

# Annual Report

2007-2008  
FISCAL YEAR

**Lead, Support, Empower**

**Taking Learning To A Whole New Level**





**Annemarie Wesolowski,  
President of the OLC  
Board of Directors**

*“Another common denominator that is evident in the literacy field is that all stakeholders are committed to meeting the challenges of change.”*

## A Message From the President

On behalf of the Ontario Literacy Coalition (OLC) Board of Directors, I wish to thank the OLC membership and the many other literacy community stakeholders and partners. You have demonstrated your support of the Ontario Literacy Coalition by providing thoughtful input into the numerous surveys and other requests for information throughout the past year.

It is very obvious that change is a common denominator with which we are all dealing. Change is reshaping how we work, the outcomes of our work, and with whom we partner. For some, the challenges presented by change are greater than for others. However, another common denominator that is evident in the literacy field is that all stakeholders are committed to meeting the challenges of change and collaborating to do so collectively.

As the OLC Board and staff forge forward with the strategic planning process, your ongoing support and input will be vital to ensure that, as the OLC evolves, it continues to strengthen its bonds with the Literacy and Basic Skills (LBS) regional and sectoral organizations and other key literacy stakeholder groups in order to be well informed and, as such, be able to support and promote literacy on a provincial level.

On your behalf, the OLC Board of Directors will continue to strive towards providing leadership, which represents the moral ownership and positions the Ontario Literacy Coalition to be flexible and responsive to the issues that are important for literacy in the current age. The organization can only achieve this with a highly dedicated and skilled staff, with a very capable and visionary leader at the helm. Lesley Brown, the OLC Executive Director, and the staff have more than demonstrated that they have both the capacity and the fortitude to take the Ontario Literacy Coalition into its third decade!

**Annemarie Wesolowski,  
President and Chair**

# A Message From the Executive Director

Throughout its history, the Ontario Literacy Coalition has continued to evolve in response to new environments and the changing needs of the literacy community.

Last year saw a new chapter in our evolution. In response to changes in literacy policy, programming, as well as funding mechanisms, the OLC Board of Directors began a strategic planning initiative to seek out OLC's unique niche in this new and emerging environment.

Based on broad consultations, research and analysis, we found the OLC does in fact play a unique role. The OLC holds a distinctive position through connections with provincial coalitions as well as regional and sectoral networks within Ontario. It also supports the gathering and sharing of information across the province. In addition, the OLC is connected to literacy coalitions across Canada through pan-Canadian networks that enrich the wider literacy community. Broader partnerships with national literacy organizations, labour, business, settlement, second language and family literacy communities enable the OLC to give spectrum to the full range of literacy possibilities.

The OLC will continue to play the traditional role of gathering and sharing information on the state of literacy in Ontario through our many networks. What is different is that we will now act as an incubator for new ideas and directions. This includes

exploring emerging issues and approaches, as well as attending to the overall viability of the literacy field. In addition to promoting knowledge exchange within the literacy field and among national organizations and governments, we will seek to encourage collaboration among the various networks, sectors and cultural streams on issues of a province-wide or fundamental nature.

Development of partnerships and alliances with key stakeholders will help us build a better understanding of literacy, its complexities, and its value, while also broadening support for literacy efforts in the province and abroad. The OLC is well positioned to lead provincial dialogue on pertinent and emergent issues. By bringing partners together in discussion, we can support a community of practice and support the spin-off of new and innovative ideas.

This new evolution will enable the OLC to work on international, national, provincial, and regional levels and build communities of practice to reach our goal of a more literate Ontario.



**Lesley Brown,**  
Executive Director  
Ontario Literacy Coalition.

*“The real voyage of discovery consists not in seeking new lands, but in seeing with new eyes “*

*– Marcel Proust*

## OLC Initiatives in 2007-2008



Over the past year, the OLC has embarked on a process of enhancing its sphere of action through a set of initiatives to address the needs and issues of the literacy field.

This year, the OLC focused on five (5) different areas: Professional Development, Literacy Awareness in Ontario, English as an Additional

Language (EAL) Literacy and Family Literacy as well as Labour Market initiatives.

