



CANADIAN  
PARENTS  
FOR FRENCH  
NEWFOUNDLAND  
& LABRADOR



# Annual Performance Report 2020-2021

## About Us

**Canadian Parents for French is a nationwide, research-informed, volunteer organization that represents 35,000 members across Canada and champions the opportunity to learn and use French for all those who call Canada home.**

Canadian Parents for French was founded in 1977 by parents who wanted to ensure that children would have the opportunity to become bilingual in the Canadian school system.

Originally a small group of concerned parents who met in Ottawa, Canadian Parents for French has evolved into a proactive National Network with 12 Branches and offices and Chapters in local communities nationwide.

In 2020-2021, in light of the worldwide pandemic, Canadian Parents for French worked together as a national network to lead initiatives in support of Canadian parents and FSL learners, shifting our focus to virtual programming and sharing resources beyond geographical barriers.



## President's Message



**I** have been Canadian Parents for French – Newfoundland and Labrador's President since January 2017. Despite the fact that the COVID-19 pandemic disrupted the energy of the organization during this fiscal year, and compelled it to adapt to a new "normal", Canadian Parents for French – Newfoundland and Labrador is pushing forward.

I would like to thank all board members who willingly embarked in this emerging venture with Canadian Parents for French with grace and enthusiasm. Numerous volunteers gave us their time and energy, in 2020-21, to make it the spectacular year it was. To all of you, for all the little and big ways you've pitched in, Canadian Parents for French – Newfoundland and Labrador extends its gratitude.

I would like to acknowledge the Government of Canada and the Newfoundland and Labrador Government for their financial support, commitment and devotion to the organization and its vision. We were blessed with incredible partners such as the Faculty of Education at MUN who works closely with us on the Provincial Concours d'art oratoire and French for Life, a private company, who partners with CPF on many activities. Newfoundland and Labrador Public Libraries opened their doors and welcomed Canadian Parents for French – Newfoundland and Labrador where the organization reached little ones and parents. Virtually, teachers invited us into their classroom, schools granted us permission to offer information sessions and meet students and parents.

2020-21 was an amazing year and our team encountered incredible people along the way! Through working together, we continue to improve French Second Language opportunities for youth in Newfoundland and Labrador.

**Larry Vaters**  
**President (2020-2021)**  
**CPF Newfoundland and Labrador**



# YOUTH

## Provincial Concours d'art oratoire 2020

The provincial *Concours d'art oratoire* takes place at Memorial University of Newfoundland (MUN) every year. It was scheduled for Saturday, April 25, 2020, but was cancelled due to the COVID-19 pandemic.

## Concours Virtuel 2020

The Branch joined the CPF National network to promote *Concours virtuel, Ensemble à distance, Ton expérience face au virus*, spearheaded by the CPF BC & Yukon Branch.

More than **950 students between St. John's, Iqaluit and Victoria** documented their experiences in social isolation for the first-ever national *Concours virtuel*, sharing their appreciations, frustrations, recipes and hobbies while building a national community of energized multilingual students.

We had 25 participants from Newfoundland and Labrador submit a video to the *Concours virtuel – Ensemble à distance*.

There were 3 judges from Newfoundland and Labrador who were recruited to evaluate the videos submitted. Winners were announced on June 1, 2020.



CPF NL proudly congratulates the following Newfoundland & Labrador winners:



**Rachael Moores**  
Holy Spirit High School,  
FIRST PLACE in Grade 10  
French Immersion



**Adriana Power**  
St. Kevin's High School,  
SECOND PLACE in Grade 9  
French Immersion



**Emma Lucas**  
Ascension Collegiate,  
THIRD PLACE in Grade 10  
French Immersion

## Provincial Awards

**T**he Provincial Awards program continued despite the pandemic. The Honourable Sarah Stoodley, Minister responsible for Francophone Affairs, brought greetings on behalf of the Government of Newfoundland and Labrador.

The regional Director General, Canadian Heritage, Mr. David Burton attended the Awards Ceremony.

