



CANADIAN  
PARENTS  
FOR FRENCH  
BRITISH COLUMBIA  
& YUKON

# Annual Performance & Impact Report 2022-2023



FRENCH IMMERSION WEEK



CANADIAN  
PARENTS  
FOR FRENCH  
Parler français, c'est cool!



# 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 2022-2023, 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. The CPF Boards and staff leaders have continued their focus on learning and understanding the roots of the inequities and building an approach to transform how we work to fulfil our advocacy position of access for all. We are underway in an organizational transformative journey committed to the changes that are required to remain relevant and serve all those who call Canada home.

# PRESIDENT'S MESSAGE



## A Year of Resilience and Adaptation

Two major successes! After several years of advocating with the entire Canadian Parents for French network, we are delighted to announce that a new Action Plan for Official Languages 2023–2028: Protection-Promotion-Collaboration was launched in April 2023. Shortly thereafter, the Senate adopted Bill C-13. The bill is the first major reform to the Official Languages Act (OLA) in more than 30 years and has been highly anticipated by CPF members.

It has been said that major disruptors can cause havoc in society. We need only look at a pandemic to see that. This past year, however, as the world opened up once again to meeting face-to-face with friends and colleagues and travelling more freely, the BC & Yukon branch of Canadian

Parents for French looked carefully at how to strike a balance between remote and in-person meetings going forward. Another outcome of the great COVID disruptor was to examine ways our entire CPF network can remain future-ready. With our national office taking the lead, we have been participating throughout the year in discussions with colleagues from across Canada to look at new approaches to membership, fundraising, equity, and much more. Canada is changing due to better awareness of Indigenous rights and decolonization, and equity, diversity, and inclusion. Thanks to our national office for spearheading this important initiative. CPF's future looks bright indeed!

Late fall 2022 and early winter 2023, our branch and francophone partners wrote letters to the New Brunswick government to save French immersion, which was on the cutting block in that province. The program has been saved, for now, but this is a reminder to parents, teachers, and members that we should never take FSL programs for granted.

## Recognition

Our CPF BC & Yukon family extends from the southernmost tip of Vancouver Island and Lower Mainland all the way to Whitehorse with many stops in between. So many passionate volunteers give of their time and enthusiasm. Congratulations to Jason Howe who recently completed his first year as executive director. What energy and passion he brings! *Merci* to our amazing staff for their energy and commitment to CPF BC & Yukon. I would like to extend profound thanks to departing board members Patti Holm and Lucie Ferrari for their time and exceptional leadership, and I welcome Alex Hughes and Jacquie Kentel, who join Dylan Trerice and me on the board.

Finally, I would like to offer deepest gratitude to staffer Alicia Rooney who left CPF BC & Yukon after 10 years of excellent service – an indicator of how dedicated she was and still is, to CPF. Thank you, Alicia, *et bonne chance à l'avenir!*

**Nancy Taylor**  
**President | Présidente**  
**Canadian Parents for French BC & Yukon**

## Concours d'art oratoire Virtual & Live in 2022

Following two editions of *Concours virtuel* in 2020 and 2021 amid the COVID-19 pandemic, the format returned to a live event in 2022, albeit still conducted virtually. Held on May 7, 2022, Concours saw 82 students from across British Columbia compete, with four students given the opportunity to participate in the Virtual National finals. Among the 51 videos from students in seven provinces and territories that met the national competition criteria, Amira Ahmad of Victoria finished second in the Early French Immersion category, while Chloe Zhu of Vancouver placed third in the Francophone category.

Congratulations to all students who participated provincially and nationally. We thank all the local volunteers and teachers, as well as the BC Ministry of Education, Canadian Heritage, and SFU BAFF-OFFA for their financial support during the 2022 *Concours d'art oratoire*.



