

Literacy Partners of Manitoba



Annual
Report
2003-2004



LPM Board and Staff 2003-2004

HONORARY PATRON

Dr. Sharon Jean Hamilton, author and professor

BOARD OFFICERS

President: Dr. Marilyn Day, Lifelore Inc.
Secretary: Monika Feist, Success Skills Centre
Treasurer: Gay Wiley, RBC (until February)
Marilyn Robinson, Manitoba Lotteries Corporation
President Elect: Mary Switek, Robertson Shypit Soble Woods

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Raymond Roy, learner rep.	Sheri Lynn Rollins, Agriculture Canada
Nenita Ugyen, Wasagamack School	Julie Ann Kniskern, Brandon University
Yvonne Jordaan, The Pas Friendship Centre	Doreen Beaupre, arts educator
Susie Shepherd, Orioles Community Learning Centre	

STAFF

Executive Director:	Marg Rose	Office Administrator:	Tara Dufresne
Financial Manager:	Joyce Kehler	LEARN line/Speaker Coordinator:	Val deVries
Resource Centre Coordinator:	Valerie Kraushar		

AFFILIATED REGIONAL COORDINATORS

Northern Manitoba:	Margaret Allan, Thompson
Western Manitoba:	Alanna Hillis, Brandon
Interlake and Eastern Manitoba:	Carol Goossen, Gimli

CONTRACTORS

Mathworks:	TVWorx	Editor/Plain Language Consultant:	Charles Moody
Volunteer Management:	Janet Handel	Communications Consultant:	Grant Fleming
Librarian:	Bonita Cobb		

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Ted Paterson, Handel Paterson	Kerry Knudsen, Spectrum Financial Services
Nicholas Hirst, Editor, Winnipeg Free Press	Dr. Robin Miller, Centre for Education and Work
Robert Antymniuk, Rotary Club of St. James	Ron Dobrinsky, Winnipeg Technical College
Ron Robinson, CBC	Sylvia Provenski, Brandon Adult Learning Centre

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President's Report

by Dr. Marilyn Day



MLA Jon Gerrard and Marilyn Day at literacy outreach event

My last year as President has been exciting and challenging for Literacy Partners of Manitoba and the volunteer Board. With Marg Rose's high level of competence and dynamism and the determined work of the LPM Board of Directors, LPM has accomplished a great deal.

First, we had to find different office space. Through a generous donation from **Global Communications** and **The Winnipeg Foundation**, LPM moved into a large airy space on St. James Street. This space was put to good use by staff members and volunteers.

Once we were settled, **Wally Stewart** and **Grant Fleming** took control of the Manitoba PGI. This team

was highly successful. More people participated and more funds were raised this year than in previous tournaments.

We revised the human resources policy and the Board committee terms of reference, and created a new privacy policy. Please refer to the Board Committee reports on page 12.

I want to congratulate the new Board members and to extend good wishes for a successful year to all the directors. Thank you to the retiring Board members and Marg for their continued support, thoughtful advice, and hard work.

The Movement for Canadian Literacy staged several events, partnered with groups such as the Canadian Public Health Association on health literacy and Frontier College on petitions, published materials that focus on the changing federal scene, and acted as the host of academic research reports via the new *Literacies* journal. They led the national umbrella groups, calling for increased budgetary support of the Pan-Canadian literacy strategy. Our incoming president, **Mary Switek**, took over as MCL rep. Follow the national scene by clicking on www.literacy.ca or by reading their newsletters or electronic bulletins. Best wishes to all our partners and to our own organization for further growth.

Executive Director's Report

by Marg Rose

Our core activity this year was promoting the need for, and benefits from, increased public support and involvement in adult literacy programs and projects. These are some of our outcomes:

- compiling a new multimedia presentation to fuel fundraising and outreach efforts
- conducting research and field consultations on the benefits of adult and family literacy programs
- training Literacy Advocates
- distributing 3,000 newsletters
- preparing and submitting briefs
- distributing family literacy materials,
- organizing key events



MP Judy Wasylycia-Leis with Marg Rose on Literacy Action Day

Executive Director's Report (continued)



Brenda Krychuk, Jane Angus-Wood and Alexis Harvey review health documents at a literacy and health training workshop

As Samuel Goldwyn, the great showman stated, “If you see somebody do something well, applaud! That will make at least two people happy.” Well, I’m happy to give a standing ovation to all of our partners in literacy promotion and support.

As I leave the helm of Literacy Partners of Manitoba after a fruitful, exciting term as its first Executive Director, I salute the many generous partners, talented staff, volunteer board members, and visionary colleagues in literacy who have supported LPM since 1996. You have made my job a pleasurable passion for the past eight years. It is astounding to see the level of activity that 4.5 staff generated this year out of our Winnipeg office, with help from you all. Here are some of our accomplishments in 2004.

