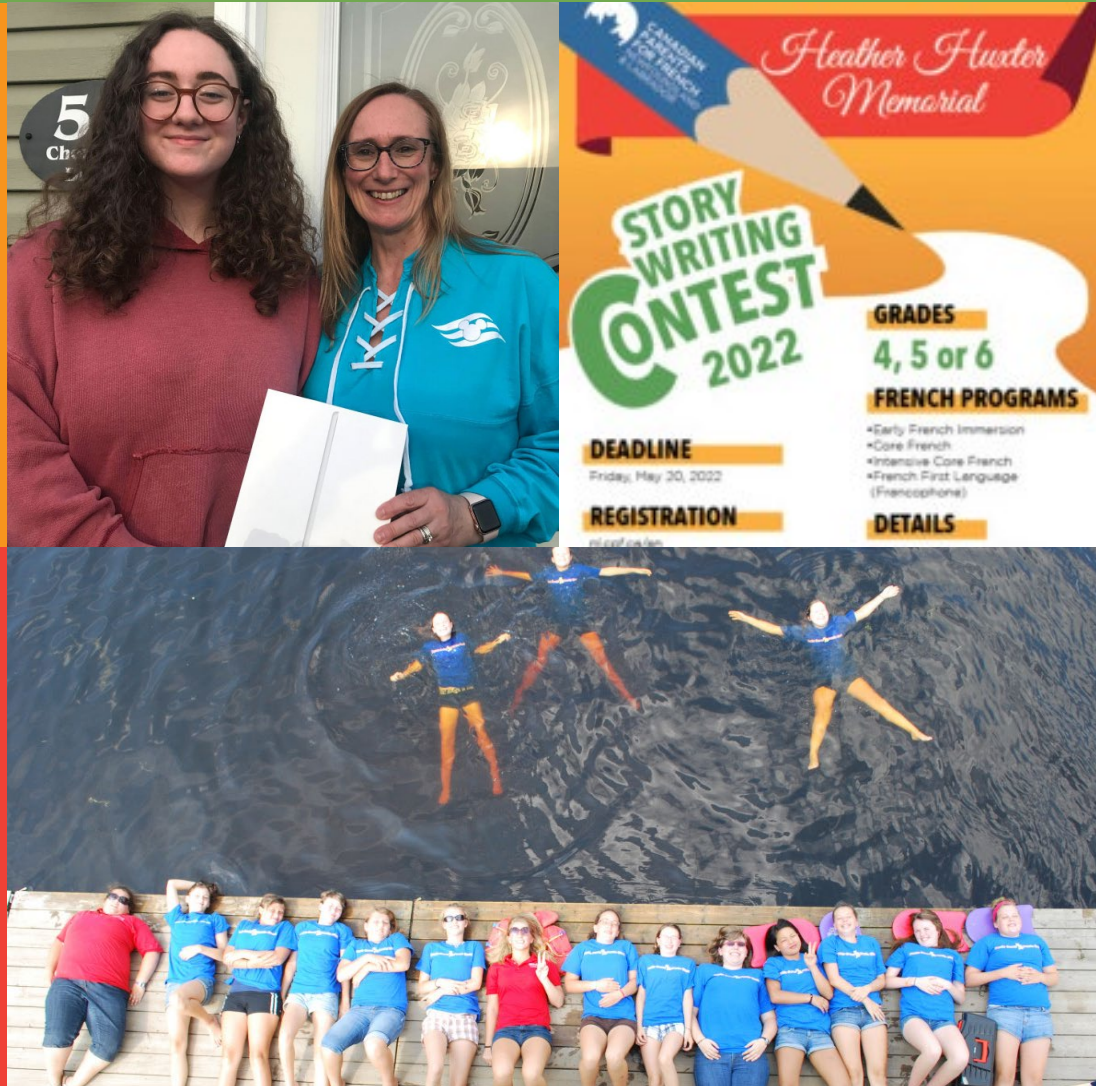




CANADIAN
PARENTS
FOR FRENCH
NEWFOUNDLAND
& LABRADOR

Annual Performance & Impact Report 2021-2022



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.

