

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 17th tournament 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 \$20,000 for learner bursaries, the LEARN line, and learning materials for programs across Manitoba.

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Maria Goncalves

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STRONGER COMMUNITIES TOGETHER™

Literacy Partners of Manitoba



Annual Report 2006-2007



President's Report

by Monika Feist

What a rollercoaster of a year it has been for Literacy Partners of Manitoba!

September began with two positive announcements by the provincial government – two firsts! On September 7, at our Open House, Minister Diane McGifford proclaimed September as Literacy Month. Two weeks later, Premier Doer renamed Ms. McGifford's portfolio as Advanced Education and Literacy.

In stark contrast a few days later, the federal government cut funding to literacy by \$35 million. Funding the work of literacy organizations such as ours was not part of their mandate, as they saw it.

In response, provincial and territorial coalitions, along with the Movement for Canadian Literacy (MCL), held press conferences across the country on October 4. Lorri Apps, our Executive Director, worked tirelessly to have the funding restored. She and LPM staff did a phenomenal job in getting LPM's message out to the public and the press.

There were many of you as members and learners, who also spoke out valiantly, who wrote and made personal presentations to your Members of Parliament and Members of the Legislature. Thank you!

In February, literacy organizations from across Canada were invited to Ottawa by the Senate Committee to present what was happening to literacy funding. In my one-on-one talks with the senators, I sensed that there just might be a turn-around.

Quietly in August 2007, we were notified that the Minister of Human Resources and Social Development had approved multi-year funding to coalitions. Community and workplace-based literacy programs, coalitions, and national organizations breathed a collective sigh of relief.

Throughout the year, your Board has examined how we will continue to ensure government recognition of the need and importance of your input to national, provincial and local programming, and policy changes. Administratively, we reviewed the By-laws, and the revisions were passed at the AGM in November 2006. We have developed and approved a Policies and Procedures Manual for operational purposes. We have examined various organizational models, and this will lead to exciting new possibilities. More soon!

This is our 20th anniversary year. Let's celebrate!

Executive Director's Report

by Lorri Apps

Our president, in her report, has concentrated on the political events which affected LPM. It was an eventful year in other ways as well.

On September 18, Premier Doer presented Daphne Prince with the Council of the Federation Literacy Award at the Breakfast of Champions hosted by LPM and the Manitoba Chambers of Commerce.

We had to look for other funding to make up the federal shortfall. We thank a number of generous supporters:

- The Winnipeg Foundation, who helped us maintain our head office,
- Violet Paley of the annual Comic Convention,
- Dorene Meyer, who published three editions of the Prairie Writers Anthology,
- The Fairmont Winnipeg, who held a Wizards and Witches "Harry Potter" event,
- Sylvia Wiebe and her committee, who developed the Manitoba Reads literacy calendar.

On May 4 - 5, LPM hosted a provincial conference, "What the World Can Teach Us". At the conference:

- Learners and practitioners provided their input to LPM's literacy strategy committee,
- Learners and their instructors displayed their banners,
- Learners spent the day touring historical sites and recording their day through a variety of activities,
- Practitioners attended four sessions on literacy around the world and then discussed their findings.

Other highlights can be summarized as follows:

- We provided plain language workshops and revision to more than 20 organizations,
- We distributed \$21,000 to family literacy programs and distributed over 650 children's books as a result of our participation in CanWest's Raise-a-Reader program,
- We experienced a large response from potential volunteers and an increase in calls to the Learn Line following an article in the volunteer column of the Winnipeg Free Press,
- We held Learner Speakers' Bureau training in April and provided bursaries to learners throughout the year with funds from the annual PGI in June.

LPM continued to raise awareness of literacy issues with Manitoba cabinet ministers, MPs, businesses and community organizations, through meetings, presentations, and the Plain Language Service.

LPM Board and Staff 2006-2007

Honorary Patron

Dr. Sharon Jean Hamilton, author and professor

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<i>Resource Centre Coordinator:</i>	Debra Litkovich

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<i>Project Coordinator:</i>	Rob Sarginson
<i>Fundraising (PGI):</i>	Planners Plus

Literacy Partners of Manitoba, 401-321 McDermot Ave, Winnipeg, Manitoba R3A OA3

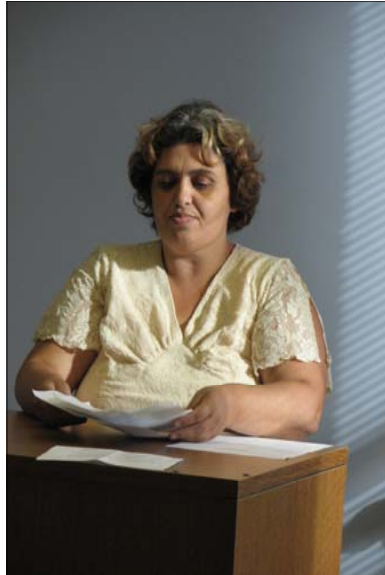
Website: www.mb.literacy.ca Email: literacy@mts.net

Phone: (204) 947-5757 Fax: (204) 956-9315

Focus on Learners



CBC's Ron Robinson works with Laura Pauls of the Open Doors Literacy Program at the Learner Speakers' training session in April.