Literacy Awareness

- We received a unanimous vote of approval for a literacy-positive resolution by delegates at the provincial **Manitoba Chambers of Commerce** AGM. This resolution is now part of their action agenda. See www.mbchamber.mb.ca for progress reports, as they raise awareness and activity on Essential Skills, and tele-learning.
- We then were invited to sit on the Manitoba Chambers’ provincial Education and Skills committee with top analysts, four lawyers, and three rural reps. We hosted the panel to hear from literacy experts such as **Sandi Howell** and **Margerit Roger** on Essential Skills.
- The federal election brought inquiries about the

pan-Canadian literacy strategy and report that was tabled in the House of Commons in June 2003. We circulated **election information kits** to all programs and MPs, drawing on MCL’s Elections Canada project. I met the Prime Minister at the Winnipeg Town hall meeting, and asked about the need for federal direction in a literacy strategy.

- We continued to call for a literacy “node” in the Canadian Council of Learning organizational model, that has an unallocated budget of \$85 million. Adult literacy must be part of this organization.
- We updated Manitoba’s statistics on low literacy, drawing from the *Moving the Markers* report by the Movement for Canadian Literacy, and the recently released Census file on educational achievement, and other documents. We sent these findings to a variety of audiences and adult literacy programs to use in their outreach efforts.
- We were delighted to circulate the astounding Statistics Canada June 22 release of the Literacy Scores Report that showed the immediate benefit of training and investment in “human capital” using data from 14 OECD countries over 35 years. The excerpt shown in the sidebar on the opposite page demonstrates the value of improving literacy skills.

Literacy and Health

- We completed a successful Health Canada project, “Defining Links and Developing Partnerships between Literacy and Health”. We summarized the series of 16 plain language workshops in 10 Regional Health Authorities (RHAs). (See www.health.mb.literacy.ca.) **Charles Moody** then revised health documents in plain language for various health workers and clinics, and has posted them for use by RHAs on our website at www.mb.literacy.ca.
- We met twice with the Minister of Healthy Living to discuss provincial support for a plain language revision service and creation of templates of health documents.
- We made face-to-face presentations to five Health Canada officials and set up information-sharing links between the Aboriginal Head Start and Population Health networks on health literacy.

Executive Director's Report (continued)

Excerpt from *Literacy Scores: Human Capital and Growth*. (Statistics Canada, (2004). Available as a free download at <http://www.statcan.ca/Daily/English/040622/d040622d.htm>

The estimated relationship of skill to GDP growth, based on average test scores of these young adults, indicates that the long-run impact of investment in literacy is much more important—around three times—than investment in physical capital.

Thus, a country that achieves literacy scores 1% higher than the average ends up, in a steady state, with labour productivity 2.5% higher than other countries, and GDP per capita 1.5% higher, on average.

Investment in the human capital of women appears to have a much stronger impact on subsequent growth than investment in the human capital of men. For both GDP per capita and GDP per worker, and for all measures of human capital investment, the impact of a unit increase in skill is always larger and more statistically significant for the literacy levels of women.

The study suggests that differences in average skill levels among OECD countries explain fully 55% of differences in economic growth since 1960.

This implies that investments in raising the average level of skills might yield large economic returns. **If the relationships that have characterized the 35 years surveyed hold into the future, then a 1% increase in average skill could be expected to yield a permanent 1.5% increase in GDP per capita.**

The fact that adults with Level 1 skills (the lowest skill level measured by the IALS study) appear to exert a strong negative influence on economic growth suggests that investments in increasing the skill level of this group would, because of the large negative impact their skill has on economic growth, pay for themselves.



Cutting the ribbon at the launch of LPM's new resource centre

- We secured phase 2 funding from **The Winnipeg Foundation** for the production of health literacy teaching materials “Going to the Doctor” and a patient prompt card for use by learners.

Other provincial activity

- We met the new **Deputy Minister of Advanced Education and Training, Dwight Botting**. We discussed ways to encourage health literacy and to bring about further investment in community-based literacy programs.
- We invited **Premier Gary Doer** to serve as our PGI Poet Laureate. He took part in the full day of festivities with a sold-out crowd of 150 corporate leaders, and then read his own poem. It was featured on CBC radio the next morning. Both major newspapers also covered this event.

Municipal level with the City of Winnipeg

- Regular newsletters and mailings go to every City Councillor and the Mayor. The Chief Administrative Officer of the City of Winnipeg, **Anitta Stenning**, served as the Host of this year's PGI. She donated prizes, posed in *Winnipeg Women* magazine in golf wear, and came to every major event we mounted this spring. A new champion!
- We provided a link to \$5,000 worth of free software by the Microsoft I Can! program to the Winnipeg Public Library.
- As part of our role on the steering committee of the Literacy for Life Endowment fund, we reviewed

Executive Director's Report (continued)



A family literacy display at Portage Place

programming requests for family literacy projects. Dozens of family literacy groups and library branches have received grants. That matching fund now reaches \$1.2 million, if we include the HRSD contributions. Congratulations to the **Winnipeg Public Library**, the **Winnipeg Foundation**, and all partners in this lasting legacy.