Originally a small group of concerned parents who met in Ottawa founded Canadian Parents for French in 1977. These parents wanted to ensure that all children would have the opportunity to become bilingual in the Canadian school system.

Canadian Parents for French has evolved into a proactive National Network with 12 Branches and offices and over 140 Chapters, serving its members and educational stakeholders in communities nationwide. We recognize that our CPF National office is located on the unceded lands of the Anishinaabe people, that our Branch offices are located on lands of over 24 Indigenous peoples whose contributions and historic importance must be connected to our collective commitment to the promise and challenge of Truth and Reconciliation in all our communities.

In 2021-2022, Canadian Parents for French worked together as a national network to lead governance initiatives in support of Canadian parents and FSL learners, with a focus to building strong, inclusive, equitable and shared leadership, supporting engaged membership and volunteers, and delivering relevant, quality programming to parents and youth learning and using French. Our work has, despite our advocacy position of access for all, brought to the forefront the acknowledgement how some voices and experiences are often missing from decision making processes exacerbating systemic inequities in our society. The CPF Boards and staff leaders have committed to take a learning and change journey. Our efforts focus on understanding the roots of the inequities and building an approach to change and transform how we work. We are undertaking difficult and challenging conversations, but we are committed to the changes that are required to remain relevant and serve all those who call Canada home. We promise you, our members, and stakeholders, to listen, share our learnings with you and engage you in this important and ongoing work.

PRESIDENT'S MESSAGE



Every year, Canadian Parents for French Newfoundland and Labrador work hard to create and promote activities for youth across the province to learn and use French. This year, we were able to do so by organizing an exciting and creative mix of in-person, hybrid, and virtual events that reached children across Newfoundland and Labrador. Our flagship events were modified due to the pandemic. We were still able to offer:

- *Concours d'art oratoire*
- Heather Huxter Awards
- Provincial Awards
- Family activities: online read-along, crafting, and creating
- *Ça va bien aller*

Youth are at the forefront of our programming, and CPF NL works hard to engage members and volunteers so that we can support increased access to French-language learning opportunities.

In order to guarantee that youth in Newfoundland and Labrador continue to benefit from high-quality French as a Second Language education, CPF NL continues to advocate for linguistic duality in the province. This means increasing the visibility of French through social media outreach, eBulletins, and advertising campaigns. It also means working closely with our valued partners and engaging in consultations with local community groups and government officials. Our staff and Board stay up to date with the issues affecting FSL in Newfoundland and Labrador and across Canada by participating in a multitude of training opportunities. This strengthens our governance and leadership capacity – collaboration and sharing expertise ensures that we can always put our best foot forward for our youth.

CPF NL is proud of its partnerships and its reputation as a “go-to” organization for all things FSL. I’d like to thank all of you – our dedicated staff, Board, volunteers, members, students and teachers – for your commitment to FSL in Newfoundland and Labrador. It’s through your efforts that we can ensure the day-to-day and long-term success of CPF so that French-English bilingualism can be a reality for youth in our province.

This report gives only a taste of what Canadian Parents for French Newfoundland and Labrador was able to do over the past year. I can assure you that there are already exciting new projects in the works for 2022-2023. As the new school year gets underway, I encourage you to stay involved: you can keep up to date with us on social media, by reading our newsletter, or contacting our office for continued support, resources and advocacy issues.

Walter Parsons
President
CPF Newfoundland and Labrador

YOUTH

Provincial Concours d'art oratoire 2021

The Provincial *Concours d'art oratoire* was originally scheduled for Saturday, May 1, 2021, in a virtual format and in real time. With few applications received by the first deadline, the competition moved to a video submission with an extended deadline to Saturday, May 15, 2021. We received **17 video entries**, in seven (7) categories: Early French Immersion and Late French Immersion – Junior, Division A, Division B; and Francophone. There were no speakers in the Core French or Core French Plus groups. **Students came from nine (9) schools, eight (8) from the St. John's metro area.**

Every participant received a certificate of participation. The first, second, and third top scores in each group generated a Placement Certificate for the participants. The prizes were \$100 and a gold medal for a first place, \$75 and a silver medal for a second place, and \$50 and a bronze medal for a third place.

