



**CANADIAN  
PARENTS  
FOR FRENCH**  
BRITISH COLUMBIA  
& YUKON

# **Annual Performance Report**

**April 1, 2017–  
March 31, 2018**



# CANADIAN PARENTS FOR FRENCH

## BRITISH COLUMBIA & YUKON



### About Us

**CPF 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, CPF has evolved into a proactive national network with 10 Branch offices and some 150 Chapters in communities nationwide.

Canadian Parents for French is a nationwide, research-informed, volunteer organization that represents 25,000 members across Canada and champions the opportunity to learn and use French for all those who call Canada home.

#### Canadian Parents for French British Columbia & Yukon

227C - 1555 West 7th Ave

Vancouver, BC V6J 1S1

**Tel:** 778-329-9115

**Tollfree:** 1-800-665-1222

**Fax:** 1-888-678-1780

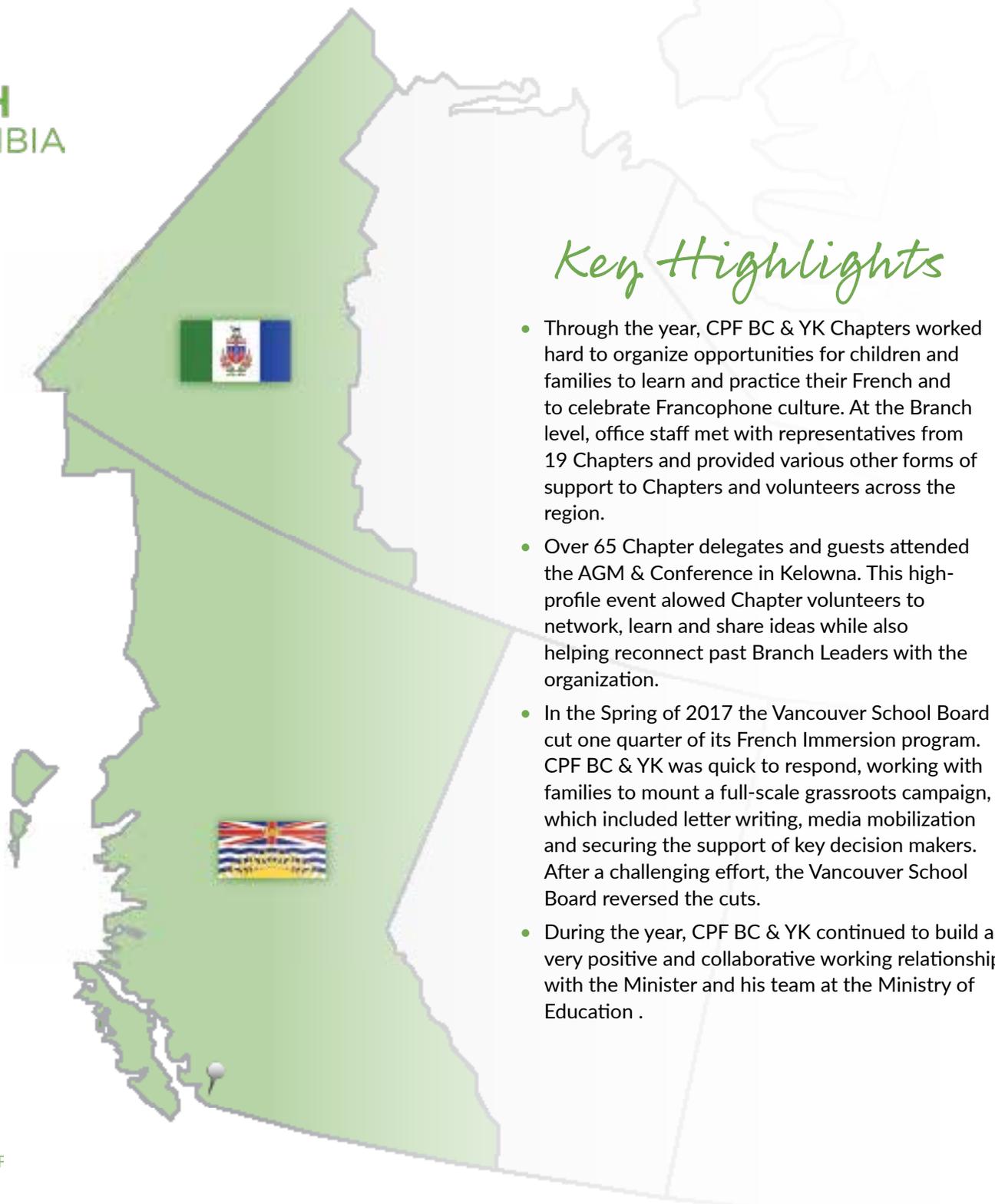
info@cpf.bc.ca

[bc-yk.cpf.ca](http://bc-yk.cpf.ca)

#### CONNECT WITH US!

 /CanadianParentsforFrenchBCYK

 @cpfbc  @cpfbcyk  @cpfbcca



### Key Highlights

- Through the year, CPF BC & YK Chapters worked hard to organize opportunities for children and families to learn and practice their French and to celebrate Francophone culture. At the Branch level, office staff met with representatives from 19 Chapters and provided various other forms of support to Chapters and volunteers across the region.
- Over 65 Chapter delegates and guests attended the AGM & Conference in Kelowna. This high-profile event allowed Chapter volunteers to network, learn and share ideas while also helping reconnect past Branch Leaders with the organization.
- In the Spring of 2017 the Vancouver School Board cut one quarter of its French Immersion program. CPF BC & YK was quick to respond, working with families to mount a full-scale grassroots campaign, which included letter writing, media mobilization and securing the support of key decision makers. After a challenging effort, the Vancouver School Board reversed the cuts.
- During the year, CPF BC & YK continued to build a very positive and collaborative working relationship with the Minister and his team at the Ministry of Education .



## President's Message

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

- Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu lorem ipsum.
- Feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
- facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait.



Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Avec toute ma gratitude et mes remerciements,

*Signature Placeholder*

**Diane Tijman**  
**President**

Canadian Parents for French BC & Yukon



## Executive Director's Message

This year will be remembered as a key “inflection point” in the history of French Second Language education in British Columbia and for our Branch. After years of strategic research and persistent advocacy we made incredible breakthroughs in some key areas. We have cemented some solid relationships with key leaders, including the Minister of Education and his team.



Announcements about augmented fundings and new opportunities were met with enthusiasm over the course of the year, and we were happy to see a lot of our key priorities addressed at the provincial and federal levels.

We also faced some struggles this year, including an announcement of significant cuts to the French immersion program by the Vancouver School Board. We were quick to mobilize and respond as a community, and our efforts were key in reversing the decision. Although this constitutes a significant achievement for CPF BC & YK and our allies, there is still work to be done to ensure access to French Second Language education in the region.

I also want to take this opportunity to thank all of the Chapters and volunteers who work so tirelessly in our region to organize fun and engaging opportunities for kids to learn and practice their French. You will read all about their amazing work in the pages that follow. Thanks as well to our staff and collaborators and to everyone else who contributes to the work of Canadian Parents for French in British Columbia and the Yukon..

Avec toute ma gratitude et mes remerciements,

*Signature Placeholder*

**Glyn Lewis**  
**Executive Director**

Canadian Parents for French BC & Yukon



CANADIAN  
PARENTS  
FOR FRENCH  
BRITISH COLUMBIA  
& YUKON

2017-2018

# *Events & Activities*

## Concours d'art oratoire

May 7, 2017

On May 7, 2017, CPF BC & YK Hosted the 37th Annual Provincial Concours d'art oratoire. After an estimated 10,000 French Immersion, Core French, and Francophone students participated across BC at the classroom, school, school district and provincial levels, 260 students gathered at SFU Surrey to take part in the provincial finals. Special partner guests included the French Consulate, BAFF, Conseil Jeunesse, and BCCLA. This year also marked the third year initiative focused on recruiting VIP judges so as to increase the profile, the community participation, and the quality of Concours.

This year's provincial finals were a success, with 76% of students surveyed indicating a greater appreciation for French language and culture and 88% of students indicating enthusiasm for the activity and a desire to see it repeated again. Concours also garnered 29 media mentions, raising awareness of CPF, its activities and the importance of FSL education beyond the participants and audience.

We congratulate all the young people who took part in this year's Concours d'art oratoire, bravo pour votre participation!



## Responding to Program Cuts in Vancouver

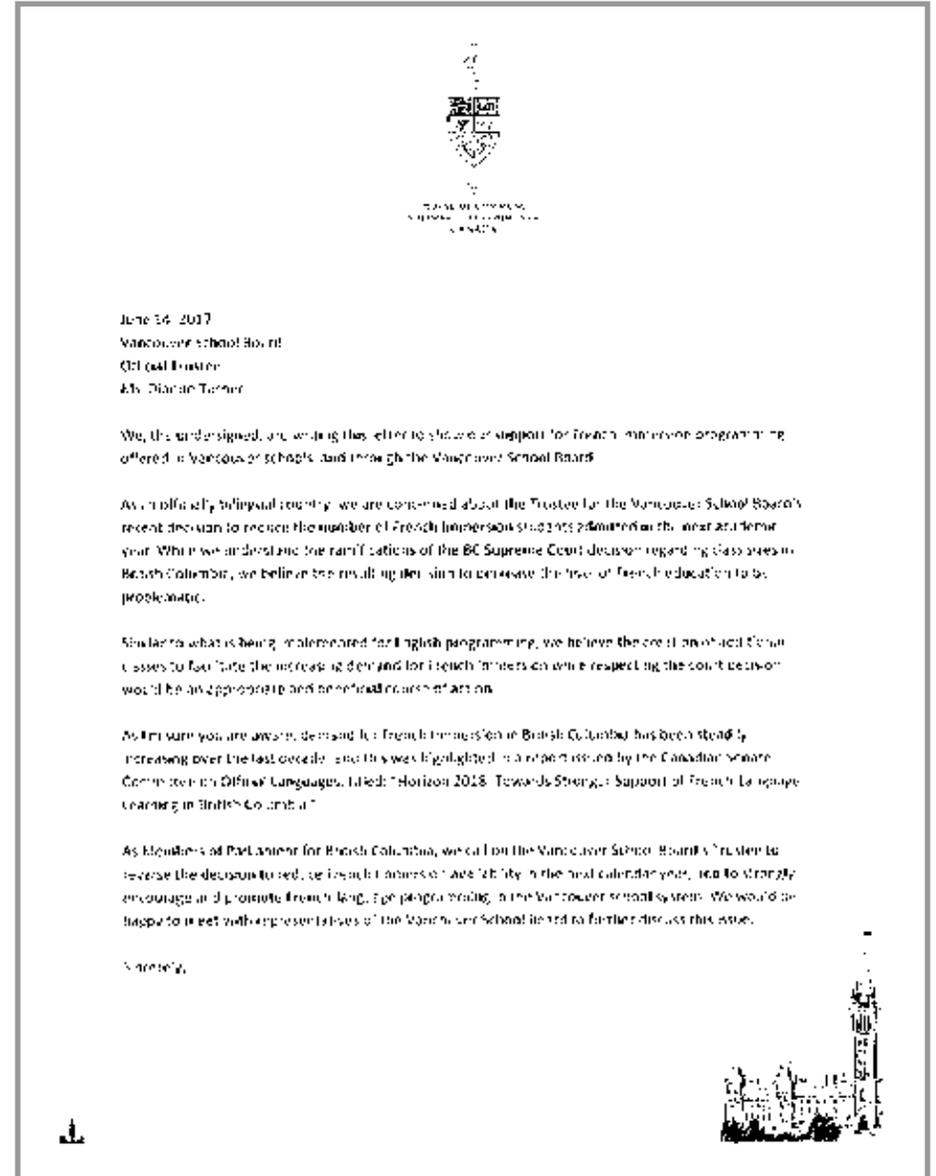
*Throughout the year*

French teacher shortage is the single greatest challenge CPF faces as an organization to fulfilling its mandate, i.e. to promote and support all young students to use and learn French. In the Spring of 2017, the Vancouver School Board (VSB) used the French teacher shortage to justify cutting one quarter of its phenomenally popular and over-subscribed French Immersion program. This was one of the greatest assaults on the accessibility of French programs in BC that had been seen in at least a decade, which could set a dangerous precedent across the region and across Canada. When it became clear that the VSB had no intention of reversing the cuts, CPF BC & YK mounted a full-scale grassroots campaign.