The Awards Ceremony was held on the grounds of Government House on Monday, September 21, 2020. The event was hosted by Her Honours, The Honourable Judy M. Foote, Lieutenant Governor of Newfoundland and Labrador.

The Awards Ceremony is usually a sought-after event by CPF NL partners and education stakeholders. In 2020, due to COVID-19 public

health guidelines, the number of attendees was limited, despite the fact that the event was held outdoors.

**CPF NL received 17 applications for the Provincial Awards in 2020 in the following categories:**

- **Volunteer**
- **Student**
- **Teacher-Graduate**
- **Teacher**
- **Administrator**



**CPF NL awarded six (6) prizes:**



**Peter Noel**  
**Student of the Year**  
*Accepted by his mother and grandmother*



**Morgan Domino**  
**Teacher-Graduate of the Year**



**Laun Shoemaker**  
**Teacher of the Year**



**Neil Kearley**  
**Administrator of the Year**



**Jessie Lawrence**  
**Volunteer of the Year**



**Glenn Cake**  
**Volunteer of the Year**

**And exceptionally, we awarded two people in the Volunteers category:**



## Heather Huxter Memorial Story Writing Contest

The writing contest went ahead despite the pandemic. The deadline for submissions to the *Heather Huxter Memorial Story Writing Contest* was extended to Friday, June 19.

A Facebook post promoting the *Heather Huxter Memorial Story Writing Contest* was boosted and reached close to 13,000 people. It was picked up by the Writers' Alliance of NL and shared extensively.

The Information Kit was also distributed province-wide by the Newfoundland and Labrador English School Board French Program Specialists.

The organization received 20 stories from all over the province, most from single individuals. Participants are, in a normal year, submitting a story written as part of their class assignment. Schools in Newfoundland and Labrador were closed for the rest of the school year on May 15, 2020, before the deadline for the writing contest, impacting the number of participants.

The winners received a \$50 Chapters gift card and an individual trophy. Their class will receive \$250 for a class celebration when schools reopen.

### The Provincial Winners for the 2020 *Heather Huxter Memorial Story Writing Contest* are:

- **Maya Marmouche**  
Francophone (École des Grands-Vents in St. John's)
- **Alpita Patro**  
Grade 6 (Queen of Peace Middle School in HVGB)
- **Juliette Colbourne** –  
Grade 5 (École C.C. Loughlin School in Corner Brook)
- **Julian Simms-Anderson** –  
Grade 4 (École C.C. Loughlin School in Corner Brook)



**A Facebook post promoting the Heather Huxter Memorial Story Writing Contest was boosted and reached close to 13,000 people.**



## Outreach Activities

In light of the new reality, CPF NL tailored its outreach activities. The organization offered a wide variety of virtual outreach activities, both in-(virtual)class and outside of the school system.

The Chapter Development and Outreach Officer, William Hénault, offered **two virtual wellness presentations** to Madame Deborah Costigan's Grade 8 and Grade 9 French Immersion students, at Clarendville Middle School.

He presented the work of Canadian Parents for French, spoke about his work as an Art Therapist and invited students to write a poem expressing their feelings, dealing with the coronavirus' physical distancing and other requirements.

He virtually visited Monsieur Shoemaker's Grade 4 class at Beachy Cove Elementary to **play Alien Alphabet** with the students. Students were asked to associate their fear and anxieties about the situation with an alien being and talk about what it feels like, smells like, .... and finally, draw this alien. William is a Certified Art Therapist and was a great asset to help CPF NL shift with COVID-19.

CPF NL offered **Free Virtual French Conversation Groups**, open to youth across the country. The first one was on Extreme Sports as William is also an extreme sports enthusiast (rock climbing, kite surfing, mountain biking). The second was on **Cell Phone Photography**.

CPF NL closed its Summer activities with a **Facebook Giveaway**, where a lucky winner received \$100 worth of French books, a \$100 Restaurant Gift Card and a \$100 Cineplex Gift Card. Ryan Johnston and his family were happy to receive their prize. They have two young boys in French Immersion, in grades 2 and 4, and a young daughter.

The *End of Summer Giveaway* is a great way to extend the organization's social media reach with more Page Likes and Page Followers.