Participants in the 2021 edition of the *Concours d'art oratoire* had their names entered into a draw for a chance to win an iPad, 8th generation (\$500 value), using a randomly generated number selector. The youngest participant in the 2021 Provincial *Concours d'art oratoire*, Maia McKeown, 12 years old, won the iPad. She was very happy!

Five (5) Provincial *Concours d'art oratoire* participants in the Senior Category (Grades 11 and 12) were invited to submit a video version of their speech, to be part of the National *Concours d'art oratoire*. **Julia Keefe placed third in the Late French Immersion Category**, out of 45 participants at the National *Concours d'art oratoire* – the sole representative from Newfoundland and Labrador to reach the podium.



Julia Keefe placed third in the Late French Immersion Category, out of 45 participants at the National *Concours d'art oratoire*.



YOUTH

Spring Kahoot Games

Canadian Parents for French Newfoundland and Labrador offered a Spring Kahoot! Challenge to Schools.

Five different games were available for students, from grade 1 to 12, in Core French and French Immersion programs. The Spring Kahoot! Challenge was shared on the website for other jurisdictions to join in. Participants could win a \$25 Chapters' Gift Card and randomly selected participating classes received \$250 for a Class Celebration.

At the end of the Spring Kahoot! Challenge, the results showed that:

- Almost **3,000 games** were played during this edition.
- **129 classes** took part in the challenge.
- **73 schools**, from across Newfoundland and Labrador participated.



French Movies

Due to the uncertainties attached to the COVID-19 pandemic and its variants, Canadian Parents for French Newfoundland and Labrador did not organize a French Movie at the Cineplex in 2021-2022. Instead, The CPF NL Branch promoted National Canadian Film Day. Two (2) French movies were offered – *La guerre des tuques* and *Parvana, une enfance en Afghanistan* – to families in Newfoundland and Labrador. The National Canadian Film Day offers free movies, all day, and everywhere in Canada. It is about giving Canadians an opportunity to gather (in person or virtually) and celebrate the incredible achievements of Canadian filmmakers.



YOUTH

Watercolour Painting, Acrylic Painting and Crafting Workshop Series

Canadian Parents for French Newfoundland and Labrador had an extensive **Summer Outreach Program** in 2021 due to an extremely ambitious and focused Team. There was a French activity, delivered by Canadian Parents for French – NL, almost every day in July and August 2021.

French Jeopardy / Bird Feeder Painting / Origami Workshop / Foam Crown / Sunset Painting / Windsock Fishes / Make-Up Tutorial / Friendship Bracelet / Christmas in July Watercolour Painting / Translation Challenge / Hello Summer Card Making / Robotic Popsicle Stick Arm / Rock Painting / French Silhouette Painting / Back to School Card Making / Let's Chat in French / French Read Along

Three virtual holiday theme-based **Watercolour Painting** sessions were offered during the Fall 2021: Thanksgiving, Remembrance Day and Holidays Watercolour Painting. Three **Acrylic Painting** sessions were offered with Madame Sarah, also during the Fall 2021: Haunted House, Fall Theme, and Winter Theme. While the **Crafting Workshop Series** with Madame Justine focused activities from fall to holiday season: Black Paper Drawing, Knitting, and Wood Ornaments.



It was business as usual for the **Heather Huxter Memorial Story Writing Contest**. The class of each of the Provincial Winners received a \$250 prize to have a Class Celebration to partake in their classmate's accomplishment.

The provincial winners of the 2021 Heather Huxter Memorial Story Writing contest, selected from the four categories are:

Grade 4: Jacob Sweetland and Jack Rideout

Grade 5: Audria Peddle

Grade 6: Keri Edwards

Francophone: Genevieve Froom



"We enjoyed this activity, and watched part of it live, then completed offline. We were so impressed with the package of supplies. My son is in French Immersion, and I am a former French Immersion teacher and currently principal of a dual-track school."