***"I would like to thank the incredible organization of a Herculean task. It was absolutely wild to imagine how all of the Zooms were put together."***

– Parent of *Concours d'art oratoire* participant

***"Thank you so much for the hard work you and your team have put into making this event run. It is very special for students to connect with one another and celebrate spoken word and multilingualism."***

– Parent of *Concours d'art oratoire* participant

***"L'expérience était très positive pour les participants. Ils vont être très contents de recevoir leurs certificats et leurs cadeaux."***

– School district representative following the 2022 *Concours d'art oratoire*

## Masterclass à distance

**B**etween February and March 2023, students aged 12-17 from BC, the Yukon, Alberta, and the Northwest Territories had the opportunity to register for a free and interactive four-session online course in French. A total of 155 students signed up for classes on topics including astronomy, arts, baking, leadership, and nature. Funded by the Government of Canada, we recruited French language instructors, demonstrating to students the vibrancy of French culture and career opportunities. Canadian Parents for French BC & Yukon partnered with CPF Alberta and the *Conseil jeunesse francophone de la Colombie-Britannique* to promote the courses, and we worked with organizations including the Canadian Olympic Committee, the Canadian Space Agency, the Canadian Wildlife Federation, *Le Centre d'arts visuels de l'Alberta*, and *Chef à l'école* to identify instructors and content.



## Dual Dogwood Grad Pins



**F**rench Immersion students in BC and the Yukon can earn both a British Columbia Certificate of Graduation (Dogwood Diploma) and a *Diplôme de fin d'études secondaires en Colombie-Britannique*. To celebrate students who graduate with both diplomas, Canadian Parents for

French BC & Yukon has created an increasingly prized commemorative pin. During 2021-2022, volunteer chapters requested more than 1,700 Dogwood pins to distribute during graduation ceremonies.



***"The Art History masterclass was amazing! My friend and I listened to the 4 sessions together. The instructor was fun, enthusiastic and we learned so much about each of the 4 topics. We loved it and we hope there will be more Masterclasses. Thanks so much!"*** – Grade 9 Vancouver Island student

***"It was really cool listening to the stories Olympians had to tell!"***  
– Grade 7 New Westminster student following the Masterclass leadership course

***"Excellent opportunity to have French in our house! Excellent explanation of weekly baking and it was so fun. The teacher was awesome and nice and entertaining and kept my daughter interested for the entire hour"*** – Parent of student who registered for the Masterclass baking series



***"I believe that it is such a powerful gift. Just a pin yes, but symbolic of something much greater."***

– Sean Powell, SD61 principal, regarding the Dual Dogwood grad pins

***"Merci!!! Appreciate this opportunity."***

– CPF Vernon chapter in requesting pins to distribute to French immersion graduates

## YOUTH BY THE NUMBERS



**56** Youth Events

**14,224** Youth Reached



**49** Socio-cultural Events

**13,771** Youth Reached

**1** Branch / Provincial Concours (Literacy Event)

**82** Students Reached



**64** CPF Student Incentives Bursaries or Scholarships Awarded

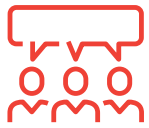


**6** CPF Youth Camps offered / supported

**371** Camp Attendees Reached

**\$11,495** Value of incentives, scholarships

## MEMBERS, VOLUNTEERS AND DONORS BY THE NUMBERS



Membership Engagement  
As of April 1st

2021

**11,708**

2022

**6,069**

2023

**3,194**



**20**

Volunteer Appreciation Events, Activities



**4** Parent / Family / Adult Activities, Resources

**4** Public Displays, Info Booths / Open Houses

**398** Parent / Adult Participants Reached

**117** Volunteers Recognized



**204** Active, "Registered" Volunteers

**2,351** Volunteer Hours



Donor Engagement  
On March 31st Each Year



**34** Active CPF Chapters or Teams

**31** Activities to Support or train CPF Volunteers

2021

**67**

2022

**0**

2023

**18**

# MEMBERS, VOLUNTEERS AND DONORS

## 2022 CPF BC & Yukon AGM & Conference

**T**hirty volunteers from throughout British Columbia and the Yukon left the October 14-15, 2022 AGM & Conference full of ideas and enthusiasm, as they inspired each other by sharing stories about what's happening in their communities in support of French second language learning. We were also grateful for the opportunity to host government and other partner representatives, including Cloverdale-Langley City MP John Aldag, during the social evening that launched our weekend sessions.



## Vancouver Island Teacher Retention Conference



**T**he branch hosted chapter representatives from six Vancouver Island communities on March 3-4, 2023 in Parksville, as part of the work on our teacher retention initiative, thanks to support from the Government of Canada and the Ministry of Education and Child Care of British Columbia. We were also grateful to welcome Parksville-Qualicum MLA Adam Walker during the social evening that launched the conference.

