



ALPHABÉTISATION SANS LIMITES
LITERACY UNLIMITED

ANNUAL ACTIVITY REPORT 2009-2010

OUR MISSION

We are a community resource dedicated to the advancement of literacy.

BOARD OF DIRECTORS

Lesley Antoun, President
Ann Searles, Vice-President
Pat Bratley, Secretary
Benoît Rose, Treasurer
Margaret Martin, Director
Suzanne Savoie, Director
Stephanie Trenholm, Director

STAFF

Jill Roberts, Executive Director
Alice Reed, Communications Coordinator
Chris Smith, Administrative Assistant
Colleen Rioux, Administrative Clerk
Karen Dotto, Program Director
Martina Tchipeff, School Literacy Program Coordinator
Susan Ancil, Computer Skills Program Coordinator



PROGRAMS & ACTIVITIES



One-on-one Adult Tutoring: This is our core activity, where trained volunteer tutors meet with students typically 2 hours weekly throughout the year. Tutors help learners work towards their personal, educational or employment goals by improving their literacy skills. This year we received 34 new requests of which 20 met our criteria. The others were referred to other centers. 74 students were registered in this program.

Testimonial: A tutor related that her student has now taken over paying the household bills after learning how to use a bank machine.

Computer Skills Program: As more activities require basic computer skills, the demand for this program continues to rise. And thanks to corporate funding we have been able to enhance this program. Laptops and a printer have been purchased, courses including *Basic Computer Skills* and *Using the Internet* have been developed, and a learning centre has been set up. 16 students received private instruction from volunteer computer tutors.

School Literacy Program: Corporate funding allowed us to continue this program that targets at-risk high school students. Now operating in four local high schools, this program continues to be in high demand. 68 students were registered, meeting weekly with volunteer tutors for a one-hour session during the school year.

Testimonial: My student is doing very well in school - there has been a marked improvement in her attitude and she now has an average of 73%. What a difference a year can make!

International Literacy Day: Literacy Unlimited volunteers manned a booth at the Dorval Gardens Shopping Centre and distributed material to 213 people. Our Executive Director was interviewed for an article that appeared in *Le Devoir*.

Family Literacy Day: 140 individuals participated in Family Literacy Day activities organized in partnership with other organizations: a musical-instrument-making workshop with the Dorval Library, a children's concert with two local Daycares, and a sing-a-long with the Pointe-Claire Library. An article promoting FLD and Literacy Unlimited was published in *The Hudson Gazette*.

Community Outreach: 83 individuals participated in activities organized by Literacy Unlimited at Riverdale Family Fun Day, Delmar Family Fun Day, and Our Place Christmas Activity.

Student/Tutor Social Events: 85 individuals attended 3 different events organized to bring together students, volunteers, and supporters to socialize and celebrate together – Holiday Potluck, Pizza Lunch and Afternoon Tea.

SUPPORT & RECOGNITION

Library and Resource Centre: A fully automated library and resource centre, housing 2,840 items - books, periodicals, games, and computer software - is open 42 hours a week to all registered students and volunteers. Furthermore, the full collection is now searchable on our web site.

Basic Tutor Training Workshops: New tutors are required to complete a 12-hour course before being placed with a student. Three workshops were held this year, training 43 new tutors.

Tutor Professional Development: Giving our tutors opportunities to advance and grow is important to us. Three workshops were organized this year: *Library and Internet Resources*, *Using Facebook*, and *Learning Difficulties*. 51 tutors attended these workshops.

Volunteer Recognition: Our volunteers are the heart and soul of our organization so recognizing their efforts is vital and essential. Thank-you cards were mailed during National Volunteer Week, 1 volunteer received special recognition during National Volunteer Week, 3 volunteers received special recognition at the AGM, and Holiday greetings were mailed to all our volunteers.



Canada Post Community Literacy Award: One of our students won this prestigious award in the category of *Individual Achievement*. A second student was a finalist. The Hudson Gazette wrote an article and featured a photograph of the student, his tutor, and a Canada Post representative.

Proud to Learn Awards (*Sponsored by Institut de cooperation pour l'éducation des adultes*): 9 students were recognized for distinguishing themselves as outstanding adult learners.

Recognition Award for Adult Literacy (*Sponsored by a partnership of Quebec adult literacy and adult education organizations*): One of our students won this award, in the category of *Learner in the Community Sector*.

PUBLICITY, PROMOTION & COMMUNICATIONS

Internet: Our website (www.literacyunlimited.ca) is used to promote our organization, communicate with volunteers and tutors, and boast our accomplishments. This site averages 500 hits each month. The West Island Gazette published an on-line article featuring one of our students. We designed a Facebook Fan Page (70 fans) which averages 20 visits per week.