– Tina, Parent

"... tout ce qui est peinture acrylique, mes enfants aiment beaucoup. Ils aiment moins la peinture à l'eau. Les ornements de Noël sur rondelle de bois ont vraiment été appréciés. Travailler avec un autre matériel était nouveau et intéressant. Ils se demandent justement s'il va y avoir d'autres activités."

– Tina, Parent

MEMBERS, VOLUNTEERS, AND DONORS

The COVID-19 pandemic has slowed the progress of existing and emergent CPF Chapters and Teams. Canadian Parents for French Newfoundland and Labrador maintained its work to support volunteers in 2021-2022.

Members

Canadian Parents for French Newfoundland and Labrador reached families across the island and kept little ones and bigger ones on their toes doing fun virtual activities in French, giving credence to #frenchasalivinglanguage.

Activities continued to be offered virtually to support parents as they support the French education of their children. Books and kits of art materials were sent out to several families. These accompanied the French Read Along Events and the French Art-Based Activities. Canadian Parents for French Newfoundland and Labrador has an extensive video library of the virtual outreach activities on its Facebook page for parents and members' reference.

August is Family Month at Canadian Parents for French Newfoundland and Labrador. The organization offers activities to bring families together. This year, a hybrid approach to activities was proposed, with some in-person events and some virtual

activities, in accordance with the COVID-19 pandemic protocol. Masks, gloves, and individual hand sanitizers were distributed to all in-person participants. **They also received an information kit.**

In-person family events included:

- French hike on the East Coast Trail
- French story time and craft at the Mount Pearl and Carbonear public libraries
- French tour of the Fluvarium
- French rock painting at Middle Cove Beach
- French session at the Clay Café
- Miniature Golf
- *Cercles de conversation en français*
- End of summer Warp up BBQ and a French movie presentation, 'Ratatouille'.



Volunteer Appreciation

Canadian Parents for French Newfoundland and Labrador celebrated and recognized **Beverly Legge** as the CPF NL Branch Volunteer of the Year in 2022.

Beverly Legge



MEMBERS, VOLUNTEERS, AND DONORS

Chapter Updates

The CPF NL Branch Chapter Development and Outreach (CDO) Officer, William Hénault, participated in the CPF Network's CDO monthly teleconference over the course of the year.

Marystown Chapter

An official Chapter has been established in Marystown in 2021 and it is up and running. The Chapter hired two (2) Summer Fun Coordinators to offer activities in French in their area during Summer 2021. The Marystown Chapter continued its engagements in programming and advocacy in 2022.

Stephenville / Bay St. George Team

A team is also emerging in Stephenville / Bay St. George. The Team submitted a project for funding to CPF National in April 2021. Their project was awarded \$900 as one of four Chapter raffle winners as part of the CPF Chapter Recognition Initiative, "The Value of One, the Power of Many!", during National Volunteer Week 2021.

A "J'aime le français" scavenger hunt was held at the end of October 2021 with more than 50 children participating. The group of parents planned "une chasse au trésor", held a tie-dye workshop with "J'aime le français" t-shirts and concluded the activity with ice cream for everyone. A resounding success!

Gander Chapter

The Branch Chapter Development Officer kept in contact with 5 active parents of this previously formed Chapter. They reported that it had been difficult to regain traction and to take initiatives because of the uncertainty related to the COVID-19 pandemic. Although their activities and future initiatives are on hold, he continues to check-in periodically to inform them of resources and potential opportunities.

Clarenville Team in Development

Two (2) French teachers, working at the Clarenville Intermediate School, have been in contact and are interested in getting more involved, exploring the possibility of forming a CPF Team, or to have more CPF related activities in their community.