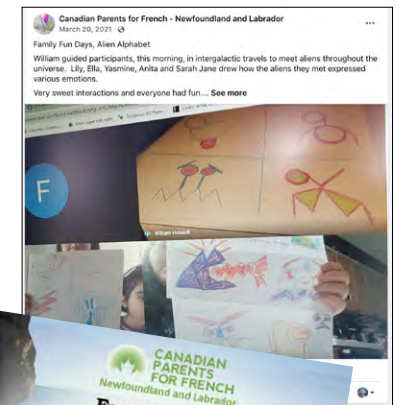
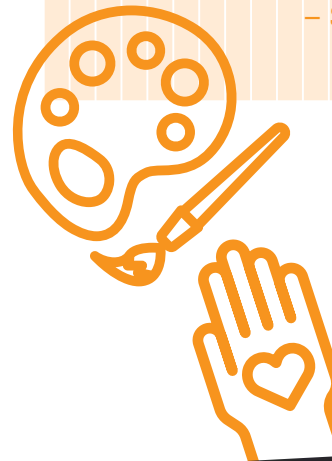
In the optic of moving forward in offering virtual activities, CPF NL implemented **Watercolour Painting Workshops**, in December 2020.

William Hénault facilitated step by step painting workshops, using a virtual platform, at Beachy Cove Elementary, Roncalli Central High School and École Rocher du Nord, with 80 students participating. The organization provided the necessary material in individual kits (watercolour paint palette, watercolour paper, paint brushes, pens) to each student. A Membership Form was also included in the kits.



*"My children and I participated in the watercolour workshop for Valentine's Day. The kids really enjoyed it and it was great that it was bilingual because they were able to learn some new vocabulary while they were having fun painting. Thank you for offering these activities"*

– Susan, Parent



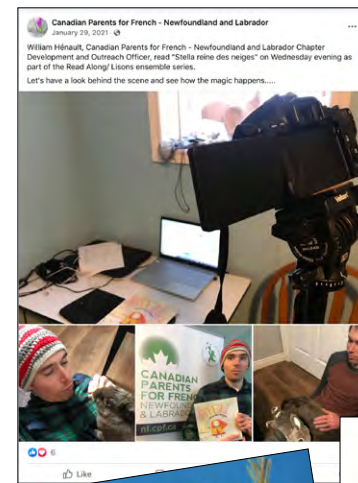


## Read Along *Lisons ensemble*

The organization also initiated a new series called **Read Along/Lisons ensemble**. Parents approached CPF NL asking for support with reading in French for their children, who spent most of 2020-2021 in remote learning mode. **Read Along/Lisons ensemble** was the solution proposed by CPF NL. The organization bought 15 copies of six books and distributed them to families and CPF members to read along. The organization received copyrights consent from the book editors.

The books were purchased with the grants of \$1,000, received from the *Mary Joyce Booth endowment fund*, administered by CPF National Office, with minimal additional funds provided by the organization.

**Books:** *Le petit lapin magique* | *Stella, reine des neiges* | *Comme toi!* | *Nicolas, roi du filet!* | *Comment le corbeau redonna le soleil aux gens* | *Le projet Barnabé*



*"We took part in most of the Read Alongs, which my oldest really enjoyed and benefitted from. We also took part in the watercolour painting workshop, which both my 7 and 4 year olds enjoyed. Thank you so much for including us in these activities. My youngest has not started school yet. He will begin in the fall and will be doing French so I found it to be a great step in hearing and learning the French language! My eldest is in grade 2 EFI and I found it wonderful to help her continue her French learning while the schools were shut down. It's also a great resource to have at home, so thank you!"*

– Jill, Parent

*"The girls have participated in multiple Read Alongs and have loved their new French books. They had fun with the art game and especially love the watercolour workshops and looking forward to the Easter one. There were so many activities to choose from and it is exciting as a parent to see my kids utilize their French knowledge as it is something they have never used at home before and only at their respective schools. Thanks for helping the lockdown of the past month go easier and I will be certainly utilizing the services in the future."*

– Leanne, Parent

# YOUTH

continued

## Outreach Activities

In January 2021, CPF NL offered a **Kahoot! Challenge** to schools across the province. Core French and French Immersion students, from grades 3 to 12, were invited to compete in the challenge. The challenge was open for one month.