Each of these initiatives were managed using a project management approach, which ensured transparency, effective management and accountability to our various funders and literacy stakeholders.

*"An excellent  
use of a  
February day.  
Much learned.  
I now have  
a better  
understanding of  
the next steps.  
Thank you."*

-Training Participant

## Professional Development: CIPMS

In keeping with the Ministry of Training, Colleges and University's (MTCU) initiative, the OLC provided province-wide training on Continuous Improvement Performance Management System (CIPMS) to practitioners, administrators and managers in school board and college sectors. With the support of five Regional Literacy Networks as well as the Ontario Association of

Adult and Continuing Education School Board Administrators (CESBA) and the College Sector Committee (CSC), the training was delivered in Kingston, London, Mississauga, Sudbury and Toronto. Provincial training was developed in collaboration with the Deaf, Native and Francophone umbrella groups along with Community Literacy of Ontario (CLO) and MTCU representatives.

## Literacy Awareness in Ontario

Many employers, public institutions and social service agencies are not aware what Literacy and Basic Skills (LBS) services are available. The OLC's social marketing campaign, *Literacy Awareness in Ontario: A Public Relations Strategy*, addresses this issue.

As part of this public awareness initiative, the OLC conducted a Public Relations (PR) training, provided consultant time and

expertise for individuals to produce a public awareness strategy, and also developed its own PR campaign during the October 2007 provincial election.

The PR materials created throughout the course of this initiative remain available on the OLC website. The Public Awareness Online Guide outlines a step by step process for conducting a PR campaign and includes tools and templates.



# English as an Additional Language (EAL) Literacy



English as an Additional Language (EAL) Literacy, is developing as an important aspect of literacy research and programming

in Ontario, as the province welcomes an ever-increasing number of new Canadians. This year, the OLC has been sharing our findings from our two-year research study - *Creating A Bridge: A Snapshot of ESL Literacy in*

Ontario at various conferences around the province. The study captures the current environment of EAL Literacy programs in Ontario and identifies the demographics of the practitioners and areas for program and policy development.

Our partners from TESL Ontario, OCASI (Ontario Council of Agencies Serving Immigrants) and CESBA, and our funders – The Ontario Trillium Foundation – enabled us to expand our scope of literacy to begin to examine literacy relevant to second language acquisition and settlement issues.

## Family Literacy

The OLC has been involved in Family Literacy since 2002, through various projects and symposia. Many of the resources were developed in partnership with the OLC's family literacy Working Group, *Action for Family Literacy Ontario* (AFLO). This past year, the OLC and AFLO explored models of intergenerational family literacy programming that addressed the various literacy needs of parents,

grandparents, caregivers and their children.

For this initiative, titled, *Developing Models of Best Practices for Integrated Family Literacy Programming*, the OLC partnered with the Toronto District School Board, Kingston Literacy and the Adult Basic Education Association of Hamilton, as well as local family literacy programs. The report – *Integrated Family Literacy Programming in Action: Community Snapshots and Recommendations* will be available in November 2008.

**"Never underestimate the power of early intervention and community combined!"**

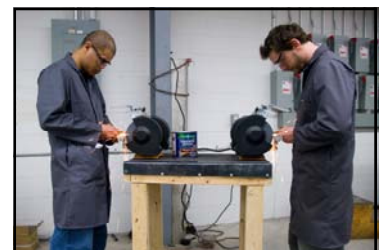
-Penny Paucha,  
Essex Parenting  
Centre

## Labour Market Literacy

The OLC continues to work closely on labour market initiatives with the *Strategic Partnerships Provincial Advisory Committee (SPPAC)*. The committee is comprised of partners from labour, business and training organizations, literacy networks and adult literacy learner representatives. Following on the provincial *Workforce and Workplace Symposium forum in 2005*, with our advisory partners, the OLC sponsored five (5) regional forums with the regional literacy networks hosts in Thunder Bay, Peterborough,

Collingwood, Sarnia and Toronto.