CPF ADVOCACY IN ACTION

Advocacy in Action

While the pandemic continued to have an impact on many facets of French Second Language program delivery across Canada, the CPF Network focused its attention on learning French online as its theme for the Advocacy-Oriented Research Brief. The publication looked to the expertise developed in rural FSL programming offered by the Centre for Distance Learning & Innovation (CDLI) in Newfoundland and Labrador to provide lessons for how the country may approach online and hybrid delivery models going forward. CPF Newfoundland and Labrador Branch staff and Volunteer leaders participated in virtual stakeholder meetings as part of the CPF Network Virtual FSL Awareness Event in April 2021.



Annual Provincial Champion for French Awards

The CPF Newfoundland and Labrador Provincial Awards program continued despite the pandemic. The Awards Ceremony took place on the grounds of Government House on September 23, 2021 bringing people together to celebrate Champions of French. The event was hosted by Her Honour, The Honourable Judy M. Foote, Lieutenant Governor of Newfoundland and Labrador. The Honourable Sarah Stoodley, Minister responsible for Francophone Affairs, brought greetings on behalf of the Government of Newfoundland and Labrador.

Five awards were presented to these deserving recipients:

- Volunteer of the Year: **Beverly Legge**
- Student of the Year: **Julia Keefe**
- Teacher-Graduate of the Year: **Morgan Kearley**
- Teacher of the Year: **April Poole**
- Administrator of the Year: **David Locke**

And exceptionally, for the first time in the Branch history:

- Lifetime Achievement Award: **David Butt**



CPF ADVOCACY IN ACTION

Partner Meetings and Events

Most meetings were still happening via virtual platforms in the Spring and Summer of 2021 to abide by public health measures. Many meetings were held to meet the requirements to go ahead with the 'Ça va bien aller!' Project. Regular meetings were held with the following partner groups and individuals:

- *Fédération des Francophones de Terre-Neuve et Labrador* (FFTNL)
- Department of Canadian Heritage - Technical Briefing on the modernization of the Official Languages Act
- French Language Programs. Government of Newfoundland and Labrador, Department of Education - OLEP and *Ça va bien aller!* Project - Administrative Support, Emanuela Mascarin.
- Newfoundland and Labrador English School District - French Language Specialist, Mr. Dave Butt.



Supporting Partner Youth Projects

Canadian Parents for French Newfoundland and Labrador participated in **The Bilingual Post-Secondary Career & Entrepreneurship Day / Journée orientation, carrières bilingues et entrepreneuriat (JOCBE) du RDÉE Terre-Neuve et Labrador**, a career fair organized every two (2) years. In 2021, JOCBE was a virtual fair.

The organization also promotes provincial French services offered by other organizations such as *Franco-Jeunes*, *le Réseau Santé en français*, *le Réseau culturel francophone*, YMCA Bilingual Summer Camp, and French for the Future programs.



CPF Network Collaboration

Canadian Parents for French Newfoundland and Labrador 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**.

Canadian Parents for French Newfoundland and Labrador attended the **CPF Network Virtual Governance Education and Training Sessions** where best practices were discussed. These sessions were spread over a few weeks in April and May 2021. The following sessions were recorded and available to all CPF leaders:

- Relationships in the Workplace: Managing Conflicts
- Sexual Harassment in the Workplace
- Equity, Diversity, and Inclusion: Understanding the Lived Experiences of Others
- Culture, Collaboration and Choice: A Values Approach
- CPF Affiliation Agreement
- Senior Staff Human Resources Peer to Peer Discussion Group and Book Club

Canadian Parents for French Newfoundland and Labrador joined the **CPF Leaders' Networking Event**, from September 9

to 12, 2021. CPF staff and volunteer leaders, from across the country, participated in education sessions and discussed implementation plans of the CPF Network Strategic Plan 2020-2025. This was the organization's first in-person event in more than 18 months. It followed all public health measures and was also offered virtually, allowing participation from across the CPF Network. Some participants were on location in Montebello (Quebec) while others, like CPF NL, were attending virtually.