Community level:

- We distributed 2,000 pieces of family literacy materials from **ABC CANADA** to the field and mounted two displays. We also distributed 3,000 packages to libraries, literacy programs, adult learning centres, 15 media outlets, early childhood education teachers, faculties of education professors, health promotion coordinators, and individual members. We tucked in LEARN line posters to emphasize the importance of the ADULT component and needs.
- LPM prepared and hosted an evening workshop to train new **literacy advocates** to help us expand our outreach efforts. One will focus on health issues – she has already represented the literacy field at a national “Child Health” conference. Another will act as our official advocate on disabilities. A third will raise literacy concerns in the new Popular Education through Social Transformation (PEST) activist network. A new Board member is a federal communications specialist, now situated at the Rural Secretariat of Agriculture and Agri-Food Canada; another is a

professor in the Education faculty at Brandon University. Other Board members will act as literacy advocates in First Nations and Metis circles, in the marketing field, and with librarians.

- LPM hosted a successful field consultation on our new key messages in February with an inner circle of 14 literacy leaders. They helped us articulate a vision of an integrated adult learning system in Manitoba. LPM then met with the **Deputy Minister Pat Rowantree**, **Registrar Anna Beauchamp**, and two of her staff to raise the concerns that this consultation documented. Ms. Beauchamp then wrote an article from the Adult Learning and Literacy (AL&L) department on its policies and vision in our spring newsletter. LPM then solicited hosts for her suggestion of face-to-face visits in adult credit-granting programs.
- We hired a photographer to take pictures and we recorded statements from business and community leaders. We approached dozens of business and government leaders to ask about the importance of adult literacy. The photos and voices were then edited into a ten-minute multi-media presentation. We send these testimonials on a CD or DVD to potential partners and supporters. The presentation was launched at our International Literacy Day celebrations, 2004, when we hosted the provincial funding announcement by the Minister of Advanced Education and Training.

Direct service to member programs

- The Peter Gzowski Invitational Golf Tournament committee and LPM staff worked tirelessly to raise the highest net ever. Total proceeds of the PGI (\$40,000) will go to the Learner Bursary fund, our lending library, and to the training and operation of our Learner Speakers' Bureau. The PGI bursary fund directly helps adult learners with transportation, materials and child care costs. We salute all donors and participants in this gala, the largest fundraising campaign for literacy in Manitoba. (See report by PGI Chair, **Wally Stewart**, on page 10.)
- We created a new website and updated content at www.mb.literacy.ca. It is easier to navigate.

Executive Director's Report (continued)



Wally Stewart (l), Flora Harper and Judge Murray Sinclair

- We organized an Open House attended by 150 people over two days in February to unveil the 5,000 items in our multimedia centre. Thanks to **Global Communications** for donating this new space.
- Through our lending library, we sent out 900 parcels of specialized resource materials to assist literacy instructors and tutors in the last six months, saving them an average of \$27,000 in purchases.
- We trained four new members of the Learners' Speaker Bureau. These speakers can make the case for program support and increased funding.
- We worked with the Digital Media Technology department at Red River College, and a marketing advisor on a new plain language brochure.
- We distributed \$17,000 worth of grants to 13 family literacy programs from the donation we received from the Raise-a-Reader program. During the summer, **CanWest Global Foundation** also secured the participation of all **Manitoba Safeway** outlets as drop-off points for used books. LPM trained volunteers from the Junior League of Winnipeg to sort these donations, and remove rare books for a gala book sale. Low vocabulary, high interest items will be distributed to dozens of family literacy programs by our partners in moving – **AMJ Campbell Van Lines**. **Burton Lysecki Books** also agreed to distribute books to literacy programs.
- We presented to three Winnipeg Rotary Clubs on the importance of local support of adult literacy. Two clubs are now seriously discussing a five-year

plan to raise \$25,000 a year for the Stevenson-Britannia literacy program.

- We arranged for the **Mathworks** television series on DVD and CD to be sold at reduced prices, and distributed them through GrassRoots Press and direct sales from our offices. We offered a training workshop, circulated the math literacy wallet cards for learner use, and purchased DVD players for regional coordinators to lend to programs outside Winnipeg. We worked with the original producers, TV Worx, to design a sales flyer to promote the use of the television series. (See the link on our website under How to Find Help).

- We selected the first winner (Jeannette Suchyrana) of the scholarship fund for literacy workers. We thank our patron, **Dr. Sharon Jean Hamilton**, for establishing this endowment fund of \$10,000 for professional development.