*"It was awesome to hear about everyone's successes, challenges, and initiatives. I was especially interested to learn how universal the challenge with teacher shortages are for everyone."*

– Jen L., AGM & Conference attendee

*"This event really helped energize me. I am hopeful that I can inspire a team of volunteers to help make our chapter stronger and more known in our community. Thank you for that opportunity!"*

– Angel D., Vancouver Island teacher retention conference

# MEMBERS, VOLUNTEERS AND DONORS

## Bouquet de merci

Each year, CPF BC & Yukon recognizes an outstanding volunteer. In 2022, we recognized two!



**Sandra Arthur** of Saanich is a life-long promoter and supporter of French language education. She has continuously come up with new ideas for French language activities or events for the students. She has advocated for all French immersion students, always striving to increase the number of classes conducted in French in Saanich schools.



**Jacquie Kentel** of Summerland has dedicated 12 years to her chapter, taken on dual roles at times, and increased the chapter's profile. Jacquie is a huge advocate for French immersion, a liaison between the branch, schools, teachers, parents, and school district administrators, influential and always looking to create more opportunities and increase relationships.

## Volunteer Appreciation Month



Each February, we celebrate Volunteer Appreciation Month by recognizing the dedication of chapter volunteers. CPF BC & Yukon Branch offered its chapters \$100 so they can thank volunteers for all their hard work.

## Charitable donations

Whether during our annual Giving Tuesday fundraising drive or at any other time of the year, the branch is immensely grateful to those who demonstrate their support for French language learning by making a charitable contribution to Canadian Parents for French. The branch raised \$1,885.50 from 18 donors during the 2022-2023 fiscal year. CPF BC & Yukon received the most donations from general members of any branch in the country during Giving Tuesday on November 29, 2022.



***"Thank you to CPF. This is a kind, and much appreciated 'Thank you' for us again this year."***

– Castlegar chapter following Volunteer Appreciation Month event

***"As a parent with kids in French immersion, I totally appreciate what you do."***

– Giving Tuesday donor

# MEMBERS, VOLUNTEERS AND DONORS

## Chapter Updates

### Bulkley Valley

CPF Bulkley Valley organized a full-fledged, 4-day *Carnaval d'hiver*, complete with *tire d'érable*, *ceinture fléchée* workshops, sleigh rides, and of course, *Bonhomme Carnaval!* They also brought in storyteller Anne Glover to do 8 hands-on workshops for their students.



### Burnaby

CPF Burnaby hosted a French skating event for their community with hot chocolate and snacks. French music is played during the skating, and everyone is encouraged to sing along and converse in French.

### Campbell River

Welcome to our newest chapter, which started near the end of the 2022-2023 fiscal year. Chapter representatives joined the branch's Vancouver Island teacher retention conference in March 2023 and quickly connected with several new teachers in their community to begin to work on this initiative.



### Castlegar

The chapter honours the memory of a cherished volunteer by offering the Julie Cole Memorial Scholarship each year to a graduating student.



### Cranbrook/Fernie

CPF Cranbrook/Fernie brought the ever-popular Maple Man to schools in their communities. Students learned about *cabane à sucre* culture, tasted *tire d'érable*, and enjoyed traditional French-Canadian music and dance.

### Dawson Creek

The chapter came in second in our French immersion week photo contest, when they organized a photo of students with a CPF banner to celebrate the occasion.

### Delta

CPF Delta continued to celebrate *Carnaval de Québec* with their hallmark *Trouve Bonhomme* scavenger hunt. *Bonhomme Carnaval* visits locations in their community, and everyone is invited to guess where he has visited, engaging with French language, their community, and French-Canadian culture.

### Fort St. John

CPF Fort St. John started up strong with a French movie night at their elementary school, giving students and their families a fun occasion to experience French outside of the classroom. The chapter was active during French Immersion Week, getting their city council to issue a proclamation and taking first place in our photo contest after they posed a large group of students with a CPF banner.



# MEMBERS, VOLUNTEERS AND DONORS

## Chapter Updates

### Golden

CPF Golden organized two projects to bring the French language to all members of their community. Their *Ice Skating with Bonhomme* event celebrates *Carnaval de Québec* with the ever-popular *Bonhomme Carnaval* in attendance, along with hot chocolate and French music. Through another project, the French Club Cinema Series, CPF Golden partners with their local movie theatre to present French-language films for everyone in their community.

### Kamloops

The chapter always makes sure to show support for local *Concours d'art oratoire* participants, and they celebrate Kamloops French immersion graduates. This was their first year of recognizing Grade 12 graduates receiving their Dual Dogwoods. Kamloops had 87 recipients.