The Council of Executive Directors pursued operational discussions following the Networking Event, while the Chapter Development Officers held a two-day Education and Peer Exchange meeting after the conference. The Branch Executive Director regularly participated virtually in the monthly pan-Canadian Council of Executive Directors meetings. The Branch President attended the pan-Canadian Council of Presidents meetings. The Branch continued to support the CPF Network by sharing CPF Network press releases and other newsworthy documents, inviting followers on social media, the public and partners to attend any public events offered by the CPF Network.

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 Atlantic region.

Membership and Chapter Development

Canadian Parents for French Newfoundland and Labrador Board Chapter Development and Membership Committee is examining the current situation and exploring ways to increase membership numbers and increase Chapter engagement.

Board of Directors Meetings and Annual General Meeting 2021

The Board of Directors for Canadian Parents for French Newfoundland and Labrador had five (5) members serving from April to September 2021. After the Annual General Meeting (AGM) in October 2021, the new Board of Directors had six (6) members serving the Branch. The CPF NL Board of Directors generally meets every month, with the exception of July and August. The Board of Directors met seven times virtually, throughout 2021-2022.

There were a total of seven Board of Directors Meetings during this period.

The 2020-2021 Annual General Meeting was held virtually on October 24, 2021. The new Board members met after the Annual General Meeting, to assign roles and focus on the upcoming Board Meeting Calendar. The meetings in November and December were dedicated to the National Board Orientation and the Provincial Board Orientation. The November meeting was also the first face-to-face meeting (requiring a vaccine passport, masks, and distancing).

CPF Newfoundland and Labrador Board of Directors:

- **Walter Parsons**, President
- **Laun Shoemaker**, Vice President
- **Paula Luby-Coughlin**, Treasurer
- **Lisa Browne Peters**, Secretary
- **Amy Flight**, Director
- **Pamela Gill**, Director



Walter



Laun



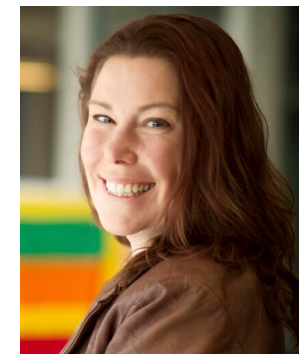
Paula



Lisa



Amy



Pamela

BY THE NUMBERS

YOUTH



1 Branch/Provincial
Concours
(Literacy Event)

17 Students Reached
via Video
Submissions



1 Writing
Contest

200 Young
People
Reached

ADVOCACY IN ACTION



5 FSL Teachers /
Educators Champion
for French Awards

MEMBERS, VOLUNTEERS, AND DONORS



**Membership
Engagement**
As of April 1st

2020

1,396

2021

1,727

2022

119



4 Active
CPF Chapters
or Teams



1 Volunteer
Recognized



1 Chapter Winner in
CPF Network Volunteer
Appreciation Raffle Event

CPF NETWORK: BUILDING LEADERSHIP EXPERTISE



7 Branch Board
Meetings



1 Annual
General
Meeting



6 Branch
Committees

BY THE NUMBERS

WEB & SOCIAL MEDIA

The CPF Network websites have an improved and dynamic look. Branches were responsible for “populating” their website with local and provincial information. The Newfoundland and Labrador website is still being updated.

The CPF NL Branch Facebook page is, for the most part, the go-to tool to communicate with its followers.

- In 2021 – 2022, CPF NL Branch posted close to 400 posts on its Facebook Page.
 - April 1, 2020: **1,073 people** who LIKed the page.
 - December 2021: **1,242 people** who LIKed the page.
 - April 1, 2020: **1,113 people** who followed CPF NL on Facebook.
 - December 2021: **1,305 people** who followed the page.
- Canadian Parents for French Newfoundland and Labrador has reached **71,733 persons with its Facebook posts**, between April 1 and December 31, 2021, and generated 13,513 post engagements.