Sharon Jean Hamilton

- We produced and distributed 2,500 newsletters this year. We sent a copy to each of the 240 LPM members, to every literacy program in the province, to all MPs and MLAs for Manitoba, to all City of Winnipeg councillors, to all funding partners, to all PGI donors and sponsors, and to 30 media outlets.
- We provided an electronic listserv to link members across the province and reduce isolation. 1,920 postings were circulated to literacy workers, members, and stakeholders.
- We hosted a visit from the business manager of the **National Indigenous Literacy Association** to talk about ways to support their organization and its upcoming move of their head offices to Manitoba.

Our efforts continue to link people to programs across the province. Please call us for help or to help!

Northern Region Network Report

by Margaret Allan, Regional Coordinator

In the past year, a significant event for the Northern Coalition of Literacy Services was the recognition of our regional chairperson by the Lieutenant Governor.

Margaret de Kock of Flin Flon won the 2004 Lieutenant Governor's Medal for Literacy. Her many contributions to literacy included her ten years as the Instructor and Coordinator of the Flin Flon Adult Learning Centre.

Another northern member, **Lynda Paziuk** of Thompson, grew her Books for Babies project from 50 book bags in 2002 to 500 in 2003. With support from the Raise a Reader and other sources, Lynda



Margaret de Kock displays her award with the Lieutenant Governor

donated the book bags to the Thompson Hospital for distribution to local moms and babies.

Earlier this year, I stepped down as the northern regional coordinator and **Yvonne Jordaan** of The Pas has taken over the responsibilities. Best wishes to Yvonne and many thanks to the learners and

practitioners with whom I worked for the past five

years. I appreciate also the support and guidance of **Marg de Kock, Vi Ouellette, Delia Erickson** and **Marge Warkentin** who formed the Board of Directors of the Northern Coalition during my tenure. I remain a literacy champion and staunch supporter.

Interlake Region Network Report

by Carol Goossen, Regional Coordinator

The Interlake Region has experienced a year of change. After many years as regional coordinator, **Rob Sarginson** moved on to pursue other interests. As a new regional coordinator, I had much to learn.

Nevertheless, with an expert steering committee to guide my work, many exciting events occurred.

The annual Adult Learners' Conference provided a surprise of its own. For the first time in ten years, we had to cancel the conference due to stormy weather! However, after rescheduling and changing venues, the conference day was an uplifting experience. As always, it's a day of networking, learning, and social interaction, for all of the adults



Interlake instructors, back row, left to right: Delores Michaluk, Dorrie Kiesman, Robert Sarginson, Barbara Payment. Front row, left to right: Carol Goossen, Margaret Chambers, Shirley Skogan

attending adult and family literacy programs, ESL, and workplace classes in the Interlake region. This year ninety participants came from Ashern, Eriksdale, Gimli, Selkirk, Fisher Branch, and Winnipeg Beach. The theme for the day was "Be Healthy, Wealthy, Wise", and included nine workshop presentations on such topics as managing your money, turning your hobby into a

business, staying healthy with a positive attitude, and aboriginal storytelling. The very popular Bag-a-Book workshop gave adults the opportunity to explore their own creative spirit while producing a family literacy activity bag to take home. The Eriksdale/Lundar program wrote a song on the theme of Healthy,

Interlake Region Network Report (continued)

Wealthy, Wise and formed an impromptu choir to perform it. Adult learner **Harvey Jacobson** provided more musical entertainment. **Elaine Elliot** gave a poignant tribute to Rob Sarginson, in recognition of his contribution to literacy in the Interlake, and we celebrated our tenth anniversary with a gigantic cake. The day concluded with musical entertainment from Manitoba musician, **Ted Longbottom**.

National Family Literacy Day was celebrated in six communities in the Interlake. The Undercover Readers Adventure in Gimli was also celebrated in Winnipeg Beach this year. On both occasions, we were honoured to have the **Minister of Education, Peter Bjornson**, act as one of our guest readers.

Other public awareness events included reading tents at Gimli Family Fest, Winnipeg Beach Family Fun Day and New Year's on the Boardwalk. Monthly theme days for families at the public library in Gimli

were very well attended and brought many new families to the library. The Selkirk and Gimli family literacy programs united for a Bag-a-Book workshop in Selkirk.

As well, presentations involving the Family-Literacy-in-a-Box kits were made to the North-East Coalition for Healthy Child Manitoba, Ashern family literacy interest group, Riverton Day Care staff and board, the Gimli Women's Institute, and to the Central Region Family Resource Program coordinators who gathered in Carman.

Through the support of LPM, the Gimli family literacy program received a Raise-a-Reader grant to purchase books.

Also, a collection of donated books was presented to the Riverton Day Care for the creation of storybags for families in the area.

It was an eventful year!

West Region Network Report

by Alanna Hillis, Regional Coordinator

In September, we celebrated International Day with a fundraising event hosted by the **Family Literacy Events Committee** of Brandon. Various literacy programs participated by hosting mini-workshops for the shoppers in the mall. Ours was on making bookmarks.