CPF BC & YK met with VSB Superintendent Scott Robinson, wrote five (5) open letters and two (2) media releases that generated strong regional media coverage (17 media mentions) and received strong support from key partners and allies. MP John Aldag spearheaded a letter writing campaign amongst BC Liberal MPs, and the FFCB put out a statement condemning the cuts.

Parents and families were integral to the campaign, and CPF BC & YK worked hard to engage and mobilize affected parents. The Branch hosted two (2) meetings and collaborated with three (3) local Francophone associations to assist the Branch in educating parents and influencing decision makers. During the by-election called by the Minister of Education in the Fall of 2017, parents worked to make the FI cuts a key election issue. Through their hard work, every candidate running for VSB Trustee proclaimed they would reverse the FI cuts.

CPF BC & YK also received extensive support from across Canada and from past CPF BC & YK Board Leaders. Ultimately, the Vancouver School Board reversed the cuts (100 of 135 spaces). As a result, 150 more students will be able to participate in French Immersion every year. However, the waiting lists that existed before the cuts remain, indicating a continued need for awareness-raising and advocacy at the local and provincial levels.





CANADIAN  
PARENTS  
FOR FRENCH  
BRITISH COLUMBIA  
& YUKON

2017-2018

# *Board of Directors and Committees*



# Board of Directors & Committees

## CPF BC & Yukon Board of Directors

### 2017-2018 BOARD OF DIRECTORS

- Diane Tijman (Richmond), President
- Greer Cummings (Qualicum), Vice-President
- Shawna Larade (Cranbrook), Secretary
- Marguerite Kuiack (Yukon), Yukon Director
- Darian Pang (Surrey), Youth Director
- Andrea Calder (Saanich), Treasurer
- Cendra Beaton (Sooke), Director

## Committees

### NOMINATIONS COMMITTEE

**Members:** Darian Pang, Cendra Beaton, and Diane Tijman

The committee reviewed nominations to the CPF BC-Yukon Board and on July 23, August 3 and 12, 2018, interviewed three members of Canadian Parents for French BC and Yukon for Board of Directors positions.

### FINANCE COMMITTEE

The CPF BC & YK Finance Committee met four times to review quarterly financial statements, review the audited financial statements, and prepare the report to our members for the Annual General Meeting. The Board and Finance Committee ensures that the Branch continues to operate in a fiscally sound and resilient way, while pursuing sustainable programming that is consistent with our funding sources and parameters, organizational mandate, and inclusive of complete, accurate and timely reporting.

## 2017-2018 BRANCH BOARD MEETINGS

**MAY 2016:** *Vancouver, BC*

---

**AUGUST 2016:** *Victoria, BC*

---

**OCTOBER 2016:** *Kelowna, BC*

---

**FEBRUARY 2017:** *Surrey, BC*

---

**MAY 2016:** *Vancouver, BC*

---

**AUGUST 2016:** *Victoria, BC*

---

**OCTOBER 2016:** *Kelowna, BC*

---

**FEBRUARY 2017:** *Surrey, BC*

---

# Board of Directors & Committees



## AGM & Conference in Kelowna

September 29 & 30, 2017

CPF BC & YK hosted its Annual General Meeting and Conference in Kelowna on September 29 & 30th. Over 65 Chapter delegates and guests attended this high-profile event. Held at the Grand Okanagan Resort and Conference Centre in downtown Kelowna, on beautiful Lake Okanagan, this was an opportunity to thank Chapter representatives for their on-going support and allowed volunteers from all four corners of our region to connect with one another. Delegates were able to meet and exchange ideas with fellow Chapters; get up-to-date information about Branch initiatives; and learn cutting-edge approaches to member recruitment, advocacy and fundraising.

On Friday night, conference attendees were treated to a special welcome dinner and tour at Mission Hill Winery in West Kelowna. Participants arrived to a spectacular sunset and reception under the iconic archway in the courtyard. Dinner was an exceptional feast, highlighting foods of the region and expertly paired with Mission Hill's finest wines. It was a lovely evening of memorable speeches, good conversation and a celebration that won't soon be forgotten.

In addition to presenting the annual report and tending to organizational business, the event offered an opportunity to welcome a number of Legacy Supporters and Distinguished Guests (i.e. MLA Norm Letnick); and offer leadership training sessions on subjects such as Volunteer Recruitment, Membership Development, Branding, and CPF's history.

This was one of the best AGM & Conferences hosted by the Branch in a very long time. The attendance was a record high, the guest speakers were interesting and engaging, and the location was perfect. Our Chapter Leaders left feeling more empowered and inspired, which was highlighted in the consistent feedback provided on the evaluation forms.





CANADIAN  
PARENTS  
FOR FRENCH  
BRITISH COLUMBIA  
& YUKON

2017-2018

# CPF Network Strategic Pillars



The work of CPF is structured around four pillars, which represent the stakeholders who are touched by and involved in our work.

AS AN ORGANIZATION, WE STRIVE TO:

- ➔ Create and promote opportunities for **YOUTH** to learn and use French as an official language
- ➔ Support a collaborative network of **PARENTS, MEMBERS AND VOLUNTEERS**
- ➔ Inform and influence **DECISION MAKERS** on the value of official language bilingualism
- ➔ Work together as an **ORGANIZATION** to continue building a dynamic, strong and effective pan-Canadian Network

# CPF Network Strategic Pillars

**YOUTH**  Creating and promoting opportunities for youth to learn and use French as an official language



## CONCOURS D'ART ORATOIRE

Once again this year, the Concours d'art oratoire provincial final brought together young people from across the country. Our 260 participants showed off their speaking skills in French while having fun and meeting peers from across the province.