### Kitimat

CPF Kitimat hosted a district *Concours d'art oratoire* for students in grades 4-12. Students had the opportunity to showcase their French speaking skills, win prizes, and potentially qualify for the provincial finals! The chapter came in third in our French Immersion Week photo contest.

### Langley

The chapter partnered with the Langley School District (SD #35) to provide a 'congratulations' goody to French Immersion students who took the DELF exam. Upon exiting the exam, a table was set up with French pastries and a message of congratulations from CPF Langley.



### Nanaimo-Ladysmith

CPF Nanaimo-Ladysmith had another busy year, tied with Saanich for organizing the most socio-cultural event of all our Chapters! The Malicounda drumming group brought Francophone culture to students through African drumming workshops. Students used their French to engage with the land through guided tours of the Horne Lake Caves. The chapter celebrated all their French graduates with a congratulatory letter, pizza and ice cream. Chapter volunteers made Halloween French by handing out a french game along with candy to trick-or-treaters. They held a skating event in celebration of French Immersion week with French music and activities. Finally, the artist André Theriault visited schools to host workshops on traditional French-Canadian music.



### New Westminster

CPF New Westminster was thrilled to welcome back the famous Maple Man to their schools. He presented *cabane à sucre* culture, complete with traditional French-Canadian music and delicious *tire d'érable!*

### North Vancouver

CPF North Vancouver celebrated the French achievements of students in their community in multiple ways. They contributed to graduation events for all the French high schools in their district, and hosted a French crepe breakfast for the largest high school, *École Argyle*. They also hosted a district *Concours d'art oratoire*, where students had the opportunity to show off their French speaking skills. Students were excited to be back doing *Concours* in person after COVID, and it was a prestigious event for their engaged students.

# MEMBERS, VOLUNTEERS AND DONORS

## Chapter Updates

### Okanagan Skaha

CPF Okanagan-Skaha engaged French immersion students with a variety of events and celebrations. They organized 12 virtual drama workshops by a professional theatre actor from *Théâtre la Seizième*, which gave students an opportunity to engage with a French speaking actor and learn through movement. They also threw a party that brought together and celebrated all French immersion graduates from both high schools in their district.



### Prince Rupert

CPF Prince Rupert brought a professional theatre actor from *Théâtre la Seizième* into their community to bring experiential French learning to their students via theatre games and exercises. Through the workshops, students were so engaged and occupied in theatre games and role playing, they were not even aware that they were functioning well in French. In the games, the students were encouraged not just to hear and speak French, but also to move their bodies freely along with French songs.

### Quesnel

CPF Quesnel celebrated French cultures around the world for an entire week! Activities included sharing of countries and food, Bingo games/ prizes, live performance by Will's Jams, virtual performance by *V'ni Dansi*, and National Film Board (ONF) Francophonie films. The project helped to build students' awareness that French is a global language, and that there are many countries around the world where French is spoken.



### Parksville-Oceanside

The chapter was the host site for a conference of Vancouver Island chapters in March 2023, and volunteers worked on member recruitment as they look to add to their leadership group. The chapter also attended school district French Advisory Committee meetings and gave out two bursaries to graduating students.

### Port Alberni

The chapter has been active in fundraising, with a bottle drive, a Valentine's Day fundraiser, and a samosa sale among their activities in early 2023.



### Richmond

CPF Richmond partnered with a local theatre to host a French movie night for their community. Many families came out to enjoy an evening where they could practice their French listening and comprehension skills.

# MEMBERS, VOLUNTEERS AND DONORS

## Chapter Updates

### Saanich

CPF Saanich had another busy year, tied with Nanaimo-Ladysmith for organizing the most socio-cultural events of all our Chapters! Their K-12 gift exchange has become a generational tradition for students as they both begin and complete their experience in French immersion school. Departing grade 12 students pass on wisdom and advice to kindergarten students, and the kindergartens present a congratulatory gift to the grade 12s. The chapter also hosted a district *Concours d'art oratoire* for students to showcase their French speaking skills, and win prizes and the opportunity to advance to the provincial competition. CPF Saanich also organized 3 different enriching French workshop opportunities for their students: Karate workshops facilitated by The Karate Brothers, circus workshops with *Les Transporteurs de Rêves*, and *Metis* song and dance with the duo *V'ni Dans!*

### Shuswap

The chapter was among the delegates in Richmond in October 2022 for the branch's AGM & Conference, helping to create an inspiring and energized environment for volunteers. The chapter invited 'The Brain Guy' Terry Small to present at the Salmar Grand Theatre.

