (Community Programs Branch), Literacy Alberta, and Bow Valley College designed and delivered a professional development course “Building Community Capacity: Focus on Literacy.” Ten literacy coordinators completed the 65-hour course and 100-hour practicum to earn the designation of Literacy Specialist.

The project was rated very highly by both the literacy coordinators who participated in the project and by the communities and agencies with whom they worked. Coordinators increased their knowledge of community capacity building and community development, learned how to conduct a “literacy assets and gaps scan” in their community, and increased skills in relationship and partnership building.

Community agencies that received literacy specialist services see the literacy specialist as a professional, and indicate that their agencies have made changes as a result of increased literacy awareness. Literacy Alberta and Bow Valley College are committed to seeking ways to continue to offer this course to more literacy practitioners and to a wider audience.

## Provincial Literacy Conference

The Provincial Literacy Conference (PLC) is an annual gathering that has attracted an ever-increasing number of delegates in each of the past five years. It is well known in Alberta and beyond as an excellent opportunity for training and professional development for all those involved in literacy in Alberta. The PLC offers over 30 workshops suited to literacy students, tutors, practitioners, and the general public as well as opportunities to come together to meet others and to celebrate literacy and our common work. In 2004, 328 people attended the PLC. The theme was “Literacy: Inform, Connect, Achieve.” The conference also included Literacy Alberta’s Annual General Meeting, a trade show, the Literacy Awards of Excellence, banquet, and entertainment.

**“Great variety of workshops – they gave me a lot of new information.”**

Conference attendees rated the conference very highly. As reported in the 2004 evaluation report: “The conference seems to have had a positive impact on attendees. In general, attendees indicated that the keynote sessions and workshops were interesting, relevant, and provided information, which many could use right away. Further, it appears that the conference provided both formal and informal opportunities for attendees to network with colleagues and friends, and for professional development. People indicated that they were not only inspired because of the conference, but also both excited about their work and were leaving with an improved ability to do things.”

# public awareness

Literacy Alberta recognizes that literacy is everyone's concern. We work to raise awareness of literacy in our communities. Over the past year, we have participated in many workshops, conferences, trade shows, and special events that promote literacy and learning.

- The Literacy Help Line (1-800-767-3231), our toll-free confidential service, is one of our most important vehicles to get “literacy on the move” in Alberta. Through telephone book advertising, print and transit ads, presentations, trade show exhibits, and program referral, we are consistently connecting Albertans to programs in their area and to each other. The Literacy Help Line proudly celebrates 10 years of service in 2005.
- Our banner stand, fact sheets, brochures, bookmarks, and modular display are all available to members to help them promote literacy in their communities.
- In September 2004, Literacy Alberta participated in Calgary Herald's Raise a Reader Day and distributed thousands of dollars to family literacy programs in Calgary.
- We co-hosted the Canada Post Literacy Awards and International Literacy Day celebration in Fort McMurray, with The Honourable Lois E. Hole as a special guest. We were able to network with agencies in the community at our literacy fair.
- We hosted the Literacy Alberta Awards of Excellence at the 2004 Provincial Literacy Conference. These awards recognize and celebrate literacy achievements of Albertans in four categories: Student, Volunteer, Practitioner, and Organization. The awards ceremony is a time to share successes with others in the literacy community.
- We welcomed the Alberta Prairie Classroom On Wheels (COW) bus to Calgary in January 2005, with several local programs helping to host the visit.
- We participated in 19 trade shows and talked to over 4000 people through exhibitions and presentations to community groups.

# sharing information

## Library

Our library is an excellent source of professional development resources, research materials, and general literacy information. We have completed a 17-month evaluation project, and we now understand that our members want the Literacy Alberta library to become even more mobile. Library use was up sharply over the past year; circulation of our 13 Travelling Trunks was up by over 50%.

**Book circulation was up over 300%**  
**Research inquiries to our library staff were up over 400%**

Here are some of the comments we've received on our Travelling Trunk program:

- “It was invaluable to me when I started at my new program, and so helpful in getting me started.”
- “Reliable resource – even dated materials were extremely useful, as many users of the materials are not accustomed to change.”
- “Would like to see material updated, especially the ESL and Tutor Training trunks. Excellent for holding a meeting around.”
- “Awesome! It fit into our community display... the small rural programs with very little funding really benefit from this service.”
- “A phenomenal service – I only wish there were more subject areas covered.”

We've listened to our library users and will be increasing the scope and size of our travelling resources. Over the next year the library will continue to market, promote, and enhance its services.