September was also a very busy month for our **eLit.ca electronic conferencing service**. Several literacy practitioners have begun to use the eLit.ca service in their computer lesson plans. Learners now know how to work with email and a calendar, and also how to use an electronic conferencing service. More than 75 learners from Samaritan House Training Centre, Westbran and The Pas Friendship Centre programs participated throughout the year.



Yvonne Jordaan, Margaret Allan, and Alanna Hillis at the AGM

The West Region group attended the LPM Annual General Meeting, and began planning for Family Literacy Day and the Annual Learners' Conference. We met with other participants in the Closing the Gap project hosted by The Pas Friendship Centre to plan outreach and to aboriginal communities and leaders.

We celebrated January

with various Family Literacy Day events. The programs that participated were Play First from Minnedosa, Time for Me from Roblin, Shilo Family Literacy, APPLE from Virden, Samaritan House Training Centre and Brandon Friendship Centre's Headstart Program. A huge bouquet to all of the programs for their hard work and dedication to this event.

West Region Network Report (continued)

April brought the learners' conference to Brandon. Almost all of the programs from the West Region participated, as well as two of the programs from the Northern Region. The conference was held in various venues throughout the city. A total of 168 people participated in a number of interesting workshops including eLit.ca training, stress management, healthy living, work place safety, and learner speakers' bureau training.

The conference also offered family literacy training and two special presentations for the practitioners.

In closing I would like to thank my hard working board members for all the help, dedication and understanding they offered to our regional team.

* * *

I would also like to say farewell to Marg Rose, who has always stuck by me through thick and thin. I am going to miss her. She has always been our greatest supporter and confidante. A West Region product, by the way, from Brandon and Minnedosa.

The Peter Gzowski Invitational Golf Tournament Report

by Wally Stewart, PGI Coordinator

Hats off to the supporters who made the 14th Annual PGI Golf Tournament such a huge success.

On behalf of hundreds of second-chance learners and literacy workers, we thank all participants, volunteers, sponsors, prize donors, and committee members.

We could not have met the demands of this year's tournament without their support.

They raised \$40,000 for Adult Learner Bursaries, the LEARN line, and learning materials for provincial literacy.

We are truly grateful to all of our sponsors and supporters. They are listed on the back page.

We also are extremely grateful to all of our food donors, led by the Manitoba Pork Council and the more than 125 business and organizations that donated items for the tournament.



Premier Gary Doer takes a swing for literacy

- The contribution of **Annitta Stenning**, our wonderful host
- The work of our Poet Laureate, the Honourable **Premier Gary Doer**
- The testimonial of **Roxanne Harel**, the winner of the Co-operators' Learner Achievement Award
- A stirring acceptance speech by **Daryl Giese**, the winner of the Gzowski Award for volunteer service.

I want to thank the PGI Steering Committee: **Annitta Stenning, Laurence Bertram, Spencer Clements, Ginny Devine, Tara Dufresne, Ron Dobrinsky, Grant Fleming, Daryl Giese, Stuart Irvine, Kerry Knudsen, Caroline Neufeld, Marg Rose, Dan Sernyk, Pat Sernyk, Mary Switek, Lisa Tinley, and Marilyn Sabine.**

And finally I would like to thank **all** of the golf day volunteers who helped us run the most successful PGI in our 14 year history.

The 2005 PGI will be on Monday, June 13th. Help us make it the finest ever!

Highlights of PGI 2004

- The great music of the Zak Kingdon Trio and Carrough.
- A golf day filled with entertainment at every hole, great prizes and auction gifts.

Literacy on the Move

by Grant Fleming, Communications Consultant

Media Relations/Public Awareness

My first task involved updating LPM's comprehensive media contact list. This ensured that media releases and public service announcements reached the right people at radio and TV stations, newspapers, and other key audiences.

I kept the media and public informed about LPM's special events, including fundraisers and other special activities. As a result, events such as **International Literacy Day**, **Raise-a-Reader Day**, **Family Literacy Day**, and the **Peter Gzowski Invitational Golf Tournament for Literacy** received widespread and unprecedented media coverage.

Event Promotion

The first-ever **Breakfast of Champions** was held in September 2003. More than 200 people from business, government and education gathered to hear **Hon. Jane Stewart** (Minister, Human Resources Development Canada) speak about the proposed "Pan-Canadian Accord for Adult Literacy" and federal literacy support.

Justice Murray Sinclair (Manitoba Court of Queen's Bench) served as the keynote speaker for the annual **Family Literacy Day**. The sold-out luncheon raised awareness of low literacy rates in Manitoba's Aboriginal communities.



CBC celebrity readers of A Christmas Carol

Newsletter Editing/Speech Writing

LPM's quarterly newsletter, **Write On!**, received a face-lift. An editorial team was installed, the content was enhanced, and the design/layout was changed.