### Sooke

The Chapter continues to create certificates for French immersion graduates along with a special CPF Dual Dogwood graduation pin. The chapter ensures CPF is represented in the school district's French Advisory Committee and has the organization's teacher retention initiative on its radar.

### South Cariboo

CPF South Cariboo was able to bring back their French week winter *Carnaval* celebration this year! The activities this year included French film at the local theatre, bowling, French food snow hockey, French Bingo, and crafts. An element of French language, culture or both is at the forefront of all activities they plan. *Bonhomme carnaval* even competed in a ski race!



### Surrey

CPF Surrey brought the French immersion student community together with a skating event, complete with French music, and of course, *Bonhomme Carnaval!*

### Terrace

CPF Terrace brought in the artist Will Stroet with his band *Will's Jams*. Will hosted songwriting workshops through which students enjoyed learning more about French language and culture. His band then put on a performance where the students could enjoy French music with their friends.

### Tri-Cities

The annual Festival du bois is one of the best known francophone festivals in BC, and the local Tri-Cities chapter once again represented the organization at this event in March 2023 by staffing an info table, where French children's books were available for sale as a fundraising initiative.



### Vancouver

CPF Vancouver helped schools in their community bring French events to their students, including concerts by *Will's Jams*, and theatre performances by *Théâtre la Seizième* and Axis Theatre Company. The chapter also hosted a district *Concours d'art oratoire* competition to showcase the French speaking skills of their students, and give them the opportunity to win prizes and advance to provincials. They also offered enrichment from students learning from home with two virtual baking lessons with *Chef à l'École*. Chef Susanne included a lot of French vocabulary as she was baking and played French music.

# MEMBERS, VOLUNTEERS AND DONORS

## Chapter Updates

### Vernon

CPF Vernon worked hard to bring a variety of enriching activities to their community. Through their French Film Fest they extended French learning beyond the classroom with a fun field trip where students can engage with French movies at a local theatre. Over the summer, the chapter helped promote and enhance a French summer reading program at their public library, which encouraged children to read French every day. Another project, *Petites connections Françaises* allowed students to gather to enjoy French activities and treats once a week during their lunch hour. *Bonhomme Carnaval* also visited students in schools.

### Victoria

CPF Victoria brought several enriching French opportunities to students in their district. They brought the ever-popular Maple Man to elementary schools, his workshops involved sharing descriptions of life on a maple syrup farm in Quebec, traditional singing, dancing and hands-on demonstrations, including making *tire d'érable* for the kids to enjoy. They also hosted two French movies for children at their university theatre. Finally, the chapter celebrated outstanding French immersion students with 4 \$250 awards for graduating students. To qualify, students must submit an essay in French about the ways in which learning in French has benefitted them, and serves as a motivation for students to stay involved in French.



### West Vancouver

CPF West Vancouver is a new chapter that hit the ground running! They hosted many creative events, starting off with hosting a Christmas caroling sing along in French. This was an opportunity to engage kids in French experiences in the community, teaching them that their language acquisition is used outside of the school environment in fun settings. Additionally, parents mentioned that kids felt motivated that they were the leaders in teaching their parents the pronunciation of the lyrics. Next, the chapter celebrated the French tradition of *Galette des rois*, through which families and students learned and participated in activities related to the festival, practiced speaking and reading in French, and learned new vocabulary with activities. CPF West Vancouver also partnered with Sentinel High School to represent French Canadian cultures at the annual multicultural day. Students at Sentinel were able to experience cultural activities as well as food from Quebec.



### Williams Lake

The chapter was among the first to get involved in the branch's teacher retention initiative by hosting a newly arrived teacher out for dinner and discussing options for further events.


### Yukon

Volunteers helped ensure the organization's ongoing good standing during the transition to the Yukon's new Societies Act and managed relations with the Yukon's Department of Education as well as represented CPF during government meetings. The chapter has a series of primary activities as part of a funding agreement with the Department of Education.