Maria Goncalves, member of the Learner Speakers' Bureau and winner of the Co-operators' Learner Achievement Award in 2007, speaks at LPM's Open House about profiting from a second chance to gain an education.



Instructor Margaret Banasiak of the Open Doors Literacy Program chats with Lorna Barley and Maria Goncalves at LPM's Open House.



Brian Sigsworth from the Selkirk Adult Learning Program takes part in the tour of historical sites during the Spring Conference in Winnipeg.



Agnes Gborie, a member of the Speakers' Bureau, speaks about the importance of clarity in medical documents at the Manitoba Institute for Patient Safety's press conference announcing their "It's Safe to Ask" Program.



Karen Asham works on a story for LPM's newsletter at the Dauphin Friendship Centre.



Afaf Abodigin of Journeys Education Association displays her certificate with Anna Beauchamp at the Learner Speakers' graduation.



Alexis Harvey and learners of the Play First Mother and Child Program, Minnedosa, present their banner at the Spring Conference.



Henry Mestdagh and Tina Cochrane from Samaritan House Training Centre, Brandon, tour the historical sites during the Spring Conference.



Tina Kines, a learner at the Swan River Adult Education Centre, is a featured writer in LPM's newsletter.

The year in pictures



LPM ED Lorri Apps chats with Diane McGifford, Minister for Advanced Education and Literacy, at our Open House in September.



Joyce Kehler retired in May after ten years of loyal service as LPM's bookkeeper. Joyce kept us on the financial straight and narrow and was passionately committed to helping adult learners. Joyce will be sorely missed.



LPM treasurer Holly Banner, Anna Beauchamp, Monika Feist and Judy Baker gather at the Open House in September.



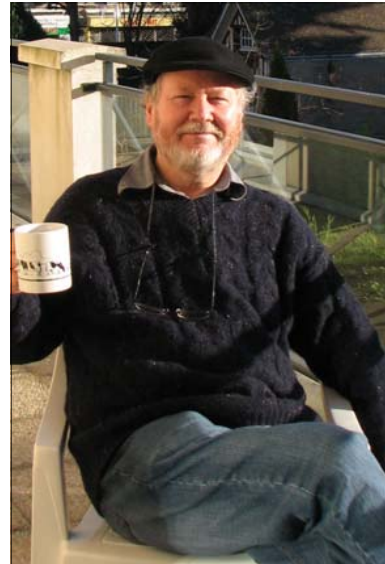
David Lado, Carissa Neufeld, Bill Simard and Alison Black attend a literacy practitioners' breakfast in December.



Doreen Meyer, pictured with Rob Sarginson, donates proceeds from the anthology *Prairie Writers* to LPM in December.



Daryl Giese and the Word Monster brave the brisk weather to raise money for literacy on Raise-a-Reader Day in October.



Charles Moody has semi-retired after filling various positions at LPM including newsletter and e-bulletin editor, and website manager. He is still working for LPM as a plain language consultant. He is wintering in Victoria, BC.



LPM staff Rob Sarginson, Connie Bell and Jan Graham work on the final details for the literacy conference in May.



LPM Board President Monika Feist (left) presents Susan Hamilton with LPM life membership in November.



Lorri Apps and Free Press editor Bob Cox encourage participation at the PGI golf tournament in June.

Project Coordinator's Report

by Rob Sarginson



The plain language project has operated for a year and a half. LPM has promoted the importance of plain language among many Winnipeg agencies that deal with inner city residents. We have influenced plain language policies within provincial and national organizations. We have helped in the development of two major plain language projects in Manitoba as well.

Fifty agencies and organizations have been served by the plain language project. Some have paid for the services. Others have been given full subsidies, courtesy of The Winnipeg Foundation grant.

Assistance to non-profits

The Winnipeg Foundation grant has allowed LPM to offer nearly free plain language service to several tiny, but key, agencies in the core of Winnipeg.

At the Mount Carmel Clinic, our help has permitted clear, readable information about nutrition to reach residents in the Point Douglas neighbourhood.

At Klinik, our work has led to new health brochures that are more accessible to clients.

At SEED Winnipeg, a social development agency in the North End, we have helped revise instructional materials so that they can be used by Aboriginal, African and Asian entrepreneurs who are learning how to start new businesses in Winnipeg.

In the past year, LPM has trained the staff of four small organizations working in the inner city. By reducing the reading level of their documents, we have helped them communicate more effectively with their clients.