The posts promoted:

- **Canadian Parents for French Newfoundland and Labrador Branch and Chapter programs, activities and services;**
- **Events and programs, open to participants everywhere in the country, offered by the CPF Network, such as *Concours virtuel : ensemble à distance*, Virtual Concerts made available by the Nova Scotia or BC-Yukon Branch, for instance, as well as programs offered on a national scale by CPF, Wig Up and the National Conference;**
- **Opportunities created by other organizations: Francophone Federation and associations, *Alliances françaises*, the Office of the Commissioner of Official Languages, *les Rendez-vous de la francophonie*, among others;**
- **Articles on the benefits of bilingualism, vocabulary for the season or the holidays;**
- **Events or holidays, such as Easter, Mother’s Day, Remembrance Day, National Volunteer Week, etc.**



2021-2022 FINANCIALS

Revenue

Canadian Heritage	164,052
Other Revenues	21,002
Total	185,054

Expenses

Salaries and wages	133,036
Programs	49,068
Operations	36,763
Publicity	4,873
Travel	2,994
Honoraria	593
Total	227,337

CPF Branch Statement of Operations

Revenue	185,054
Expenses	227,337
Excess or (deficiency) of revenue over expenses for the year	(42,283)

GIVING
TUESDAY

Nov
30

Giving Tuesday Campaign

Giving Tuesday is an international day of giving that follows Black Friday and Cyber Monday. It presents an opportunity for CPF to engage potential donors to support the Mary Joyce Booth Fund, More French, S.V.P.! The success of the annual campaign is measured by the overall increase of the number of CPF donors annually. In 2021, we wish to acknowledge three donations received from our province / territory, raising \$90.00 as part of this campaign. *Merci!*

CPF Mary Joyce Booth Grant Awarded in 2021-2022

READ ALONG / LISONS ENSEMBLE

The books for the 2021-2022 edition of the **Read Along / Lisons ensemble** project were purchased with a **\$1,000 Mary Joyce Booth Fund grant** administered by CPF National and some additional funds provided by the Branch. The organization bought copies of the **5 books** and distributed them to **50 interested families and CPF members**, so they could read along during the virtual sessions. The Branch received the required copyright consent from the book editors.

The French book titles included: *Rendez-moi mon chapeau / Toi! / Je suis puissant / L'écureuil et le mystère de l'automne / Le renard sur les traces de l'hiver*



"Gwen really enjoyed all the activities. She found the read along a bit long but she's only 6 and I think taking the time to go through the sentences and explain the story was really helpful for her French comprehension. Being able to do the activities through Facebook live was also super convenient. We can't wait to do more. Thanks!"

– Sherri, Parent

CPF Funding Diversification Efforts

Thank you ~ Merci

CPF Newfoundland and Labrador acknowledges the important financial support of the Government of Canada.

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Newfoundland
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Labrador

LOOKING FORWARD

2021 – 2022

PILLAR A: Increasing FSL Youth Access and Participation

Although in-person activities were not possible for a large part of the year, CPF Newfoundland and Labrador was successful in promoting and encouraging participation in a large variety of virtual French Language Learning & Cultural Activities. The promotion of these activities ensured that youth had access to participate in French language activities to enable them to better understand the benefits and value of French language learning and official language bilingualism.

PILLAR B: Building Member, Volunteer and Donor Engagement

After a very quiet start to the year, our Chapters and Teams came together in order to offer opportunities to youth in their communities. Despite the challenges, our volunteers are our strength and we are so fortunate to have such a dedicated and inspiring group of people supporting our mission.

PILLAR C: Advocating for Universal Access

CPF Newfoundland and Labrador strengthened existing partnerships and continued to pursue opportunities to establish new partnerships in the effort to increase coordination and build alliances with key partners.

PILLAR D: Building Leadership Expertise

CPF Newfoundland and Labrador met administrative, financial, legal and governance obligations. Opportunities for leadership learning/capacity-building opportunities were offered regularly to Branch staff and volunteers.

