



# ANNUAL REPORT 1999 - 2000

## Canadian Parents for French – B.C. Branch

### PRESIDENT'S REPORT

*Dear Friends;*

I am pleased to present the Annual Report of Canadian Parents for French – BC Branch for the 1999-2000 year.

It has been an active and successful year for CPF-BC. In addition to successful Concours d'Art Oratoire and Rencontre Française student programs, CPF-BC played a major role in the first French for the Future conference held in Vancouver in April. Inspired by The Honourable John Ralston Saul, this conference is scheduled again for April 2001. We are working to ensure that the second French for the Future conference will be expanded to include more students.

#### YEAR OF TRANSITION

This has also been a year of transition. With funding support by Canadian Heritage, we expanded our staff to include an Executive Director and a Chapter Development Officer. We are completing the transition from a hands-on operational board to a governance-structured model. The hiring of more staff ensures that our top priority – the support of chapters in their efforts to defend and enhance French programs across every school district – can be a reality. Simply put, our provincial office has been transformed into a hotline for chapters needing assistance, ideas and support.

On January 1, 2000, the share of membership money received by chapters was increased. This decision represented a 150% increase in chapter membership money. With \$16.25 of every \$25 membership fee staying in the chapter, this is an important incentive for chapters to increase membership and resources for chapter activity.

#### PROMOTING FRENCH SECOND LANGUAGE PROGRAMS

As a board, we have been active in promoting French-second-language programs at the provincial level. With the release of our national report, *The State of French Second Language Education in Canada 2000*, we now have a very important tool in achieving our goals. I have found the report useful in recent meetings with federal and provincial officials

(such as a recent meeting with the Deputy Minister of Education Charles Ungerleider) and as a promotional tool for French-second-language programs. CPF-BC was able to garner coverage of the report by media outlets such as the CBC Radio, Radio Canada, BCTV, Vancouver Sun, Times-Colonist, CBC-TV, and a significant number of community newspapers and radio stations.

#### CPF VOLUNTEERS MADE A DIFFERENCE

The report notes that B.C. is the only province in Canada to see an increase in the number of students studying French in the 1990s. This is a tribute to the extraordinary work of CPF-BC volunteers. It is not surprising that French immersion and core French programs have remained strong in B.C. given that B.C. continues to lead the country in CPF membership and activity. This is also reflected in the large delegation of over 30 representatives from B.C. attending the national conference in St. John's Newfoundland. We definitely have bragging rights for Canada. Thanks to everyone who has worked so hard in the past and to those who continue to carve a bright future for young people in B.C.

#### CHALLENGES

However, in spite of our successes, there is more to do. Working with BCCPAC, the Immersion Coalition and other education partners, we continue to pursue our advocacy of a guaranteed French immersion program for B.C. students no matter what school district they live in. An end to capping of immersion programs and a response to a growing teacher shortage are two issues that require a concerted and continuing effort.

We must continue to effectively raise these issues with decision-makers over the next year. Our proposal to create a Pierre Elliot Trudeau scholarship program for language education and our draft bill to amend the School Act to mandate French immersion programs are two responses to these important provincial challenges.

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**PRIORITIES**

In addition to our number one priority, chapter support and development, your board has set a number of priorities as part of our vision for CPF-BC. These include the following.

- The pursuit of support from the corporate sector for our programs. We will make an announcement at the Annual General Meeting of our first major corporate sponsorship. Our goal is to meet our commitment to Canadian Heritage to move towards self-sufficiency;
- More opportunities for Core French and French Immersion students with enhanced scholarship programs, increased support for socio-cultural activities and new programs such as our partnership with *L'Express du Pacifique* to create an important new venue to publish the written work of students.
- An enhanced recognition program for immersion graduates and an alumni program to strengthen CPF-BC and provide opportunities to graduates to use their French language training. We are looking for a major private co-sponsor of this initiative.
- A closer relationship with the Francophone community. Our recent agreement with *L'Express du Pacifique* and *La Source* and our presentation to the CRTC to expand French language broadcasting in B.C. are examples of our renewed commitment to a close alliance with the Francophone community.
- An enhanced communications effort to spread our message through direct mail and the media to decision-makers and the public at large. This spring, we launched our CPF-BC website managed skilfully by Laurelle Keashly from our Burnaby chapter. Our thanks to Laurelle for this important link to cyberspace. Be sure to check out the latest from the Branch office in the press release and articles section of the site. And Karynn Oxley continues to create some of the best newsletters of any non-profit organization in the province. These newsletters are a huge plus for CPF-BC members. Our gratitude for Karynn's assistance on this new format for our annual report.
- A program of leadership training for volunteers by working with our partners to coordinate a 'Building the Future' conference for education leaders in B.C. In developing this conference based on CPF-Alberta's model, we are looking forward to a B.C. success story.

**FUTURE IS BRIGHT**

As a board, we believe that the future is very bright for CPF-BC. The way has been prepared. This coming year, we believe will be the most active and successful yet. I wish to thank my fellow board members Pam Lewis, Heather Stefanek, Jeanette Shim, Dianne Quinn and Margaret Yandel for their outstanding contribution.

In addition, I want to recognize the terrific work of our coordinators Cathy Goodfellow for *Concours d'Art Oratoire* and Mary Gates for *Rencontre Française*. Thank you Cathy and Mary. I wish to add that Cathy Goodfellow is leaving her role as Coordinator to free up the time to pursue some exciting business opportunities. Cathy has helped make *Concours* a fantastic and inspirational event over the past years. Every CPF member appreciates Cathy's contribution very much.

**WE'VE COME A LONG WAY**

Finally, I want to reflect on just how far we have come in this province. The late Pierre Elliot Trudeau's support for linguistic duality across Canada inspired an entire generation of parents and young people. Mr. Trudeau once said that if you want to change the attitude of a country, you must start with the children and a grassroots group of parents took up the challenge.