## BC FAMILY FRENCH CAMP

The Branch provided support to the BC Family French Camp, which gives children the opportunity to use French outside the classroom and to have fun doing it. But French Camp is more than that – it provides a real experience for the entire family in safe and friendly surroundings.

## SHARING RESOURCES AND IDEAS

Throughout the year, the Branch shared resources and ideas with parents and families, to support French language learning at home. From places where adults can follow French classes to fun children's book ideas for summer reading, CPF used its website and social media platforms to support children and families who want to live, read, speak and play *en français*.



## CANADIAN MOVIE DAY

On April 19, CPF BC & YK partnered with REEL Canada to provide an exciting French-language cultural opportunity for Chapters. The Branch provided \$200 to Chapters that host a "150 Canadian Film" screening in their local school, or community.



# CPF Network Strategic Pillars

## PARENTS, MEMBERS & VOLUNTEERS → Supporting a collaborative Network

### CHAPTER SUPPORT ACTIVITIES

The Outreach position, in conjunction with the CPF team, spent a significant amount of energy on intensifying and diversifying Chapter resources and assets. This included designing custom Chapter branding materials, new membership drive materials and resources, a shared google drive for Chapter resource sharing, emphasis on the Facebook leadership group, and ordering banners for all of the Chapters who requested one. We also designed and offered Chapter training modules to help new Board Members feel supported and oriented, and made these available online for the Network to access as needed.

### TEACHER AWARD

The CPF BC & Yukon Teacher Award is valued at \$2,000. Up to two awards are granted each year. This year's selection was particularly challenging as many fine graduates had applied. The two winners for 2017 are:

- Andrea Brown, graduate of Simon Fraser University's PDP French module in Elementary French Immersion
- Katelyn Dyck, graduate of University of British Columbia's Secondary Core French Specialist Program

CPF BC & Yukon applauds their efforts and encourages more young people to consider going into teaching French as a career to facilitate the growth of FSL programs across BC & the Yukon.



### VOLUNTEER APPRECIATION

Each year the Branch provides \$100 per CPF Chapter for Volunteer Appreciation Awards. This year six (6) awards were given to chapters to celebrate the contributions of their volunteers. Two Bouquet de Merci awards were presented at our Annual General Meeting in Kelowna.

### VOLUNTEER TRAINING PROGRAMS

CPF BC & YK Hosted two (2) Volunteer Training Programs for CPF parent volunteers. The training program includes an online and offline component. The modules were hosted via Skype.

- July 11 and 13th – President and VP
- Sep 21 and 23rd – Socio Cultural Grants

24 Chapters participated in the training sessions, including: CPF Oceanside, Tri-Cities, Nelson, Cowichan, Fort St John, Quesnel, South Cariboo, Terrace, Surrey, Vernon, Saanich, Kamloops, Comox Valley, Chetwynd, Delta, Yukon, Prince Rupert, Ridge Meadows, Port Alberni, North Vancouver, Okanagan-Skaha, CPF Sooke, Kitimat Parents for French, and Cranbrook/Fernie.

## DECISION-MAKERS Informing and influencing decision-makers on the value of official language bilingualism

### Government relations

In addition to the response to the Vancouver School Board cuts profiled earlier in this report, CPF BC & YK engaged in various advocacy and awareness-raising activities with decision makers throughout the year.

On April 20th, 2016 the Senate Standing Committee on Official Languages undertook a study of the challenges associated with access to French-language schools and French Immersion programs in British Columbia. CPF BC & YK participated in multiple roundtable discussions and submitted a full brief to help inform and influence the final report. In May of 2017, the committee co-chairs launched their final recommendations at Jules Verne elementary school in Vancouver. CPF BC & YK participated in the report launch, and spoke to the report recommendations. The report calls for increased funding for FSL programs and increased support for teacher training and retention. In the process, CPF BC & YK developed important relationships with the two committee co-chairs, Senator Claudette Tardif and Senator Raymonde Gagné.

In May, 2017, President Diane Tijman and Executive Director Glyn Lewis attended the BC School Trustee Association (BCSTA) Conference in Richmond, where they met with dozens of school trustees and key decision makers for FSL issues. CPF BC & YK also supported the Conseil Scolaire Francophone with their Motion #25, which calls on the BC Government to address the critical shortage of FFL and FSL Teachers.

Also in May, CPF BC & Yukon President Diane Tijman was in attendance for the release of the Senate of Canada - Sénat du Canada on Official Languages' report, Horizon 2018: Toward Stronger Support of French-language Learning in British Columbia.



In November, CPF BC & YK was invited to speak on a “Reimagining The Official Languages Act” panel hosted by the Office of the Commissioner of Official Languages in Ottawa.

During the year, Branch President Diane Tijman and Executive Director Glyn Lewis met with MP John Aldag twice to discuss Vancouver's French immersion cuts, teacher recruitment, and the next Federal Action Plan. Other activities included a call with MLA Adrian Dix (June 14th, 2017), a meeting with Yvon Godin, Executive Director of Educacentre (October 10th, 2017) and attending a presentation by former Commissioner on Official Languages Graham Fraser at SFU Harbour Centre (November 14th, 2017).



In January 2018, the Provincial Government announced \$240,000 in supplemental funding to SFU and UBC for 37 additional spaces in French teacher education programs. Moreover, the BC Ministry of Education made \$90,000 available to increase support for French preservice and in-service educators at UBC and SFU. Lastly, in the same announcement, the BC Government made available five (5) provincial bursaries of \$3,000 for prospective teachers from France, and ten (10) bursaries of \$1,250 for French teachers to relocate to Canada. Education Minister Rob Fleming followed up with a trip to France, Belgium and the Netherlands where University-to-University teacher exchange agreements were signed and travel subsidies were announced. CPF BC & YK co-drafted a media release with the BC Ministry of Education which was distributed just before the Minister left for Europe. Throughout the process, Minister Fleming invited to meet with representatives of the Branch on two occasions and followed-up with a few direct phone calls. This highlights a very positive and collaborative working relationship with the Minister and his team at the MOE.