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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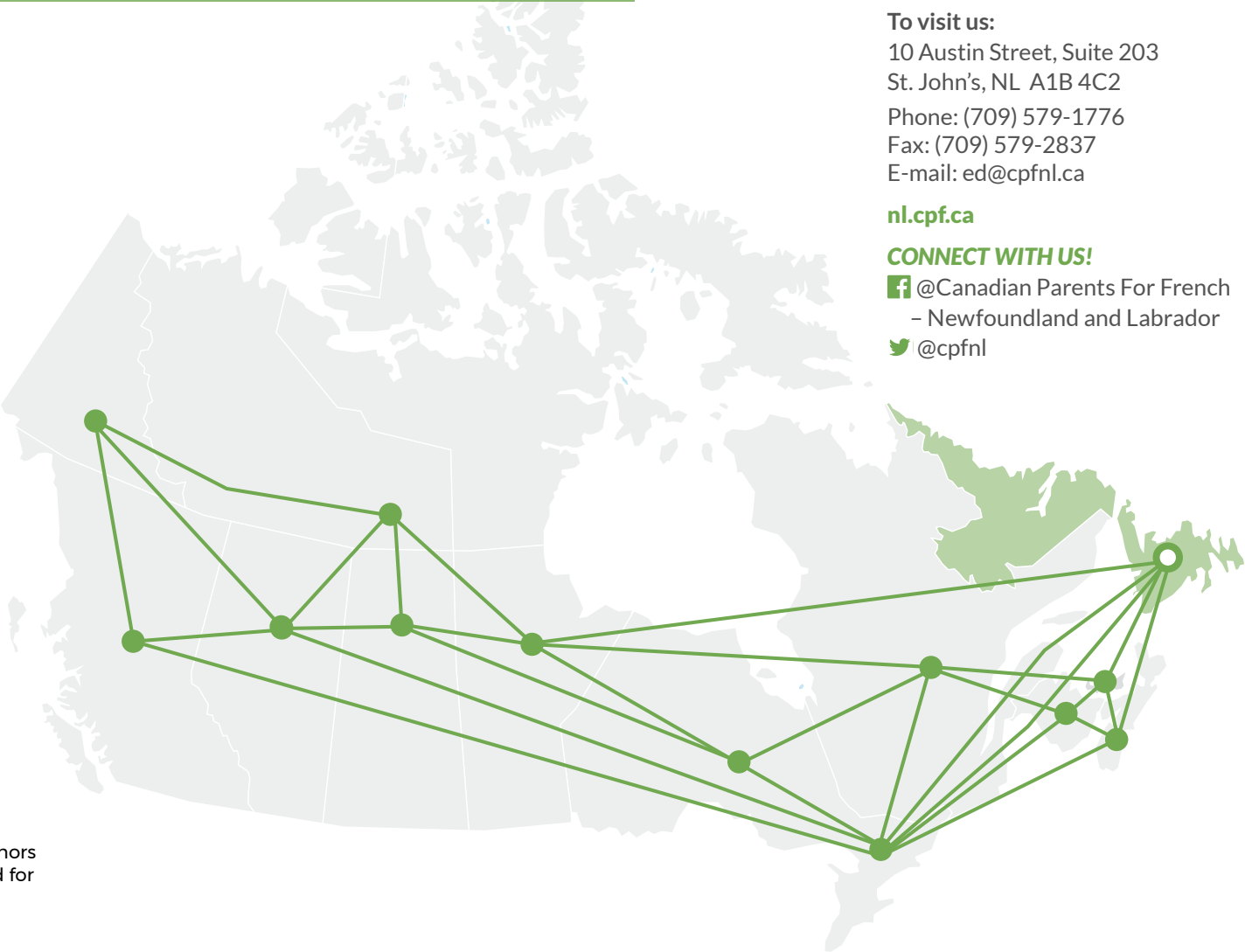
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 @cpfnl



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(Charity Reg. No. – 118835131 RR0001).
As an organization, we remain truly grateful to donors
for their ongoing generosity. A tax receipt is issued for
donations of \$20 or more. To give, visit cpf.ca.