We heard from over 240 employers, unions, government, and community literacy organizations. The findings were corroborated with research from the Work and Learning Knowledge Centre and the Canadian Policy Research Network's recent studies. The report titled, *Strategic Partnerships for Action: A Focus on Workplace and Workforce Literacy – Findings from Five Regional Forums* will be out in December 2008.







**Robert M. Veltheer,**  
OLC Auditor for the  
2007-08 Fiscal Year

# Financial Statements

## Ontario Literacy Coalition/ La Coalition de l'alphabétisation de l'Ontario Summarized Financial Statements For the Year Ended March 31, 2008

	2008	2007
<b>Revenue</b>		
Operation grants	\$ 835,027	\$864,505
Donations and fundraising	15,445	15,391
Interest	26,250	22,729
Fees for service	<u>6,923</u>	<u>3,378</u>
	<b>\$ 883,645</b>	<b>\$906,003</b>
<b>Expenses</b>		
Staffing	\$ 374,429	\$448,093
Professional services	171,202	221,816
Facilities & utilities	82,302	78,540
Travel & meetings	77,399	80,922
Materials & office supplies	45,118	45,062
Publicity, communications, printing	30,250	18,865
Governance	26,741	-
Amortization	<u>3,975</u>	<u>3,274</u>
	<b>\$ 811,416</b>	<b>\$896,572</b>
<b>Excess of revenues over expenses</b>	<b>\$ 72,229</b>	<b>\$ 9,431</b>
<b>Fund balances beginning of year</b>	<b><u>242,307</u></b>	<b><u>232,876</u></b>
<b>Fund balances end of year</b>	<b>\$ <u>314,536</u></b>	<b>\$ <u>242,307</u></b>
<b>Composition of fund balances</b>		
<u>Externally restricted</u>		
Investments	\$ 409,559	\$ 196,598
Deferred operating grants	<u>(409,559)</u>	<u>(196,598)</u>
	<b>\$ -</b>	<b>\$ -</b>
<u>Internally restricted</u>		
Investments	<b>\$ <u>126,628</u></b>	<b>\$ <u>83,094</u></b>
<u>Unrestricted</u>		
Working capital (deficiency)	\$ ( 46,880)	\$ ( 1,557)
Investments	228,046	152,859
Fixed assets	<u>6,742</u>	<u>7,911</u>
	<b>\$ <u>187,908</u></b>	<b>\$ <u>159,213</u></b>
<u>Total fund balances</u>	<b>\$ <u>314,536</u></b>	<b>\$ <u>242,307</u></b>

Complete audited financial statements are available from the offices of the corporation.

# Auditor's Report

**Robert M. Veltheer BA, MBA**  
Chartered Accountant

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Richmond Hill ON L4C 8X6 Canada

Tel: 905-883-1508 Internet Address: [rveltheer@rogers.com](mailto:rveltheer@rogers.com) Fax: 905-883-3147

## AUDITOR'S REPORT ON SUMMARIZED FINANCIAL STATEMENTS

To the Members of Ontario Literacy Coalition:

The accompanying summarized financial statements are derived from the complete financial statements of Ontario Literacy Coalition as at March 31, 2008 and for the year then ended. In my auditor's report on the complete financial statements, dated June 6, 2008, I expressed a qualified opinion because I was unable to satisfy myself concerning the completeness of revenues from donations and fundraising.

The fair summarization of the complete financial statements is the responsibility of management. My responsibility, in accordance with the applicable Assurance Guideline of the Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In my opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements, in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the entity's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.