## Electronic and print media

Literacy Alberta shares information in many different ways using both print and electronic means.

- Our bulletin, *Literacy in Action*, provides current news, upcoming events, and training opportunities. The practitioner/volunteer edition is distributed five times a year and the student edition three times a year. They are mailed to members and are available on our web site.
- The Literacy Alberta web site, [www.literacyalberta.ca](http://www.literacyalberta.ca), is maintained and enhanced regularly by our colleagues at the National Adult Literacy Database (NALD) through regular updates by Literacy Alberta staff. Virtual visitors can find out about current projects, member services, literacy statistics, resources, student activities, and upcoming events. We welcome postings that will enable us to share a broader perspective on what is happening in the Alberta literacy community.
- Our electronic conferencing service is an online community that links users from western Canada and beyond. Available to members of Literacy Alberta, this resource has been an important venue for sharing research, resources, tutor tips, and training information.
- Every year, Literacy Alberta supports the literacy community through the provision of materials that promote Family Literacy Day. The materials, produced by ABC Canada in partnership with Honda Canada, include stickers, note pads, tip sheets, bookmarks, pencils, and tattoos. In preparation for Family Literacy Day on January 27, 2005, Literacy Alberta staff distributed almost 25,000 items to literacy programs, libraries, schools, children's centres, and at community events.

## Literacy Help Line of Alberta

The Literacy Help Line has been sharing information with Albertans since 1995. This service provides callers with confidential, free referrals to programs, as well as information on adult basic education, academic upgrading, English as a Second Language, workplace, senior, Aboriginal, youth, and family literacy. Help Line staff also share literacy statistics, plain language instructional contacts, and learning disability contact numbers.

The Help Line database is supported through a partnership with the National Adult Literacy Database (NALD). Currently there are 194 organizations listed, an increase of 45% over the last five years and these organizations offer 567 programs. There has been a 50% increase in the number of programs on the referral database in the last five years. The database is continually expanding and new programs are added regularly.

Through the Help Line, we strive to provide the most comprehensive and up to date information possible. Long range planning includes analysis of the range of services offered by the Help Line to ensure that Literacy Alberta is meeting the literacy needs of all Albertans. We look to the future with excitement as we recognize the potential for growth in this service.

**“My husband is doing great and is reading. He meets with a tutor for two hours a week. The other day he was filling out his own form and said ‘Guess what! I can spell career.’ You have started my husband on a new road. We can’t thank you enough.”**

# learner and tutor support

## STAR

Literacy Alberta's Student and Tutor Activity Resource (STAR) system continues to grow and change. STAR is focused on providing student and tutor professional development and networking opportunities in the eight regions of the province. The STAR team works closely with the resource person to consider what activities will be the most appropriate for a region. Literacy Alberta has funding available for STAR activities. This funding has allowed these activities to be held at very little cost to students and tutors.

## Regional conferences

To date STAR has held four one-day conferences in four regions. Through STAR and the conferences about 200 students and tutors from across the province participated in professional development/learning opportunities. The conferences offered a wide range of workshops such as: adults and the law, creative writing, resume writing, Readers' Theatre, ESL tutoring, math, how to use email, self esteem, and yoga. The students and tutors who attended had a wonderful time.

Literacy Alberta is very grateful for the hard work, energy, enthusiasm, and thoughtfulness that the STAR teams have brought to the regions.

## Bursaries

This year, through the generous support of many donors, we raised \$32,000 to enable students and tutors to attend the 2004 Provincial Literacy Conference (PLC) with a bursary. Bursaries allow people, who might not otherwise have the financial means, to attend the conference.

**60 students and 45 tutors received  
bursaries to attend PLC in 2004**

The PLC is a valuable networking opportunity and often a life-changing event for those who have never been to one before. Bursary funds help cover conference registration, travel, and accommodation costs.

Our bursary delegates came from communities, both rural and urban, including Fort McMurray, Strome, Didsbury, Claresholm, Jasper, Fahler, Beaverlodge, Hannah, Picture Butte, and Valleyview. Literacy Alberta continues to strive to offer conference bursaries to literacy students and tutors. Donations are welcome all year round.

## BLASTing On

BLASTing On is a student-focused project that trains adult literacy students to be professional speakers through media training and public speaking training. Our team of eight speakers has travelled all over Alberta promoting literacy. BLAST team members have spoken at community centres, churches, schools, service club meetings, fundraisers, and conferences. Their stories are personal, powerful, and proud. Their lives are examples of strength and hope. You can book a BLAST presentation for your community by calling our office.