# CPF Network Strategic Pillars

## **ORGANIZATION** ➔ *Working together to continue building a dynamic, strong and effective pan-Canadian Network*

### **Review of the Operational Strategic Action Plan**

CPF BC & YK staff met to review and revise the Branch's Operational Strategic Action Plan. New projects and initiatives have been incorporated to focus on volunteer training, Chapter support and effective communication strategies and tools.

### **Building the Branch Team**

Rowan Burdge started as the Branch's new Outreach Officer in the Spring of 2017. She has excelled in every capacity. We have already begun transitioning Rowan into a managerial role. She is now supervising and leading three contractors and employees: Digital Media Coordinator (Jensen Edwards), Graphic Design (Lisa Birrell), and Volunteer Training Lead (Zoe Welch). We have a plan in place to add a three day per week PT "Outreach Coordinator" to assist Rowan with Membership & Chapter Support.

### **Annual Membership Drive**

Carried out in the Fall of 2017, the Branch's annual membership drive offered an opportunity to promote the work of CPF and recruit new members by sharing information and offering enticing prizes.

### **Collaborating with the CPF Network**

Throughout the year, the Branch Executive Director, President and staff members participated in meetings and activities to support the broader CPF Network and facilitate the sharing of tools and resources from ocean to ocean.

# Merci!

**We thank the Government of Canada through the Department of Canadian Heritage (Enhancement of Official Languages Program) for their continued financial support.**

**We also wish to recognize the support of the British Columbia Ministry of Education and the Young Canada Works program. Our organization is strengthened by the show of support we continue to receive from our partners.**

Funded by the Government of Canada  
Financé par le gouvernement du Canada

**Canada** 



Ministry of  
Education



CANADIAN  
PARENTS  
FOR FRENCH  
BRITISH COLUMBIA  
& YUKON

2017-2018

# *By the Numbers*



# By the Numbers: BRANCH STATISTICS

CPF NETWORK STRATEGIC PILLARS

## YOUTH

YOUNG PEOPLE REACHED



29 MEDIA MENTIONS OF CONOURS

216 CONOURS PARTICIPANTS

YOUTH EVENTS



## MEMBERS, PARENTS AND VOLUNTEERS



26 VISITS TO CHAPTERS



6 COMMUNIQUÉS TO VOLUNTEERS & EDUCATORS

14 VOLUNTEER APPRECIATION EVENTS



3530 INDIVIDUAL & FAMILY MEMBERS

INQUIRIES FROM PARENTS

740

## DECISION MAKERS



MEETINGS WITH DECISION MAKERS



RESEARCH INQUIRIES



MEDIA RELEASES



## ORGANIZATION



BOARD MEETINGS

MEETINGS HELD

65 ATTENDEES AT AGM



EXISTING PARTNERS

NEW PARTNERS



# By the Numbers: FINANCIALS



## Revenue

PCH Core Support	303,765
Provincial/Territorial Support	95,905
Membership Fees	45,278
Donations and Fundraising	6,655
Revenue from activities and programs	9,536
Other	3,723
<b>TOTAL</b>	<b>464,862</b>

## CPF Branch Statement of Operations

Revenue	464,862
Expenses	503,995
Excess or deficiency of revenue over expenses for the year	- 39,133

## Liabilities and Net Assets - Current

Accounts payable	43,830
Employee deductions payable	3,996
Deferred revenue	64,315
Tangible Capital Assets	5,610
Unrestricted funds	63,479
Restricted funds	123,680

**CANADIAN PARENTS FOR FRENCH**  
BRITISH COLUMBIA & YUKON

## FALL MEMBERSHIP DRIVE

Help preserve and support quality French Second Language learning in your community!  
[bc-yk.cpf.ca/membership-drive](http://bc-yk.cpf.ca/membership-drive) #joinCPFbcyk

**JOIN OR RENEW YOUR CPF MEMBERSHIP! TELL A FRIEND!**  
 And do it before **October 31st** because during our membership drive you can win wonderful prizes!  
 Also, during Sept & October, **90% of your membership fee goes right back to your local chapter!**  
 That means more resources and extra-curricular activities in French for students, teachers & parents!  
[bc-yk.cpf.ca/membership-drive](http://bc-yk.cpf.ca/membership-drive)

**MERCI!**  
 A HUGE THANK YOU TO OUR 2017 MEMBERSHIP DRIVE SPONSORS FOR THEIR GENEROUS DONATIONS!  
 Winners will be determined by draw in December 2017. To learn more about the prizes, visit [bc-yk.cpf.ca/prizes](http://bc-yk.cpf.ca/prizes)

**BRITISH COLUMBIA FAMILY FRENCH CAMP**  
 British Columbia Family French Camp  
 Week of camp for 1 child  
 Value: up to \$700  
[www.bcfrc.com](http://www.bcfrc.com)

**af**  
 Alliance Française Vancouver  
 Alliance Française de Vancouver  
 One Scholarship  
 Value: up to \$4000  
[www.alliancefrancaise.ca](http://www.alliancefrancaise.ca)

**IDELLO**  
 IDELLO  
 One of 10 Family Subscriptions  
 Value: \$50 each  
[www.idello.org](http://www.idello.org)

**vancover aquarium.**  
 AN OCEAN WISE INITIATIVE  
 Vancouver Aquarium  
 One of 2 Aquarium Passes  
 Value: \$39 each  
[www.vanaqua.org](http://www.vanaqua.org)

**VANCOUVER CHILDRENS FESTIVAL**  
 Vancouver International Children's Festival  
 A Family 4-Pack  
 Value: \$58  
[www.childrensfestival.ca](http://www.childrensfestival.ca)

**Kidsbooks**  
 Kidsbooks  
 One of 4 gift cards  
 Value: \$15 each  
[www.kidsbooks.ca](http://www.kidsbooks.ca)

**KENT STREET APPAREL**  
 Kent Street Apparel  
 Umbrella  
 Value: \$44  
[www.kentstreetapparel.co](http://www.kentstreetapparel.co)

**Craving for a Game**  
 One of 4 games  
 Value: \$25-30 each  
[www.cravingforagame.ca](http://www.cravingforagame.ca)