# CPF ADVOCACY IN ACTION

## BC School Board Elections 2022

Close to 700 people put their names forward as school board trustee candidates across BC during general local elections on October 15, 2022. CPF BC & Yukon emailed these candidates to ask about French Immersion. In particular, we quizzed candidates about demand for French immersion enrolment, teacher recruitment & retention, the creation of Parent Advisory Committees, and access to online French immersion programs. 198 responses were categorized by school district, shared on our website and sent to subscribers by email just prior to the elections to help inform them as they cast their ballots. We also followed up with elected trustees to congratulate them and highlight CPF's role in FSL learning.



***"This is not something that is a focus of my campaign, so thank you for bringing it to my attention! I will definitely spend more time learning about French Immersion in our district and how I can make it more accessible."***

– Sooke School Trustee Ebony Logins in responding to CPF BC & Yukon's election survey

***"Thank you, it is such a honour to receive this award."***

– Heidi Fenton, 2022 Teacher Award recipient

***"Thank you for this wonderful initiative. It's supporting us connecting with new French teachers and helping integrate them in the community and they felt more supported knowing that our chapter and CPF organization is also a member of their support system."***

– Caroline Tremblay, teacher retention Community Host with CPF Golden

## Retention and Recognition Activities

### L'Accueil chaleureux

The retention of French teachers is a significant challenge for the BC education system. Teachers leave their positions for a variety of reasons, adding to the challenge of maintaining and growing French education programs in our public school districts. CPF BC & Yukon is mobilizing its network of volunteers to help keep these teachers in our communities. This ambitious new project, with the participation of the Government of Canada and the Ministry of Education and Childcare of British Columbia, is focused on improving retention of new French teachers in their first 1 – 3 years of teaching. By working with our dedicated CPF volunteers, we can help new French teachers feel better connected socially and culturally in their new home communities. The two-year project continues until the end of the 2023-2024 school year.

### Teacher Award

With a journey that began in grade 6 late French immersion and continued through to her current role at the head of the class, Kelowna French immersion teacher Heidi Fenton is the recipient of Canadian Parents for French (CPF) BC & Yukon's 2022 Teacher Award.

Since 1992, CPF BC & Yukon has been proud to offer a financial award of \$2,000 to one or two university students completing their post-secondary education studies and planning to teach French (immersion, intensive, core, or francophone) in BC or Yukon.



## CPF ADVOCACY IN ACTION BY THE NUMBERS



**10** CPF Advocacy Events or Activities



**1** Teacher Award

**17** Education Stakeholder Events, Meetings

**14** Meetings or Activities with Stakeholders

**8** Stakeholders Reached



**7** Media Releases

**29** Media Interviews



**37** Partner Meetings with

**19** Existing Partners and

**25** Media Mentions

**5** New Partners

**6** Joint initiatives currently underway

## CPF NETWORK: BUILDING LEADERSHIP EXPERTISE BY THE NUMBERS



**8** Branch Board Meetings and Special Meetings



**32** Network, National Events or Meetings

**6** Attendees participating on behalf of Branch (staff and volunteers)

**2** Branch Committee Meetings

**2** Network, National Education or Training Sessions

**4** Attendees participating on behalf of Branch (staff and volunteers)

**41** Attendees at Branch AGM

# CPF NETWORK: BUILDING LEADERSHIP EXPERTISE

## CPF BC & Yukon Board of Directors

On Saturday, October 15, 2022 at the Annual General Meeting in Richmond BC, Canadian Parents for French BC & Yukon elected its Board of Directors for the 2022-2023 fiscal year.

- Nancy Taylor – President
  - Lucie Ferrari – Vice President
  - Jacquie Kentel – Treasurer
  - Dylan Trerice – Secretary
  - Alex Hughes – Director
- .....



**Our sincere thanks to Patti Holm, whose term on the board concluded at the AGM.**

**CPF BC & Yukon Board of Directors 2022-2023**

 <b>Nancy Taylor</b>	 <b>Lucie Ferrari</b>	 <b>Jacquie Kentel</b>
 <b>Dylan Trerice</b>	 <b>Alex Hughes</b>	

# CPF NETWORK: BUILDING LEADERSHIP EXPERTISE

## CPF Volunteer of the Year

CPF BC & Yukon President Nancy Taylor was honoured in Edmonton in July 2022 with the CPF National Volunteer Award for her commitment and leadership. She was recognized for her leadership throughout the years helping French flourish. She has led the branch with passion, a persevering spirit of collaboration and willingness to step in and offer her support.