# thank you

Literacy Alberta's success wouldn't be possible without the support of many funders, sponsors, donors, volunteers, and of course, our members and staff.

Thank you for your support.

ABC CANADA Literacy Foundation  
Alberta Advanced Education,  
Community Programs  
Alberta Gaming, Community  
Initiatives Program  
Audrey Gardner  
Brookfield Properties Corporation  
Calgary Herald  
Calgary Learning Centre  
Canada Post Corporation  
Canadian Progress Club,  
Downtown Club  
Casino volunteers  
Coast Plaza Hotel and Conference Centre  
David A. Bretz  
DMAC Enterprises  
Encana Cares Foundation  
Keyano College, Fort McMurray  
Lethbridge Community College  
National Literacy Secretariat, HRSDC  
Pattison Outdoor Advertising  
Peter Gzowski Invitational (PGI)  
Power Within for Women Conference  
Private donations  
Red Carpet Coffee Services

Rotary Club of Calgary,  
Downtown Club  
Starbucks Coffee Company  
Terry Gilbert  
The Office of the Lieutenant Governor  
The Word on the Street  
Tony Tighe  
Verge Design  
Western Parent Magazine

## 2004 CALGARY RAISE A READER SPONSORS

Assante Wealth Management  
Calgary Downtown Association  
CMDA and its 68 Member Dealers  
Fairmont Palliser  
Life Time Financial Planning  
McDonald's  
Microsoft  
Oil City Press  
Scholastic  
Swan Group Inc.  
Taste of Calgary  
University of Calgary  
WestCreek Developments

# our community

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Margaret Eastwood  
Laura Godfrey  
Berniece Gowan  
Candice Jackson  
Janet Lane  
Valerie Lawton  
Bernice Lee  
Terry McGuire  
Marnie Schaetti  
Myra Skerrett  
Yvonne Stewart  
Robin Waldo

## REGIONAL

Phil Beakhouse  
Kalvinder Dhillon  
Monica Ekvall  
Lillian Gallant  
Donna Grutter  
Trish Hill  
Carol McCullough  
Teena Pankonin  
Andrea Pheasey  
Kathryn Ponomar  
Wendy Rhodes  
Carol Roberts  
Shirley Sandul  
Barbara Wearmouth  
Lynn Webb



# financial statements

Literacy Alberta Society

## STATEMENT OF FINANCIAL POSITION (Reviewed)

As at March 31

	2005	2004
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash	70,488	59,772
Guaranteed Investment Certificates	426,501	490,001
Accounts Receivable	14,506	15,291
Prepays (photocopier lease)	2,043	2,043
	513,538	567,107
<b>LONG TERM ASSETS</b>		
Security Deposit	2,027	2,027
Guaranteed Investment Certificates	35,000	35,000
	550,565	604,134
<b>LIABILITIES</b>		
<b>CURRENT LIABILITIES</b>		
Accounts Payable	13,759	15,420
<b>FUND BALANCES</b>		
Operating	290,358	257,023
Designated Donations	455	5,451
Special Projects	245,993	326,240
	536,806	588,714
	550,565	604,134