**simons**  
 Simons  
 One of 4 gift certificates  
 Value: \$25 each  
[www.simons.ca](http://www.simons.ca)

**STARBUCKS**  
 Starbucks  
 Prize package  
 Value: \$30  
[www.starbucks.ca](http://www.starbucks.ca)

**lululemon**  
 Lululemon  
 One of 4 tote bags  
 Value: \$10 each  
[www.lululemon.com](http://www.lululemon.com)

**CANADIAN PARENTS FOR FRENCH**  
 We also have a variety of cool items from CPF National to be won!  
[www.cpf.ca](http://www.cpf.ca)

One of 5 "Make Canada a 'Our' Bit Better" T-shirts  
 Value: \$20 each

One CPF 20 oz Glass Water Bottle  
 Value: \$17.50

A set of 30 Early Childhood FSL Activity Workbooks from CPF National  
 Value: \$60

Join/renew: [cpf.ca/en/member-registration-and-renewal/](http://cpf.ca/en/member-registration-and-renewal/) Facebook: [/CanadianParentsforFrenchBCYK](https://www.facebook.com/CanadianParentsforFrenchBCYK)

# By the Numbers: WEBSITE & SOCIAL MEDIA



[bc-yk.cpf.ca](http://bc-yk.cpf.ca)

In the Spring of 2016, CPF BC & YK hired a part time employee to assist operations with website management, graphic design, and digital engagement. This has increased the Branch's capacity to promote the benefits of bilingualism, to promote FSL programs, to promote extra-curricular opportunities and to support, engage and empower our key stakeholder groups.

The Branch's email database has grown from 12,463 to 14,453. It includes CPF Members, Educators, Decision Makers, Francophone Partners, and supporters at-large. It's a powerful tool that CPF BC & YK uses to communicate with -- and engage -- key audiences. During the year, 6 communiqués were sent to Chapter Volunteers and Educators, and two full database emails were sent to announce staff changes, thank volunteers, promote French camp opportunities, educational resources and extra-curricular activities, and share the Senate's Official Language Report,



## Website

**Visits:** 6819 (367% increase)  
**Number of chapters with websites:** 25

## Social Media

**TWITTER**  
**Followers:** 994 (13% increase)

**FACEBOOK**  
**Followers:** 3,099 (26% increase)  
**Post frequency:** 1.5 per day  
**Facebook Leadership Group Members:** 110



CANADIAN  
PARENTS  
FOR FRENCH  
BRITISH COLUMBIA  
& YUKON

2017-2018

# *Chapter Highlights*

**CPF BC & Yukon is proud to currently support 40 Chapters throughout BC and the Yukon!**



## CHAPTER SUPPORT

It was a busy year for Chapter outreach, including in person visits to 26 of our 40 Chapters, and meetings or specific support provided to 33 Chapters. We also had one new chapter startup in Prince George, and no chapter dissolutions this fiscal year (since Abbotsford in February, 2017).

Branch staff met in-person with representatives from 19 different CPF Chapters including: North Vancouver, Surrey, Langley, Yukon, Okanagan-Skaha, Kamloops, Vernon, Salmon Arm, Revelstoke, Cranbrook, Richmond, Saanich, Comox-Courtenay, Oceanside-Parksville, Victoria, Sooke, Tri-Cities, Burnaby and Nelson.

Outreach Officer Rowan Burdge spent four days in the Yukon, where she met with educators, school council members and CPF members. By learning more about issues in the region, including the future plans for French immersion, DELF and other student assessment tools, and changes to school calendars and how these may affect second language learning, Rowan and the Branch team will be better able to support members in the Yukon region.

Meetings and communications took place with parents in the following CPF Chapters to support them with their advocacy efforts for inclusive and quality FSL programs:

- \* Hazelton (district has threatened to end high school FI in Gr 9 or 10 due to low enrolment)
- \*Vernon (FI program capping)
- \*Sooke (Federal French Funding allocation is not entirely transparent, parents have raised concerns)
- \*Terrace (District has proposed to replace FI with the DELF)
- \*Kitimat (District has proposed to replace FI with the DELF)
- \*Bulkley Valley
- \*Surrey (program capping)
- \*Victoria (district has not assisted chapters to disseminate information to parents)
- \*Penticton (effort to extend French Immersion to Summerland community)
- & Vancouver (one quarter of French Immersion program cut)

- BOWEN ISLAND
- BULKLEY VALLEY
- BURNABY
- BURNS LAKE
- CHETWYND
- COMOX-COURTENAY
- COWICHAN VALLEY
- CRANBROOK
- DAWSON CREEK
- DELTA
- FORT ST. JOHN
- GOLDEN
- HAZELTON
- KAMLOOPS
- KITIMAT
- LANGLEY
- NANAIMO-LADYSMITH
- NELSON
- NEW WESTMINSTER
- NORTH VANCOUVER
- OKANAGAN SKAHA
- PARKSVILLE-OCEANSIDE
- PORT ALBERNI
- PRINCE GEORGE
- PRINCE RUPERT
- QUESNEL
- REVELSTOKE
- BOWEN ISLAND
- RIDGE MEADOWS
- SAANICH
- SHUSWAP
- SOOKE
- SOUTH CARIBOO
- SURREY
- TERRACE
- TRI-CITIES
- VERNON
- VICTORIA
- YUKON
- WILLIAMS LAKE



## Another busy year for Chapters of Canadian Parents for French in British Columbia!

### BOWEN ISLAND

Bowen Island is our newest Chapter and they are off to a phenomenal start. They are already planning a French Summer camp and after-school programming to kickstart more French activities for Bowen.

### BULKLEY VALLEY

Bulkley Valley organized a successful Carnival, which included icebreaker boat races, Bonhomme bean bag toss, ball hockey, snow art paintings, and the ever popular horse sleigh rides and cabane a sucre (tire, hot chocolate and French musician). Carnival posters and resources were provided to teachers in both English and French classrooms. They also hosted a Concours, and Fana Sora offered drumming workshops, in addition to their persistent advocacy work.

### BURNABY

The Burnaby Chapter hosted another wonderful film festival this past year, as well as a Skate with Bonhomme event that many families attended! The Burnaby chapter also has a French student initiative grant, French classes for parents, and hosted a “Fun in French” summer camp. They held a French Summer BBQ, gave graduate awards and hosted a Concours.