The Executive Director accepted more than two dozen speech invitations and media interviews in 2003-04. I prepared

speech notes and public speaking/interviewing tips for many of these occasions in order to ensure that key literacy messages were delivered.

Fundraising Events

I assisted in fund raising development for program support by recruiting volunteers, sponsors and donors, organizing logistics, and generating media coverage. The fundraisers included:

- Raise-a-Reader (sponsored by CanWest Global Foundation) – \$17,000
- A Christmas Carol live reading with CBC celebrities – \$600 net
- Family Literacy Day Luncheon 2004 with Justice Murray Sinclair – \$300 net
- Peter Gzowski Invitational Golf Tournament for Literacy – \$40,000 net

LPM distributes the net proceeds to adult and family literacy programs across the province as a benefit of membership. Please refer to our financial report for details.

LEARN Line and Learner Speakers' Bureau Report

by Val deVries, LEARN Line and Learner Speakers' Bureau Coordinator

The LEARN Line continues to link people to programs; close to 500 callers contacted us. Funding from Adult Learning and Literacy helps us to refer people for help or to help with adult learning.

Female learners accounted for a larger percentage than male learners (60/40). The majority of callers were between 18 and 50 years of age (87%). We called 100 people back to see what happened after our counselling sessions.

Of those 100+ callers, most were employed and wanted to upgrade for personal reasons, to enter skill training, or to improve work. The callers had seen our promotions in the newspaper, community paper, on posters, television and radio ads, and in the Yellow Pages of the phone book.

Almost one-third entered programs. Of that 32%, 24.5% were enrolled in literacy programs and 6.8% were enrolled in Adult Learning Centres.

LEARN Line and Learner Speakers' Bureau Report (continued)

Those callers who did not enrol in programs said that they intended to upgrade their skills at a later date.

We promoted our LEARN Line successfully through newspapers and TV ads, in the Yellow Pages, and through distribution of posters and discreet referral cards.

Two hundred posters and 300 cards were distributed at community events throughout the year, sent to elementary schools, universities and community colleges, and community partners (like TEAM, Teen Touch, Baby First, and the Winnipeg Police Services).

In addition to callers wanting to upgrade their skills, we also received close to 100 calls from people wanting to **volunteer** in literacy programs. We set up a database, and referred callers to literacy programs where volunteer positions were available.

The Learner Speakers' Bureau was another way of advertising programs and encouraging callers to upgrade their skills. Speakers attended our "Breakfast of Champions", barbeques, special events, Rotary Club meetings, Junior League of Winnipeg meetings, community events like Raise-A-Reader, the Winnipeg Writers' Festival and our AGM, and settings like the University of Winnipeg and UFCW training centre.

Our speakers also had opportunities to be interviewed by Inner City Voice, and CJOB and CBC radio. Their voices help raise awareness and put a face to literacy in Manitoba.

This year there were two speaker training sessions, one in Winnipeg and one in Brandon where six new learner speakers took part in the training.

Learners are the best ambassadors. Thanks to all who stepped forward this year to encourage lifelong learning in Manitoba.

Board Committee Reports

Revenue Development Committee

The Revenue Development committee determined the criteria for the first **Katherine Aird Hamilton Scholarship**. The individual would have to be working in adult or family literacy and be a member of LPM. The individual should also demonstrate the need and benefits of professional development. **Jeanette Suchyarana** was this year's winner. (**Yvonne Jorjaan, chair**)

Public Relations Committee

The committee revised the public relations committee terms of reference, which was put forward to the Board and approved on Saturday, May 1st.

The committee has looked at promotional items to promote the LPM's objectives and to enhance adult and family literacy visibility. Several suppliers have been contacted to review potential items for consideration.

Further recommendations will be discussed by the new board for enhancing visibility of LPM this year. (**Monika Feist, chair**)

Program Services Committee

Ten rights and responsibilities were developed for the Learner Speaker Bureau. Learner Speakers will now read and sign them as an agreement with Literacy Partners of Manitoba. This avoids confusion and error concerning their role as ambassadors to the public.

The mandate of the newsletter was revised "to inform, educate and inspire Manitobans about current affairs and future developments in adult learning and family literacy". Five goals were listed: to model plain language, to engage our readers, to continue the momentum for growth, to highlight new resources, and to invite debate and participation

Three meetings were held on how to position literacy within the adult education system and in general. Many issues were identified but the main one is that literacy is important and does have a place in the education system so it needs to be legitimized and connected with other learning institutions without having to lose its community-based outlook. (**Susie Shepherd, chair**)

Audited Financial Statements

Auditor's Report



October 25, 2004

**To the Board of Directors of
Literacy Partners of Manitoba, Inc.:**

We have audited the statement of financial position of Literacy Partners of Manitoba Inc. as at August 31, 2004, and the statements of revenue and expenditures and changes in net assets for the year then ended. These financial statements are the responsibility of the Organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Organization as at August 31, 2004, and the result of its operations for the year then ended in accordance with Canadian generally accepted accounting principles.