The Kahoot! Challenge was a great success with more than 70 classes throughout Newfoundland and Labrador taking part. The game was played 5,667 times. Participants could win a \$25 Chapters' Gift Card and randomly selected participating classes received \$250 for a Class Celebration.

CPF NL reached schools in every corner of the province, including private schools and home schools, in rural and urban settings. It was mind blowing!

The **Bilingual Post-Secondary Career & Entrepreneurship Day/ Journée orientation, carrières bilingues et entrepreneuriat (JOCBE)**, organized every other year by the *Regroupement de développement économique (RDÉE) de Terre-Neuve et Labrador* was moved to the virtual reality and was to be held in March 2021. It was later cancelled.

CPF NL had planned to participate in the French for the **Future/ Français pour l'avenir** local forum, scheduled for February 2021. The local forum had to be postponed due to the COVID-19 lockdown.

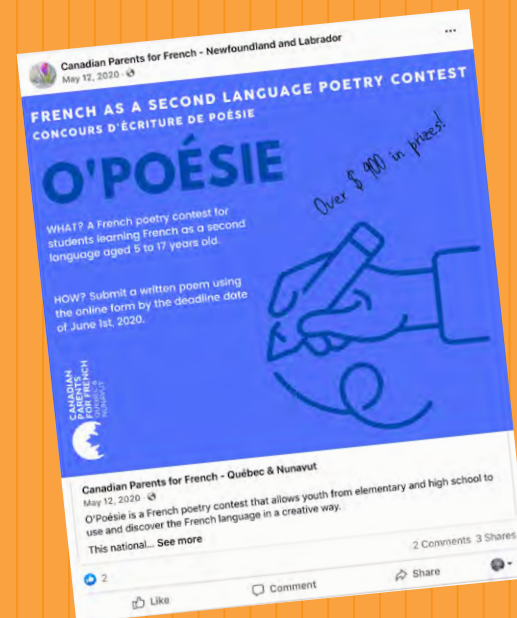


## Other Initiatives

CPF NL promoted initiatives presented by other stakeholders. CPF QCNU has an annual poetry writing contest called **O'Poésie**. Newfoundland and Labrador FSL youth were invited to participate. In 2021, out of the 400 poems put forward, 18 French learners from this province took part in the competition. Although none of the participants won, it shows a real appetite for socio-cultural activities.

The organization also promotes provincial French services offered by other organizations: *Franco-Jeunes*, *le Réseau Santé en français*, *le Réseau culturel francophone*, YMCA Bilingual Summer Camp, French for the Future programs, are all examples of programs, projects and activities promoted by CPF NL.

The organization also highlights research-based articles on the benefits of bilingualism on its social media.





# YOUTH *By the Numbers*

Numbers and statistics related to youth

## Concours virtuel (Literacy Event)



**25**

Students participated  
in *Concours virtuel*

**3**

Judges were recruited from  
Newfoundland and Labrador

## Provincial Awards



**17**

Applications received in  
2020 for Award Categories

**6**

Prizes awarded

## Presentations



**2**

Virtual Wellness presentations to  
Grade 8 and 9 French immersion  
students

## Virtual Activities & Contests



**70**

Classes were Reached with  
our Kahoot Challenge

**18**

French learners took part in  
the *O'Poesie* competition

**5,667**

Number of times  
students played the  
Kahoot Challenge

# MEMBERS, VOLUNTEERS AND DONORS

## Activity Overview

**A**ctivities planned around Chapter Development came to a screeching halt with the COVID-19 pandemic.

The Chapter Development and Outreach Officer (CDO) stayed in touch with the existing Chapters or groups/teams of volunteers throughout 2020-21, including during the two lockdowns. He shared, through the Chapters' Facebook pages, activities to do with children at home and resources for parents. He also sent links to French resources to share with their students.

The CPF NL CDO is in contact with the Network's CDOs and participates in their monthly teleconference.