Literacy Alberta Society

## STATEMENT OF OPERATIONS (Reviewed)

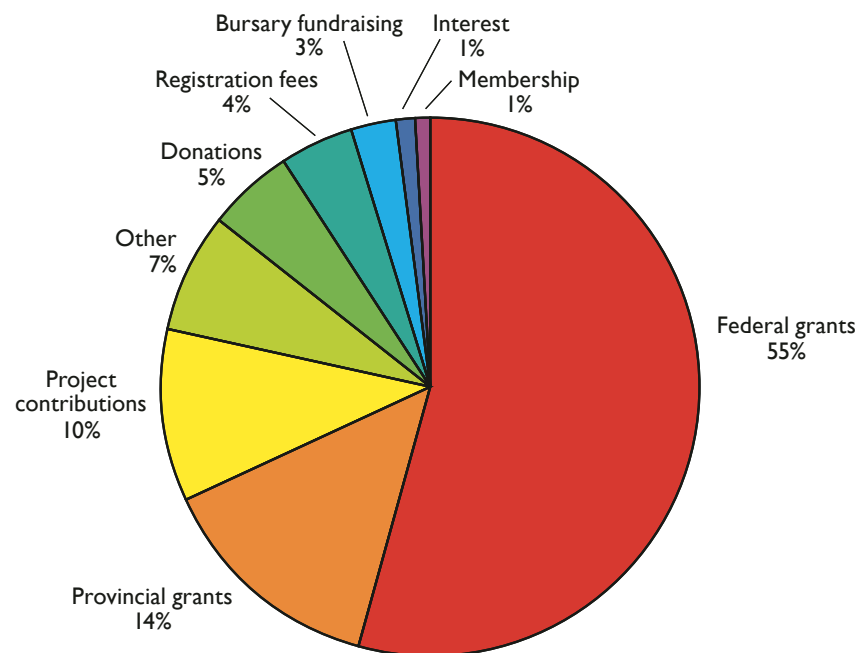
For the year ended March 31

	2005	2004
<b>REVENUE</b>	1,000,650	1,006,038
<b>EXPENSES</b>	1,052,558	1,122,400
<b>NET (DEFICIT) SURPLUS</b>	(51,908)	(116,362)
<b>FUND BALANCES, beginning of year</b>	588,714	705,076
<b>FUND BALANCES, end of year</b>	536,806	588,714

# revenue and expenses

## Literacy Alberta Society

### REVENUE



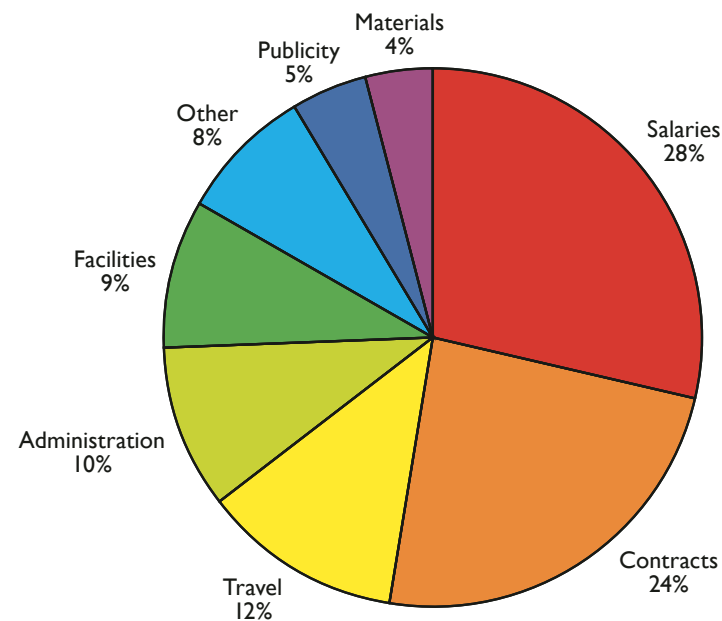
#### REVENUE

for the year ended March 31, 2005

Federal grants	543,372
Provincial grants	138,150
Project contributions	103,468
Other	71,897
Donations	51,895
Registration fees	44,300
Bursary fundraising	27,011
Interest	11,517
Membership	9,040
<b>Total</b>	<b>1,000,650</b>

## Literacy Alberta Society

### EXPENSES



#### EXPENSES

for the year ended March 31, 2005

Salaries	301,381
Contracts	252,105
Travel	126,117
Administration	103,468
Facilities	93,584
Other	85,377
Publicity	47,938
Materials	42,588
<b>Total</b>	<b>1,052,558</b>

# imagine...

Imagine an Alberta where everyone reads.

Imagine an Alberta where everyone writes.

Imagine an Alberta where all children have people who read to them every day.

Imagine an Alberta where people who have difficulty reading and writing feel valued and supported.

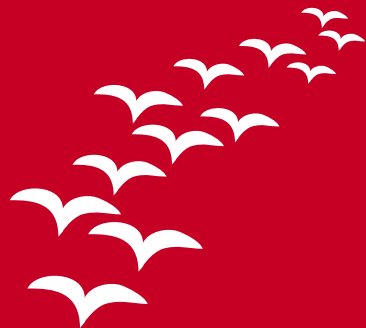
Imagine an Alberta where language is plain.

Imagine an Alberta where people who work in literacy are respected and valued.

Imagine an Alberta where literacy organizations have the resources to serve the literacy needs of their communities.

Imagine an Alberta that celebrates and supports literacy in all its forms.

**This is the vision of Literacy Alberta.**



**Literacy**  
*Alberta*

Literacy Alberta is a non-profit organization committed to a fully literate Alberta.

**LITERACY ALBERTA SOCIETY**

*a registered charity*

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