Scarrow and Donald
Chartered Accountants

The complete set of financial statements audited by Scarrow & Donald, Chartered Accountants, is available at the Literacy Partners of Manitoba, Inc. office. An excerpt of those statements is provided below.

LITERACY PARTNERS OF MANITOBA, INC. STATEMENT OF FINANCIAL POSITION

	August 31	
	2004	2003
ASSETS		
Cash and temporary investments	\$ 251,369	\$ 142,190
Accounts receivable	<u>11,819</u>	<u>7,553</u>
	<u>\$ 263,188</u>	<u>\$ 149,743</u>
LIABILITIES		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 5,386	\$ 9,568
Deferred contributions	<u>145,304</u>	<u>41,251</u>
	<u>150,690</u>	<u>50,809</u>
NET ASSETS		
Internally restricted net assets	40,000	40,000
Unrestricted net assets	<u>72,498</u>	<u>58,934</u>
	<u>112,498</u>	<u>98,934</u>
	<u>\$ 263,188</u>	<u>\$ 149,743</u>

Audited Financial Statements

LITERACY PARTNERS OF MANITOBA, INC. STATEMENT OF CHANGES IN NET ASSETS

	Internally Restricted	Unrestricted	Year ended August 31	
			2004	2003
Balance, beginning of year	\$ 40,000	\$ 58,934	\$ 98,934	\$ 69,375
 Difference between revenue and expenditures	<u> —</u>	<u> 13,564</u>	<u> 13,564</u>	<u> 29,559</u>
 Balance, end of year	<u><u>\$ 40,000</u></u>	<u><u>\$ 72,498</u></u>	<u><u>\$ 112,498</u></u>	<u><u>\$ 98,934</u></u>

LITERACY PARTNERS OF MANITOBA, INC. STATEMENT OF REVENUE AND EXPENDITURES

	Year ended August 31	
	2004	2003
Revenue:		
Grants	\$ 323,469	\$ 320,025
Membership fees	4,092	3,560
Conference fees	1,756	4,665
Investment income	990	2,735
Partnership Income	1,298	6,400
Donations	98,047	13,819
Fundraising	12,759	28,381
Other	<u> —</u>	<u> 25,580</u>
	442,411	405,165
 Expenditures:		
Bank charges	220	209
Bursaries	3,793	8,994
Donation	300	8,000
Facilities	88,097	28,681
GST	5,246	3,343
Honoraria	9,160	8,934
Insurance	2,805	2,332
Katherine Aird Hamilton Scholarship	8,955	—
Materials	16,545	37,110
Membership fees	1,433	992
Professional development	350	844
Professional fees	2,537	2,478
Program subsidies	16,365	12,850
Publicity	19,738	18,909
Salaries and benefits	163,358	167,089
Subcontract	56,841	54,715
Travel	<u> 32,924</u>	<u> 20,126</u>
	<u>428,847</u>	<u>375,606</u>
 Difference between revenue and expenditures	<u><u>\$ 13,564</u></u>	<u><u>\$ 29,559</u></u>