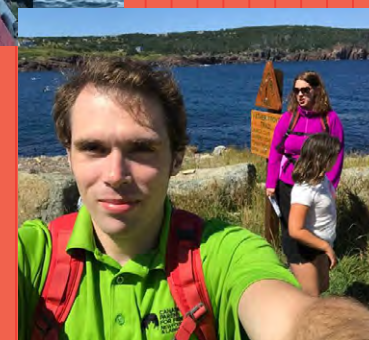
CPF NL developed a series of training/coaching/mentoring presentations, dedicated to Chapters and Team leaders, on how to recruit, engage and retain volunteers at the local level (Ladder of Engagement) to promote French Second Language education and French as a living language. These six virtual presentations were first delivered via Facebook LIVE (which are archived and still available for viewing) on the organization's Facebook Page under the Videos tab.

The CPF network offered free membership in 2020-2021 to compensate existing and new members for its delivery of programs and services almost exclusively in the virtual sphere.

CPF NL organized activities outdoors for "August is Family Events" in accordance with the COVID-19 pandemic protocol. Masks, gloves and individual hand sanitizers were distributed to each participant. They also received an information kit.

Families took part in Squid Jigging in French, French Hiking on Father Troy Trail, French Mini Golf at Sir Admiral John's Adventure Golf and End of Summer BBQ Family Event in August 2020. The BBQ actually turned into a McDonald's individual meals as food could not be shared at public events.

The entire Summer Outreach Program, where CPF NL attends mass public events (festivals, for instance) was cancelled in Summer 2020 due to COVID-19.



**CPF NL grew its membership numbers in 2020-2021**

from

**1,396**

ON APRIL 2020

to **1,727**

ON APRIL 2021

**+331**  
members





# MEMBERS AND VOLUNTEERS ENGAGEMENT *By the Numbers*

Numbers and statistics related to member engagement

## Membership Engagement



## Parent / Family / Member Events & Activities



## Member / Volunteer Engagement & Communication





# CPF ADVOCACY IN ACTION

## Championing French in Challenging Times

**N**ewfoundland and Labrador was at Alert Level 5 with broad sweeping public health measures to protect the population. There were no face-to-face meetings taking place during the first quarter of the fiscal year. And the province began to emerge from the second lockdown only in the last quarter, at the end of February and March, 2021.

CPF NL attended training sessions where CPF best practices were discussed, the National Virtual Conference, for instance. Wisdom and knowledge were shared within the CPF NL Team, with partners and on social media. The organization also supports the CPF Network by sharing press releases and other newsworthy documents.

Partners and followers on social media are always invited to attend any public events offered by CPF.

### CPF NL took part in two consultations in 2020-2021:

- A provincial consultation organized by Canadian Heritage on the Official Languages in Education programs in the province.
- A one-on-one consultation initiated by the Department of Education on the Official Languages in Education (OLE) program.

The organization participated in a virtual meeting with the Minister of Economic Development and Official Languages, the Honourable Melanie Joly, in March 2021, with its colleagues from the CPF Network to discuss the modernization of the Official Languages Act.

CPF Executive Directors were invited by Canadian Heritage to attend a virtual announcement and press conference regarding the Teacher Recruitment and Retention Strategy. Newfoundland and Labrador Branch attended the event.

The Executive Director meets every other month with the Gaél Corbiveau, Executive Director, *Fédération des francophones de Terre-Neuve et Labrador* to discuss potential partnerships on high level files.



Virtual meeting with Mélanie Joly to discuss the reforms to the Official Languages Act.



# 2

**Consultations  
were attended  
in 2020-2021**

- **A Provincial Consultation organized by Canadian Heritage on Official Languages Education.**
- **A One-on-One Consultation by the Department of Education on Official Languages in Education.**

## Better Together

**CPF NL** supported a number of network initiatives by promoting and participating in them. The *Concours virtuel – Ensemble à distance* is a good example of the CPF network coming together to offer an alternative to young French learners to the traditional Provincial *Concours d'art oratoire*.