Richmond Hill, Ontario  
June 6, 2008



Robert M. Veltheer  
Chartered Accountant

# OLC Volunteers: Selfless Leaders

## **Action for Family Literacy Ontario (AFLO)**

Deborah Nesbitt-Munroe

Kim Oastler

Marilyn Perkovich-Farand

Lorri Sauvé

Penny Smith-Jensen

## **Family Literacy**

Joanne Davis

Leah Morris

Deborah-Nesbitt-Munroe

Kim Oastler

Marilyn Perkovich-Farand

Lorri Sauvé

Penny Smith-Jensen

Shirley Wellman

## **Labour Market**

Particia Ashie

Paul Clipsham

Andrea Dickinson

Gay Douglas-Broerse

Colleen D'Souza

Margaret Eaton

Debera Flynn

Pam Frache

Lesley Hamilton

Stephanie Hobbs

Mary Hogarth

Ian Howcroft

Nancy Jackson

Lynne Johnston

Patricia Nutter

Laurell Ritchie

Sylvia Sioufi

Annemarie Wesolowski

## **CIPMS**

Barbara Anderson

Jane Barber

Suzanne Benoit

Jette Cosburn

Debera Flynn

Jan Goatcher

Jane Godfrey

Sandra Hennessey

Javier Ibanez

Joanne Kaattari

Brenda King

Henry Lariviere

Trudy Lothian

Tom McEwan

Peggy Anne Gordon

Maria Moriarty

Ellen Paterson

Angelique A. Schinas

Vicki Trottier

Lynne Wallace

Annemarie Wesolowski

Corry Wink

MTCU Representatives

## **Training Event**

Patricia Ashie

Bernadette Beaupre

Judith Bond

Nancy Friday

Trudy Kennell

Denis Lemieux

Jim Neilsen

Doug Noyes

Deborah Palmer

Heather Rapaport

Jean Rasmusen

Angelique A. Schinas

Michael Shaughnessy

## **EAL/ESL**

Joyce Banya

Indira Basu

Joanne Elvy

Fatima Fatah

Antonia Flores

Nancy Hutt

Latifa Irshad

Brenda King

Paulina Maciulis

Helen McLeod

Sheila Nicholas

Grainne O'Donnell

Sharon Rajabi

Padmini Raju

Renate Tilson

## **Frances Lever Memorial Award**

Jennine Agnew-Kata

Dan Haley

Leah Morris

Doug Noyes

Matthew Shulman

Annemarie Wesolowski

Mary Wiggin



## 2007-2008 OLC Board of Directors



The Ontario Literacy Coalition is pleased to present the 2007-2008 OLC Board of Directors.

Photographed here (L-R) Back: Maria Moriarty, Debera Flynn (Secretary), Corry Wink (Governance Officer), Michael Shaughnessy, Jane Godfrey (Vice-President). Front: Angelique Schinas, Trudy Lothian, Annemarie Wesolowski (President and Chair), Tom McEwan.

Missing from Photo: Javier Ibanez, Henry Lariviere and Jan Goatcher.

## Regional and Sectoral Networks

Adult Basic Education Association of Hamilton  
College Sector Committee for Adult Upgrading  
Community Literacy of Ontario  
Laubach Literacy Ontario  
Literacy Link Niagara  
Literacy Link of Eastern Ontario  
Literacy Link of South Central  
Literacy Network Northeast  
Literacy Network of Durham Region  
Literacy Northwest  
Literacy Ontario Central South  
Metro Toronto Movement for Literacy

Mid North Network for the Coordination and Development of Adult Learning  
Ontario Association of Adult and Continuing Education School Board Administrators (CESBA)  
Ottawa Community Coalition for Literacy  
Peel-Halton-Dufferin Adult Learning Network  
Project READ Literacy Network  
QUILL Network  
Simcoe/Muskoka Literacy Network  
Tri-County Literacy Network

## 2007-2008 OLC Staff



The Ontario Literacy Coalition is pleased to present the dedicated staff from 2007-2008.

Photographed here, (L-R) :

Susanne Smith (Director of Finance & Administration),  
Jody Lundrigan (Communications Coordinator),  
Lesley Brown (Executive Director),  
Urszula Mazur (Administrative Coordinator),  
Sarah Bukhari (Director of Program and Business Development).

Missing from photo: Gabriela Tavaru (Project Coordinator) and Jason Lieu (Summer Student).