### BURNS LAKE

Burns Lake had an amazing carnival and pancake breakfast at William Konkin Elementary school, where CPF volunteers served over 300 pancakes to children and families! They held a Poinsettia Fundraiser, Vazzy Workshop and a French Immersion Info Night, which were all successful events.

### CHETWYND

Chetwynd had a tough year with the discontinuation of the French Immersion program. The Chapter continues to advocate for options to help students finish their degrees in French, particularly online and distance learning. They also hold ‘Storytime en français’ and movie nights.

### COMOX-COURTENAY

Comox-Courtenay wowed us last year by winning our membership drive contest, achieving an increase of 218% in their district! They also put on French Classes for parents, a Cabane à Sucre and started up a Facebook page this year.

### COWICHAN VALLEY

Cowichan Valley hosted a Carnival, a local Concours, and also offered elementary school cultural experiences. The Cowichan Valley Chapter attends FAC meetings, offered Citizenship Awards, as well as student bursaries.

### CRANBROOK

Cranbrook held activities such as inviting the Maple Man, bringing in Anne Glover and Buddy Day. They hosted a local Concours, held a Santa Claus Parade and Bingo Fundraisers, as well as a members drive, and open houses in all 3 Cranbrook schools.

### DAWSON CREEK

Dawson Creek hosted a fantastic family dinner and dance, met a fundraising goal with their ‘Tombola’ fundraiser, and brought in performer Will Stroet. They also hosted a local Concours, and sent 3 students to the provincial Concours. They held a graduation tea for French Immersion graduates. Dawson Creek also offers a bursary to French Immersion graduates.



# Chapter Highlights

## Another busy year for Chapters of Canadian Parents for French in British Columbia!

### DELTA

Delta held two Charlotte Diamond concerts this year. They organized a "French for Parents" course that attracted over a dozen parents, mostly parents of young FI students. They offered bursaries to graduating students, and celebrated their French Immersion graduates.

### FORT ST. JOHN

Fort St. John is a relatively new Chapter, and they are working to increase membership and volunteers, as well as deepening their relationship with their PAC. They had a successful presentation at the "Welcome to Kindergarten" night this year.

### GOLDEN

Golden ran their annual 'Éducation en français - French Summer Camps', and are working on getting new members and volunteers.

### HAZELTON

Hazelton's Winter Carnival was one of highlights of the school year: students, parents and some community members engaged in French songs, food, celebration of Bonhomme and outdoor winter activities. Hazelton also hosted a Concours, and continued to advocate in their district to keep FSL programs supported and strong. They also hosted a year end French party.

### KAMLOOPS

Kamloops held a Carnival which gave students and the whole community of Kamloops an opportunity to experience the French cultural celebration. With French music and song, maple taffy on snow, Bonhomme, beans and poutine, and tubing down the runs at Harper Mountain, people enjoyed some winter fun and were exposed to the essence of Carnaval. They also hosted a Concours, French conversation nights, a paint night AGM, and a French book fair.

### KITIMAT

Kitimat put on a Carnival with Terrace at Onion Lake this year, a fun-filled afternoon of cross country skiing, snowshoeing, snow fort building, tobogganing, crafts, French music, a canteen by École Jack Cook PAC, and best of all, *la tire d'érable* - maple taffy! They also put on a Kindergarten French Immersion Parent information night.

### LANGLEY

Langley held their annual two-day 'Vivre les Voyageurs Festival', complete with activities, workshops, French-themed food and entertainers at the Fort Langley historic Site. The Langley Chapter also partnered with Surrey for the French Film Festival.

### NANAIMO-LADYSMITH

Nanaimo-Ladysmith has a new executive team that are starting up this year, and hoping to get some new ideas going! Nanaimo Ladysmith sent some very successful students to Concours this year, and the Chapter also brought in the Maple Man.

### NELSON

Nelson held a Carnaval d'Hiver and also honoured their FI Graduates. They hosted a youth exchange with Baie Saint Paul. Eight Nelson youth visited Quebec during March break and their Quebec counterparts came to Nelson in July. The exchange was funded through Experiences Canada and initiated by Canadian Parents for French Nelson. They found the Forum Jeunesse in Baie Saint Paul as a partner organization.

### NEW WESTMINSTER

New Westminster brought in both the Maple Man and Jacky Essombe for students. They also put on a fantastic parents survival night, and helped support students go on an exchange program. They had a great membership drive, and offered free one-year memberships to all parents of students new to EFI in Kindergarten & Grade 1, and new to LFI Grade 6 who attended the AGM. The chapter helped facilitate a student trip to France.



## Another busy year for Chapters of Canadian Parents for French in British Columbia!

### **NORTH VANCOUVER**

North Vancouver was very busy with creating a beautiful newsletter, maintaining their active social media presence, hosting parent workshops, organizing activities such as French Film Festivals and Carnival, and working with the district to put on such events as a local Concours and a French-themed career fair.

### **OKANAGAN SKAHA**

Okanagan Skaha focused on socio cultural activities this year, including grad lunches and giving out scholarships. They had amazing success with their popular drama workshops. They also put some funds towards supporting French resources for teachers.

### **PARKSVILLE-OCEANSIDE**

Parksville-Oceanside had an incredible start last year with their amazing membership drive, coming in hot with 81 new members during the drive period! They continually worked hard to advocate for French, hosted a Concours, and put on socio cultural events. They also had a 'Pain au Chocolate' Valentine's day event at Ecole Oceanside, and brought a poutine truck to the high school.

### **PORT ALBERNI**

The Port Alberni Chapter made it to the Alberni Elementary school open house to hand out brochures. They also held two successful fundraisers in conjunction with their local PAC, as well as summer camps, which resulted in new memberships. They also hosted a pancake breakfast, and offered grade 12 graduation gifts for students in French.

### **PRINCE GEORGE**

Prince George started a Chapter this year, and are already off to a great start with an incredible social media presence, with 176 members to their Facebook page already. They also kicked off the year with their first membership drive, and connected with lots of parents and other stakeholders.