Print media: A Montreal Gazette journalist wrote an excellent article entitled *Literacy program helps to combat dropout rate* featuring our School Literacy Program. Community announcements advertising our services appeared bi-weekly in several local newspapers. QELA, WICS and Clio ran ads on our behalf and these were featured in The Chronicle, The Hudson Gazette, and Cités Nouvelles. Our services were also advertised in a local church bulletin.



Radio & Television: One of our students and his tutor were interviewed on CJAD Radio. A Literacy Unlimited announcement ran several times on the Community Calendar, Global TV.

LU News: Our newsletter was published twice and distributed via e-mail to all our volunteers, alumni and supporters. It is also posted on our website.

Promotion and Awareness: A freelance journalist produced a wonderful radio documentary which features two of our students as well as our Program Director. This piece can be found on the LVQ website as well as our own. A new Leave-Behind Card was designed to recruit adult students and is being distributed by various adult education centres and community organizations. Four of our students were involved in a public speaking training called *Speaking Up and Speaking Out* – they speak to groups about their own personal challenges with low literacy.

Write On! is a publication of student writings containing a collection of thoughts, opinions and stories that reflect the progress and achievements of our students. Two editions were published: 7 students contributed to our Adult Program edition, and 20 students contributed to the School Literacy Program edition.

Information Booths: Two information booths were set up in different locations throughout our territory to promote our organization and recruit students and volunteers. 118 individuals stopped by to ask questions, pick up information, etc.

GOVERNANCE

Literacy Unlimited is governed by an elected Board of Directors that meets regularly to oversee its operations. In the past year our activities included:

- 10 regular Board meetings (held monthly)
- 1 special Board meeting (June)
- 3 Executive Committee meetings (October, December, March)
- 1 AGM (May 2009)
- 1 Board/Staff Strategic Fundraising Planning Workshop (May 2009)

FUNDRAISING

62% of our income came from MELS, the remaining 38% was raised through fundraising activities.

Corporate Donations: A decision to generate more donations from corporations resulted in a Corporate Fundraising Committee being established, and a strategy being developed. Close to \$36,000 was raised. See a complete list of our financial supports on page 7.

West Island Community Shares: We were one of two new groups to receive funding from WICS - \$5,000.

Raffle: A raffle was held in the spring, raising close to \$5,000.

Direct Mail Campaign: 69 donors contributed to our third campaign, donating close to \$4,600.

IMS Health Book and Bake Sale: Two Book/Bake Sales were held in partnership with IMS Health employees, raising \$1,300.

Other: Money tins located in local businesses, community booth donations, other donations, and bank interest brought in another \$2,700.



OUR COMMUNITY PARTNERS

Literacy Unlimited is proud to work in partnership with the following local, provincial and national organizations:

ABC Life Literacy Canada	Pointe-Claire Culture, Sports, Leisure and Social Development Department
Alliance of South Asian Communities	Pointe-Claire Public Library
Aditya Youth Trust Fund	Quebec Association for Adult Learning
AMCAL Family Services	Quebec English Literacy Alliance
Centre for Literacy	Quebec Federation of Home and School Associations
Cloverdale Multi-Ressources	Riverdale High School / Riverdale Community Learning Centre
COMQUAT	Riverview Elementary School
CSSS de l'Ouest-de-l'île	Table de concertation enfance/famille de l'ouest-de-l'île
CSSS du Sud-Ouest-Verdun	Verdun Anglo Family Council
Dawson Community Centre	Verdun Elementary School
DDO/Pierrefonds Public Library	Verdun Public Library
Dorval Public Library	Volunteer West Island
Family Resource Centre	West Island Black Community Association
Gordon Robertson Career Centre	West Island Career Centre
John Rennie High School	West Island Community Shares
Kirkland Public Library	West Island Daycare
Lachine Public Library	West Island Community Resource Centre
Lakeside Academy	West Island Women's Centre
LaSalle Public Library	West Island Women's Shelter
Literacy Volunteers of Quebec	
Literacy Foundation	
Movement for Canadian Literacy	
Pearson Adult Centre	
Pierrefonds Comprehensive High School	
Place Cartier Adult Centre	

*Literacy is much more than the ability to read, write and count.
It represents the freedom to make choices, take risks,
and take advantage of new opportunities.*

OUR FINANCIAL SUPPORTERS

Each year Literacy Unlimited seeks support and funding for our various programs, projects and training that are vital to our mission. Thank you to all our supporters!