## Raison d'être Campaign

CPF BC & Yukon board member Dylan Trerice was among the faces in the national My Raison d'être campaign, which aims to encourage people to consider a career in teaching. In addition to his role on the board, Dylan is a French immersion teacher on Vancouver Island.



## National Nominations Committee

Along with being part of the BC & Yukon branch, board member Alex Hughes gifted hours of her time to the CPF network as part of the National Nominations Committee. The committee managed the process leading to the approval of the new CPF National Board of Directors in July 2023.

## Branch Board & Staff Strategic Planning



Following the branch's Annual General Meeting in October 2022, the board and staff held a weekend strategic planning session November 25-27, 2022 in Kelowna. This was an opportunity to reflect back on previous successes and challenges and look ahead to plans for the coming year. We also heard from CPF Network CEO Nicole Thibault as well as a presentation on fundraising from Kathy Butler from Global Philanthropic Inc.



BY THE NUMBERS

# WEB & SOCIAL MEDIA

Website (using Google Analytics)	Apr 1, 2021 - Mar 31, 2022	Apr 1, 2022 - Mar 31, 2023
Number of users	7,318	14,404
Number of new users	6,659	13,359
Number of sessions	10,713	21,680
Number of page views	58,268	92,565
Average session duration (in minutes)	2.36 mins	1.58 mins
Twitter		
Number of followers	1,331	1,331
Number of profile visits	9,221	5,120
Number of mentions	165	110
Number of tweets	104	172
Number of impressions (likes and re-tweets)	35,334	42,473
Facebook		
Number of page likes	4,303	4,440
Total Reach	205,923	219,702
Engagement (likes, comments, shares)	2,248	2,367
Page followers	4,660	4,794



BY THE NUMBERS

# 2022-2023 FINANCIALS

## Revenue

PCH Core Program Support	374,512
Projects or Other Support	163,158
Membership Fees	28,861
Donations	1,440
Other Revenue (product sales, advertising, rent, contracts)	58,517
<b>Total</b>	<b>626,488</b>

## Expenses

Salaries	328,351
Honoraria	16,993
Travel & Accommodation	39,004
Publicity	32,907
Operational Costs	47,531
Other	133,000
<b>Total</b>	<b>597,786</b>

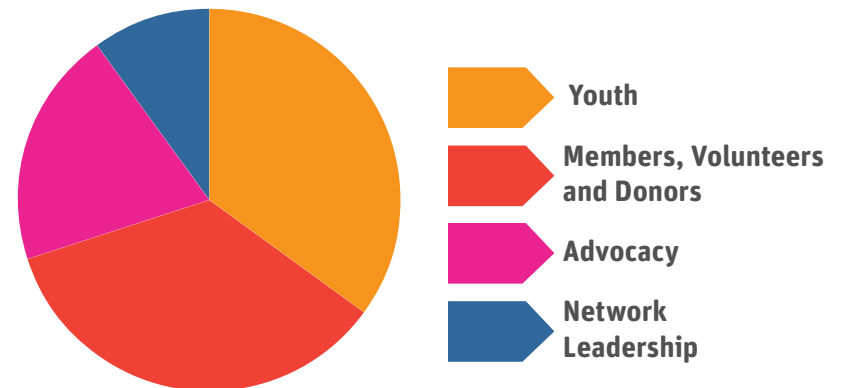
## CPF Branch Statement of Operations

Revenue	626,488
Expenses	597,786
Excess or deficiency of revenue over expenses for the year	<b>28,702</b>

## Expenses broken down into the pillars

% Youth	35%
% Members, Volunteers and Donors	35%
% Advocacy	20%
% Network Leadership	10%
<b>Total</b>	<b>100%</b>

## Spending By Pillar



## CPF Funding Diversification Efforts

# Thank you - Merci

**CPF BC & Yukon Branch acknowledges the important financial support of the Government of Canada.**

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Canada 

**CPF BC & Yukon acknowledges receipt of a \$1,000 grant, provided as part of the More French, S.V.P! Mary Joyce Booth Fund.**

*S.V.P.  
More French!*

**CPF BC & Yukon acknowledges the participation of the Ministry of Education and Child Care of British Columbia.**



Ministry of  
Education and  
Child Care

**CPF BC & Yukon acknowledges funding received from CPF National.**



## FUNDERS, SPONSORS, ADVERTISERS

- *Alliance Française Vancouver*
- *Association des Collèges et Universités Francophones du Canada (ACUFC) - FSL Bursaries*
- Canadian Parents for French National
- Canadian Parents for French Alberta
- *Conseil jeunesse francophone de la Colombie-Britannique*
- *Groupe Média TFO - Idélio*
- Kidsbooks
- SFU Office of Francophone and Francophile Affairs
- Vancouver International Children's Festival
- Via Rail Canada

**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 2022, there were 11 donors from BC and the Yukon, raising \$515.50 as part of this campaign. The number of donors has increased by 57% over the previous year.