CPF NL, in collaboration with CPF NS, CPF NB, and CPF PEI, holds bi-annual meetings of the Atlantic Branches to discuss issues specific to the region. Incidentally, these Branches share a part-time Communications staff person, supervised by CPF NS.

The Board of Directors conducted a Performance Evaluation of the Executive Director in 2020-2021 and provided a list of expected results for 2021-2022.

The Board of Directors for CPF NL is composed of five to eight members, according to its bylaws.

From April 2020 to September 2020, the Board of Directors had six members. After the Annual General Meeting (AGM) in September 2020, the new Board of Directors was down to four members until November 2020, when Walter Parsons joined the Board.

The CPF NL Board of Directors usually meets monthly.

The Board of Directors met, virtually, eleven times, throughout 2020-2021, from May 2020 to March 2021. The meetings held in June and July were not regular board meetings, but focused instead on a single topic of interest to the board.

The new Board members met on September 20, after the Annual General Meeting, to assign roles and focus on the 2021-2022 Board Meeting Calendar.

The 2019-2020 Annual General Meeting was held virtually on September 20, 2020.

The Chief Executive Staff participated virtually in nine monthly pan-Canadian Council of Executive Directors meetings.

The President attended and chaired the Council of Presidents meetings in the first quarter of the fiscal year, as President of the National Council of Presidents.

### There were six Board Committees, in 2020-2021:

- Bylaws and Policies
- Nominating
- Finance and Audit
- Human Resources
- Advocacy
- Membership and Chapter Development

The Chair of the Membership and Chapter Development Board Committee was left vacant in 2020-2021.

Most Board Members attended the virtual 2020 Leader Networking Event (National Conference), either in real-time or by watching the recordings of the sessions. The Executive Director attended most sessions offered during the week of the National Conference.

The Executive Director and the Vice President attended the 2021 Symposium for Chief Staff Executives and Chief Elected Officers, a two-day session offered by the Canadian Society of Association Executives in February 2021.

### The main themes were:

- Understanding the organization
- Leading together
- Leading the organization
- Leading the Board
- Critical Issues for Today's Leaders

# CPF Network: Building Leadership Expertise

## CPF Newfoundland and Labrador Board of Directors

**Larry Vaters, President**

**Laun Shoemaker, Vice President**

**Paula Luby Coughlan, Treasurer**

**Lisa Browne-Peters, Secretary**

**Walter Parsons, Board Director**



Larry Vaters



Laun Shoemaker



Paula Luby Coughlan



Lisa Browne-Peters



Walter Parsons

## CPF NETWORK *By the Numbers*

Numbers and statistics related to the organization



**Board Succession, Governance & Leadership Learning Opportunities**

**13**

**Branch Board & Special Meetings**  
Branch meetings were held virtually

**Attendance at Network, National Meetings**

**4**

**Meetings of the Atlantic Branches 2020-2021**

**10**

**Attendees at the 2019-2020 AGM**

**9**

**Monthly Pan-Canadian Council of Executive Directors Meetings**  
Attended virtually by the Chief Executive Staff.



# 2020-2021 FINANCIALS

## Revenue

PCH Core Program Support	164,052
Other Revenue (product sales, rent, contracts)	14,794
<b>Total</b>	<b>178,846</b>

## Expenses

Salaries	82,876
Honoraria	2,300
Travel & Accommodation	4,074
Publicity	1,975
Operational Costs	36,641
Memberships	0
<b>Total</b>	<b>142,847</b>

## CPF Branch Statement of Operations

Revenue	178,846
Expenses	142,847
Excess or deficiency of revenue over expenses for the year	<b>38,043</b>

# Canadian Parents for French across Canada

The **Canadian Parents for French** Network collaborates by working together, demonstrating strong leadership and true impact across the country.



**CANADIAN  
PARENTS  
FOR FRENCH**  
NEWFOUNDLAND  
& LABRADOR

**Executive Director** ..... Francine Couture

**Chapter Development and Outreach Officer** ..... William Hénault

## **Canadian Parents for French Newfoundland & Labrador**

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### **CONNECT WITH US!**

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– Newfoundland and Labrador

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