The Andrews Street Resource Centre

An interesting example is the Andrews Street Resource Centre, a tiny agency tucked into an old community club in the North End. Two staff members took LPM's Plain Language training so that they could communicate more effectively with their clientele – many of whom are new to the city and do not have English as a first language.

Jennifer Hagedorn, the program coordinator at Andrews Street, applied plain language principles to the drug awareness program she was preparing. The result is an outstanding series of brochures that educate

the reader about the problems of street drugs. Jennifer's program was highlighted in a Winnipeg Free Press article and has been presented at national conferences.

LPM has worked for St. Boniface Hospital, The Workers Compensation Board, The Canadian Centre for Disability Studies, The Canadian Virtual Hospice Association, and The Canadian Diabetes Association.

LPM has also served as advisor on two major projects of provincial importance.

Manitoba Institute for Patient Safety

LPM's participation with the Manitoba Institute of Patient Safety led to the province-wide launch of the "It's Safe to Ask" program. The program aimed at improving patient communications during doctor's visits. The "It's Safe to Ask" materials were written at a level appropriate for the cross section of Manitobans who would read them.

Elections Manitoba

Similar assistance was sought by Elections Manitoba before the May provincial election. LPM helped revise some of the basic voter-education materials. We made the voting process more understandable for Manitobans with non-English speaking backgrounds. As a result, there was an increase in the number of voters in traditionally low voting areas of the province. Elections Manitoba is interested in a longer term relationship with LPM.

Business customers

The Community Plain Language project has been very successful – now LPM is attempting to find business customers for the services that we offer.

Our goal is to educate business leaders about the importance of communicating clearly on the shop floor (forms and manuals) and explaining products to the public (assembly directions, ingredient lists, and procedure mapping).

Preparing for new immigrants

With at least 10,000 new immigrants arriving in Manitoba annually for the next ten years, the need for materials at low reading levels is only going to increase. LPM wants to help companies put their information into logical, easy-to-read formats to make it easier for new immigrants to be integrated into our workplaces and our society.

Learner Outreach Coordinator's Report

by Jan Graham



The LEARN Line

The LEARN Line links learners to literacy and adult learning programs. It is funded by the Adult Learning and Literacy branch of Manitoba Advanced Education and Literacy.

- The LEARN Line handled 673 calls from July 1, 2006, to June 30, 2007.
- Learners and their family or friends made two-thirds of the calls.
- Most callers learned about the LEARN Line from the Yellow Pages, an article about volunteer tutors in the *Winnipeg Free Press*, or our new LEARN Line poster.
- More than half of the learners were female.
- Sixty percent of the calls were by or for learners aged 18-40.
- Two-thirds of the calls came from the northern and central parts of Winnipeg.
- More than half of callers wanted help with reading and writing.
- One-third of learners wanted help for personal reasons.
- One-quarter of the learners had less than a grade 9 education, forty percent had partial high school, and another quarter had a high school diploma.

LEARN Line Promotion

Along with other methods of LEARN Line promotion, we created a new LEARN Line poster. It was distributed to 977 locations: libraries, social service agencies, health, senior, and leisure centres, and elementary schools, adult learning centres and EAL programs throughout Winnipeg.

Learner Speakers' Bureau (LSB)

Members of the LSB spoke at literacy and government events, service organizations, press conferences and at places where potential literacy learners gather. Fifteen learners (3 men and 12 women) from nine literacy programs completed the LSB training this year.

Outreach to Adult Literacy Programs

We contacted all of the programs in Manitoba many times this year. We also visited ten adult literacy programs to tell learners about the Learner Speakers' Bureau, the spring conference, the *Going to the Doctor* booklet, and their opportunity to submit work to LPM's newsletter, *Write On!*

Outreach to Potential Adult Literacy Learners

Together with learner speakers I spoke to potential literacy learners and others at

- The Rotary Career Symposium
- Helping Hands Resource Centre

Resource Centre Coordinator's Report

by Debra Litkowich



ASEC Conference

In October 2006, I attended the ASEC Conference with a display including information about LPM, a selection of our resource materials, and some giveaway items that were welcomed by those who stopped by. Many perused the materials and took note of ordering information for specific items. A few conference participants borrowed materials.

For rural programs, I used the Canada Post Book Shipping Tool service. This is an extremely affordable service for libraries who meet the requirements to participate.

Spring Conference

At LPM's "What the World Can Teach Us" conference in May, I presented a display of our

resource materials. A few items circulated to rural programs.

Cataloguing

Throughout this past year, I have continued the project of cataloguing materials and updating our online catalogue. In light of this, there is a number of new items available, a selection of which is now on our display shelves. We have processed one update of the catalogue and a second is in progress.

Grass Roots Promotion

Following through with our Grass Roots promotion project (September 2006 to May 2007), the materials will soon be catalogued online.

It is unfortunate that I will not be able to continue servicing the new and existing membership due to a reduction in financial resources at LPM.