# Chapter Highlights

## Another busy year for Chapters of Canadian Parents for French in British Columbia!

### PRINCE RUPERT

Prince Rupert offered a scholarship, put on movie nights, and hosted French Classes for parents. They also hosted Frana Soro this year as a socio-cultural event, and had French Bingo.

### QUESNEL

Quesnel hosted their first annual French Film night, and French Around the World with socio cultural grants. They also had veggies in September, a silent auction at the Halloween dance, Christmas Purdy's and Booster Juice as fundraisers. They gave out a bursary, and celebrated French Immersion Celebration week with fun French festivities.

### REVELSTOKE

The Revelstoke Chapter supported the Revelstoke French Initiative at Begbie View Elementary School (BVE), which provided French Language instruction to Kindergarten and grade 1 students (4 classes in total) for 1/2 hour per week from October 2016 - May 2017. The school district is now helping fund this programming, thanks to the successful lobby work of the Chapter.

### BOWEN ISLAND

Richmond held a packed Winter Carnival last year with games, songs, food, a French book sale, and lots of other delights. They attended 3 Welcome to Kindergarten events and held a strong membership drive. They had a volunteer appreciation activity and hosted a local Concours.

### RIDGE MEADOWS

Ridge Meadows held a Summer Camp and a Crash Course for new parents in French. They also hosted a French film festival, did some popcorn fundraising, had booths at winter Craft Fairs. They offered scholarships, and excellence awards, Quebec Cultural Grants and supported a high school drama workshops. Ridge Meadows also sits on the district FAC.

### SAANICH

Saanich had a packed year as they hosted Concours, their incredible K12 gift Exchange, bulb fundraisers, and some amazing French cooking workshops. They put out a great newsletter, and maintained a strong social media presence to share resources and ideas. They also hosted a French debates, Improv workshops and had a French Cafe experience for middle school students.

### SHUSWAP

Shuswap held a French Cultural Movie Week, and also worked to bring in more education to the Shuswap community around FSL education, and what CPF is and does. The Shuswap Chapter also offers a graduate scholarship each year.

### SOOKE

Sooke brought in the Théâtre la Seizième and Malicounda last year. They also maintained a strong social media presence, put out a newsletter with lots of resources for local parents, and were often featured in media for their strong advocacy work. They also ran an incredible membership drive.

### SOUTH CARIBOO

South Cariboo held a Spring Carnival and hosted some Historical Storytelling. They did a Plant Ranch Spring Fundraiser, a successful fall membership drive, and celebrated French Immersion Celebration Week with a mini carnival and skiing at Mount Timothy. They put on French/English medieval entertainment and education for all elementary students. They held raffle basket and a 150 Skate with Bonhomme event.

### SURREY

Surrey was heavily engaged in advocacy work again this year. The Surrey School District continues to face crippling overcrowding in three neighbourhoods, which are directly threatening the French Immersion programs and may cause long-term ripple effects to other schools and families. There was more committee work done with the Second Language Working Group and Salish Transition committee. Surrey also put on a Carnival, offered mugs to teachers in FSL, gave out grade 12 awards and hosts a Concours and Film Festival.



## Another busy year for Chapters of Canadian Parents for French in British Columbia & the Yukon!

### TERRACE

Terrace hosted Sand Northrup Workshop & Performances, a one-woman circus show. They also built a beautiful new website, increased their social media presence and did a great job coming in third for the most new members during the membership drive. They partner with their local Francophone organization to put on a “Maison Hauntee.”

### TRI-CITIES

Tri-Cities hosted a free family concert of Jacky Essombe at Mary Hill Elementary. They also held a French book sale at the Festival du Bois, and hosted a free family movie night. They hosted a Free membership skate, and hold a Verbathon annually.

### VERNON

Vernon hosted a Winter Carnival, continued to offer their popular “Le Club Reading and Games” and put on another successful French Holiday Card Workshop. They maintained a strong social media presence, offered scholarships to students, and did lots of advocacy work as well. They also partnered with the Science Centre for a French summer camp.

### VICTORIA

Victoria hosted ‘Anne Glover Story String Productions’, in addition to French movie nights and their popular ‘Bonjour, Bonne Nuit’ programming. They hosted a local Concours and attended French for the Future events. Their Facebook page is getting LOTS of hits, and they are building momentum for the upcoming year!

### YUKON

The Yukon Chapter is working to advocate for French at Whitehorse Elementary, and adequate assessment of the early English program that they have implemented. In part thanks to their advocacy, the department of education has implemented assessment tools for both teachers and students. They also held a “Cafe Rencontre”.

### WILLIAMS LAKE

Williams Lake put on drama workshops with la Théâtre Seizième, and a Maple Fundraiser, a strong membership drive and a French Film festival. The city also declared a “French Day” on June 6th - the city raised the flag at City Hall where students (K-9) sang Oh Canada in French; Students received poutine and beaver tails along with Salut! Mes Amis t-shirts. The Chapter also gave our scholarships, and this year, helped fund a Barefoot Caravan workshop for FI students grades 4-6.





## CPF BRANCHES & OFFICES 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 BRITISH COLUMBIA & YUKON

227C - 1555 West 7th Ave  
Vancouver, BC V6J 1S1  
Tel: 778-329-9115  
Tollfree: 1-800-665-1222  
Fax: 1-888-678-1780  
Email: info@cpf.bc.ca  
bc-yk.cpf.ca

### FOLLOW US ON SOCIAL MEDIA!

/CanadianParentsforFrenchBCYK  
 @cpfbc @cpfbcyk @cpfbcca

## STAFF DIRECTORY

**Glyn Lewis**  
Executive Director  
glewis@cpf.bc.ca

**Rowan Burdge**  
Outreach Manager  
outreach@cpf.bc.ca

**Ben Wong**  
Office & Financial Administrator  
office@cpf.bc.ca

**Alicia Rooney**  
Office Support  
officesupport@cpf.bc.ca

**Jensen Edwards**  
Digital Media Coordinator  
digital@cpf.bc.ca

**Satwinder Gill**  
Outreach Coordinator  
projects@cpf.bc.ca