LPM Membership Sources 2004

Aboriginal Centre	Winnipeg	Manitoba Multicultural Resource Centre	Winnipeg
Aboriginal Community Campus	Winnipeg	Miami Children's Facility	Miami
Aboriginal Literacy Foundation	Winnipeg	Midland Adult Education Centre	Carman
Adult Learning and Literacy	Manitoba	Midwest Family Resource Centre	Hamiota
Agassiz Adult Education Centre	Beausejour	Military Family Resource Centre Inc.	Winnipeg
APPLE	Virde	Milner Ridge Correctional Centre	Lac Du Bonnet
Association of Independent Tutors	Winnipeg	North Memorial School	Portage la Prairie
Bookmates Family Resource Centre	Winnipeg	Northern Regional Network	Thompson
Brandon Adult Learning Centre	Brandon	Open Doors Literacy Program	Winnipeg
Brandon Friendship Centre	Brandon	Orioles Adult Learning Centre	Winnipeg
Burntwood Regional Health Association	Thompson	Palliser Furniture Ltd	Winnipeg
Canola Growers	Manitoba	Parent Child Home Program	Brandon
Carman Family Resource Centre	Carman	Parkland Regional Health Authority	Swan River
Central Manitoba Literacy Association	Portage la Prairie	Pearson Longman	Calgary
Centre d'Enfants St Claude	St Claude	Pembina Trails Teacher Association	Winnipeg
Centre for Education and Work	Winnipeg	Pembina Valley Learning Centre	Winkler
Child Family Resource Centre	Cranberry Portage	Pembina Valley Learning Centre	Morden
City of Winnipeg Workplace Training	Winnipeg	Petit Casimic Memorial Schools	Lac Brochet
Community Adult Learning Centre	Flin Flon	Pluri-Elles	Tourond
Community Adult Learning Centre	Creighton	Portage la Prairie School Division	Portage la Prairie
Community Headways	Portage la Prairie	Pregnancy and Family Support Services	Winnipeg
Compass Career Life Solutions	Winnipeg	PULSE	Minnedosa
Connections	Dauphin	Pembina Valley Learning Centre	Morden
Dauphin Adult Learning Centre	Dauphin	Red River College	Winnipeg
Dauphin Friendship Centre	Dauphin	River East Transcona School Division	Winnipeg
E.C.R.C. – GOAL Program	Morris	Riverbend Community School	Winnipeg
Earl Grey School	Winnipeg	Riverton Daycare Co-op Inc.	Riverton
Elmwood Community Resource Centre	Winnipeg	Rotary International	Selkirk
Elmwood Home Learning Program	Winnipeg	SAFE Workers of Tomorrow	Winnipeg
Elsbeth Reid Family Resource Centre	Brandon	Salvation Army	Winnipeg
Emerald Educational Services	Winnipeg	Samaritan House	Brandon
Employment and Training Services	Morden	Selkirk Learning Centre	Selkirk
Employment Projects of Winnipeg	Winnipeg	Selkirk Mental Health Centre	Selkirk
Faith Learning Centre	Winnipeg	Shilo Military FRC	Shilo
Family Home Literacy Program	Brandon	St. Amant Centre	Winnipeg
Fatima Soares and Associates	Winnipeg	St. George Parenting Centre	Winnipeg
Fieldstone Ventures	Ashern	St. George School	Winnipeg
Frontier College	Winnipeg	St. Norbert Adult Education Centre	St. Norbert
Frontier School Division	Brochet	Stevenson Britannia Adult Learning	Winnipeg
Frontier School Division	Powerview	Success Skills Centre	Winnipeg
Garden Hill Education	Stevenson Island	Swan River Adult Education Centre	Swan River
George Knott School	Wasagamack	Swan River Adult Literacy	Swan River
Growing Years Family Resource Centre	Selkirk	Taking Charge	Winnipeg
Handel-Paterson Consultants to Management	Winnipeg	The Pas Family Resource Centre	The Pas
Hazelridge School	Dugald	The Pas Friendship Centre	The Pas
Healthy Child Coalition	Carman	Thompson Dorfman Sweatman	Winnipeg
Healthy Start for Mom and Me	Winnipeg	Thompson Public Library	Thompson
Interlake Adult Learning Association	Gimli	Thompson Reading Aides	Thompson
Interlake Adult Learning Association	Fisher Branch	Transcona Literacy Centre	Winnipeg
Interlake Adult Learning Association	Arnes	TV Works	Winnipeg
Indian Metis Friendship Centre	Winnipeg	UFCW Training Centre	Winnipeg
Industry, Trade and Mines	Winnipeg	University of Manitoba	Winnipeg
Industry Training Partnerships	Winnipeg	University of Winnipeg	Winnipeg
Interlake Regional Network	Selkirk	Victor Mager Adult Literacy	Winnipeg
International Centre	Winnipeg	Wasagamack Educational Authority	Wasagamack
John Howard Society	Winnipeg	Wellington Literacy	Winnipeg
Know-How Learning	Winnipeg	W.E.R.A Goal	Winnipeg
Labour and Immigration	Winnipeg	West Regional Network	Brandon
LEARN Program	Roblin	West St. Paul School	West St. Paul
LEARN	Inglis	Wings of Power	Pine Falls
Learning for Life	Neepawa	Winnipeg Adult Education Centre	Winnipeg
Life Long Learning Centre	The Pas	Winnipeg Boys and Girls Club	Winnipeg
Literacy Links	Winnipeg	Winnipeg Military Family Resource Centre	Winnipeg
Literacy Works	Winnipeg	Winnipeg Public Library	Winnipeg
Louis Riel School Division	Winnipeg	Winnipeg Second Stage Program	Winnipeg
Manitoba Customer Contact Association	Winnipeg	Workers of Tomorrow Safety Centre	Winnipeg
Manitoba Hydro	Winnipeg	Workplace Education	Winnipeg
Manitoba Lotteries Corporation	Winnipeg	Yellowquill College	Winnipeg



Thanks to PGI Champions for Literacy!

PGI Mission Statement

In the spirit and tradition of its founder, Peter Gzowski, the PGI committees will coordinate golf tournaments to raise funds for teaching people to read and write, and to inspire Canadians to celebrate literacy.

Hats off to the supporters who made the 14th anniversary a success! On behalf of hundreds of second-chance learners and literacy workers, we thank all participants, volunteers, prize donors, and committee members. We could not have met the demands of this year's tournament without their support. They raised \$40,000 for Learner Bursaries, the LEARN line, and learning materials for programs across Manitoba.

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