## OLC Partners and Affiliates

Canadian Association of Municipal Administrators (CAMA)  
Canadian Auto Workers (CAW)

Canadian Manufacturers and Exporters (CME)

Canadian Society for Training and Development (CSTD)

Canadian Union of Public Employees (CUPE)

Ontario Chamber of Commerce

Ontario Federation of Labour (OFL)

Ontario Institute for Studies in Education (OISE)

The Canadian Council on Learning (CCL)

Adult Learning Knowledge Centre

Work and Learning Knowledge Centre

Alliance of Sector Councils

Labour Education Centre

OCASI (Ontario Council of Agencies Serving Immigrants)

ONESTEP (Ontario Network of Employment Skills Training Projects)

TESL Ontario (Teachers of English as a Second Language)

Toronto Adult Student Association (TASA)

DataAngel Policy Research Inc.

MD+A (McDonnell, Doane and Associates)

The Glasgow Group

George Brown College

ABC CANADA Literacy Foundation

Frontier College

Laubach Literacy Canada

Movement for Canadian Literacy (MCL)

National Adult Literacy Database (NALD)

Coalition ontarienne de formation des adultes

Deaf Literacy Initiative (DLI)

Ontario Native Literacy Coalition (ONLC)

AlphaPlus Centre

## A New Direction: The OLC Prepares For Change

The Ontario Literacy Coalition has completed our Strategic Review and Planning process. It has been five years since our last strategic planning process and there have been many significant changes in the literacy field in that time. Internal changes include the fact that the OLC has a new executive director and new staff members. Externally, the focus and priorities of both provincial and national funders has altered considerably. In recognition of these changes and to ensure that the OLC continues to be of service and benefit to the field, we undertook a comprehensive review of the organization and its role in the adult literacy field.

The process began with two strategic planning sessions with the OLC board to identify issues and ideas, followed by a full-day meeting of OLC staff who provided valuable input from their perspective. We consulted widely with provincial and national stakeholders, with government and most importantly our members. We conducted interviews with key informants including representatives of literacy delivery sectors, networks, programs, training boards, funders, business, labour, provincial and pan-Canadian coalitions and with representatives of settlement and employment training organizations. Finally, we conducted a survey of OLC members to identify gaps and successes, and gather input as to other roles the OLC should play in the adult literacy field.

Brigid Hayes, formerly with the National Literacy Secretariat and the Canadian Labour and Business Centre, guided us through the strategic planning process. Lynne McDonnell, a certified Association Executive, provided direction on governance issues.

We are encouraged by the many positive responses we received. OLC is widely respected and valued as a vital organization in the adult literacy field in Ontario and Canada. Based on our consultations and the recommendations, we have developed a comprehensive strategic plan to guide us into the future. The plan builds on our achievements and successes, and is informed by our understandings of the current trends, issues and needs of the adult literacy field.

The OLC will implement our new strategic direction this year and we will move forward with a renewed focus on the collection, analysis and dissemination of information on the state of literacy in Ontario and Canada. Our intention is to ensure that the field, all stakeholders and the public at large is well informed about adult literacy issues.

The OLC will coordinate and support a dynamic program of knowledge exchange across the adult literacy field, and will facilitate and coordinate communications within the field so that knowledge and best practices can be easily shared. As always, the OLC will work to forge strong partnerships and alliances with other organizations and with all stakeholders to enable us to achieve our overall goal of a more literate Ontario.



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**Lead • Support • Empower**

**Empowerment** is the process of enhancing the capacity of individuals or groups to make choices and to transform those choices into desired actions and outcomes.

**Literacy** is a life long journey of empowerment.

The **Ontario Literacy Coalition** works to support that journey.

## Thank You!

### **Funders:**

We gratefully acknowledge the support of the  
Office of Literacy and Essential Skills (OLES), Human Resources and Social Development Canada  
Ontario Ministry of Training, Colleges and Universities (MTCU),  
Ontario Trillium Foundation,  
Adult Learning Knowledge Centre and the Canadian Council on Learning.

### **Donors:**

Ontario Courthouse Librarians Association  
Teachers Life Insurance Society  
Laubach Literacy Canada

### **Contributors:**

ABC CANADA Literacy Foundation  
Movement for Canadian Literacy (MCL)