Today, there are 250,000 British Columbians studying Core French and a further 30,000 enrolled in French immersion programs. Together with teachers, administrators and supporters, CPF-BC has helped create a system of French-second-language education of which we can all be proud. And, as long as we continue to work together in a common purpose, the 21st Century will be even brighter.

It has been an honour to serve you as your President.

*Barb Paullos, President*



*Throughout British Columbia, students compete in CPF-BC's Concours d'Art Oratoire (French public speaking contest). This year, 200 students participated in the provincial finals which was held at Kwantlen University College in Surrey, B.C.*



Each year, CPF-BC sponsors a French Youth Conference (Rencontre Française) for French immersion students in grades 7 and 8. This year, 116 students from across B.C. spent a weekend at Simon Fraser University taking part in the event.

## Trudeau's legacy evident in British Columbia



The late Right Honourable Pierre Elliot Trudeau (seen in the above photo with CPF-BC members in the early 90s) inspired an entire generation of parents and young people with his support for linguistic duality. The number of graduates from French immersion programs in B.C. now counts in the tens of thousands and currently over 250,000 students are enrolled in Core French programs in our province.

### CANADIAN PARENTS FOR FRENCH MISSION STATEMENT

Canadian Parents for French (CPF) is the national network of volunteers which values French as an integral part of Canada and which is dedicated to the promotion and creation of French second-language learning opportunities for young Canadians.

#### STATEMENT OF REVENUE AND EXPENDITURES for the Year ended March 31, 2000

##### REVENUE

Canadian Heritage	\$290,863
AGM Registration	5,245
Fundraising	2,096
Donations	700
Interest	532
Membership	<u>32,047</u>
<b>TOTAL REVENUE</b>	<b>\$331,483</b>

##### EXPENDITURES

Programs and Projects	<u>\$229,775</u>
Excess of Revenue over Expenditures	\$101,708

Excerpted from audited financial statements prepared by Helen Ross, CA.  
(Copies of the financial statements are available on request.)

#### BALANCE SHEET AS OF MARCH 31, 2000

##### ASSETS

Cash	\$213,252
Restricted Term Deposit	\$ 10,527
Accounts Receivable	\$ 12,536
Prepaid Expenses	<u>\$ 19,777</u>
<b>TOTAL</b>	<b>\$256,092</b>

##### LIABILITIES

Current Accounts	\$ 15,516
Prepaid Fees Payable	<u>\$ 9,000</u>
<b>TOTAL</b>	<b>\$24,516</b>

Excerpted from audited financial statements prepared by Helen Ross, CA.  
(Copies of the financial statements are available on request.)

# EXECUTIVE DIRECTOR'S REPORT

*Dear Friends:*

Since joining CPF-BC as Executive Director I have had an exciting and productive time. The Board of Directors gave me clear instructions for action in a number of areas. I am pleased to report on some of those areas.

## PROMOTION

We have worked hard to increase the profile of CPF-BC in the media over the past two months. The release of the *FSL Report*, our presentation to the CRTC, Barb Paullos' statement and articles on the contribution of Pierre Elliot Trudeau, our partnership with *L'Express du Pacifique*, our proposal for a Pierre Elliott Trudeau Scholarship for language education have all been covered on television, radio and in the print media.

## FUNDRAISING AND PARTNERSHIPS

We have launched a fundraising campaign to help meet our goal of self-sufficiency for CPF-BC programs and services to chapters and members. As long as our sole source of revenue is government and membership, our programs will remain vulnerable.

## CHAPTER OUTREACH

Our office will be responding quickly to the needs of chapters and members. I want to thank members in Parksville, West Vancouver and Sooke who have welcomed me to their meetings. We are also working closely with the chapter in the Yukon to build Canadian Parents for French there.

### SNAPSHOT OF ACTIVITIES

January	Chapters receive increase in membership monies
March	CPF-BC Bursary awarded
April	French for the Future Conference
May	Concours d'Art Oratoire
May	Rencontre Française
May	Encounters with Canada
May	Website launched
Summer	B.C. Family French Camp/other French camps
September	Launch of CPF's <i>State of FSL Report</i> Brief to CRTC for increased French programming
October	Partnership with <i>L'Express</i> Proposal for Pierre Elliott Trudeau Scholarship Partnership with BC Hydro
Ongoing	CPF-BC meets with senior provincial officials

## THANK YOU

I want to acknowledge the extraordinary contribution of CPF volunteers and staff, past and present, in nurturing this wonderful organization. We now have more resources and staff than ever before. However, the strength of CPF-BC continues to be its volunteers and members. I look forward to working with all CPF-BC members over the coming months and years in achieving our collective goals.

In particular, I want to express my appreciation and admiration for my co-workers at the Branch office, Loraine Cassidy and Evelyn Funk.

And, finally, I want to thank the organizers of the Maple Ridge AGM. The Maple Ridge chapter has taken up the challenge and put together a terrific program for our annual meeting. Thank you to the Maple Ridge organizing committee: Susan Lutke, Chapter President, April Shields, Peggy Shephard, Heather Rush, Maureena Boguski, Halia Hirniak and Donna Hamdon.

*Adrian Dix, Executive Director*

## BOARD OF DIRECTORS 1999-2000



*CPF-BC's Board of Directors for 1999-2000 have worked to promote French-second-language opportunities and programs at the provincial level. Seen left to right are: Barb Paullos, President; Heather Stefanek, Cultural Coordinator; Pam Lewis, Vice President and Membership Chair; Jeannette Shim, Education Liaison and Secretary-Treasurer; and Members-at-Large Margaret Yandel and Dianne Quinn.*