*S.V.P.  
More French!*

## CPF Mary Joyce Booth Grant Awarded in 2022-2023

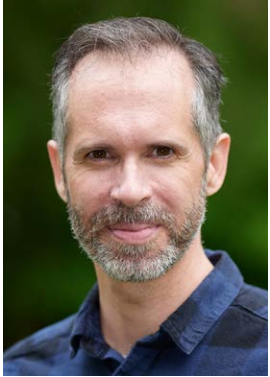
**F**rench Immersion students in BC and the Yukon can earn both a British Columbia Certificate of Graduation (Dogwood Diploma) and a *Diplôme de fin d'études secondaires en Colombie-Britannique*.

To celebrate students who graduate with both diplomas, the BC & Yukon branch created special commemorative pins that are distributed to students who have completed their high school French immersion studies.

**A CPF Mary Joyce Booth grant helped the branch top up its supply so we could distribute more than 1,300 pins total.**



# HIGHLIGHTS FROM THE YEAR



**Jason Howe**  
CPF BC & Yukon  
Executive Director

## YOUTH

**W**e have discovered in recent years just how much we can do online together, but also just how valuable and enjoyable it is to do it together in person. That's the tricky balance we now consider as we plan activities for youth. In 2022-2023, the branch conducted its *Concours d'art oratoire* in a live format but still online for one more year, while we also rolled out a new online program for students, *Masterclass à distance*. Chapters thankfully found a number of opportunities to organize in-person activities for students. We'll continue to support in-person activities while also taking advantage of the ability that video platforms provide to allow easier participation from all parts of BC and the Yukon.

## MEMBERS, VOLUNTEERS AND DONORS

**O**ur branch is fortunate to have among the highest number of members, the most volunteer chapters, and the most donors during Giving Tuesday. But that doesn't mean we can't do more for you. Across the country, the organization has been discussing how we can better welcome new members and support current ones, provide our volunteers with resources and encouragement to make a difference in their communities, and grow our charitable fundraising abilities. Some of those changes are expected to be introduced in the coming months, with the aim being to further strengthen the organization.

## ADVOCACY

**A**n attempt by the provincial government in New Brunswick to get rid of French immersion was a reminder of the importance of our role as an advocate for French second language families. It's also a reminder of the value of our network of members and volunteers. The branch worked with chapters in a few communities in 2022-2023 where school districts conducted reviews of French immersion, and we are thankful that advocates could lend their voice on behalf of CPF during these consultations. In addition, we continue to address the French language teacher shortage by working with chapter volunteers to welcome new teachers to their communities through our teacher retention initiative. This project wraps up in June 2024.

## LEADERSHIP EXPERTISE

**T**urnover is a natural part of organizations, and ours welcomed some new people in 2022-2023 as well as offered thanks to those who moved on to other opportunities. We elected two new board members – Alex Hughes and Jacquie Kentel – during our 2022 AGM, and we bid farewell to another that same day – Patti Holm, whose board term ended. Then on the very last day of the fiscal year, we said goodbye to another board member – Lucie Ferrari – who stepped down from the board to balance family and work commitments. On the staffing side, I took over the Executive Director role in July 2022 while Vidhi Dawane started work as our Communications and Events Coordinator in March 2023. We also welcomed two new chapters in 2022-2023: West Vancouver and Campbell River, thanks to volunteers who came together to support French language learning in those communities.

# 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**  
BRITISH COLUMBIA  
& YUKON

## Meet our current BC and Yukon Branch staff:

<b>Executive Director</b> .....	Jason Howe
<b>Advocacy and Outreach Manager</b> .....	Kar Yan Ng
<b>Projects Manager</b> .....	Robin Holm
<b>Communications and Events Coordinator</b> .....	Vidhi Dawane
<b>Concours Event Coordinator</b> .....	Lucie Honey-Ray
<b>Teacher Retention Project Coordinator</b> .....	Chúk Odenigbo



## Canadian Parents for French British Columbia & Yukon

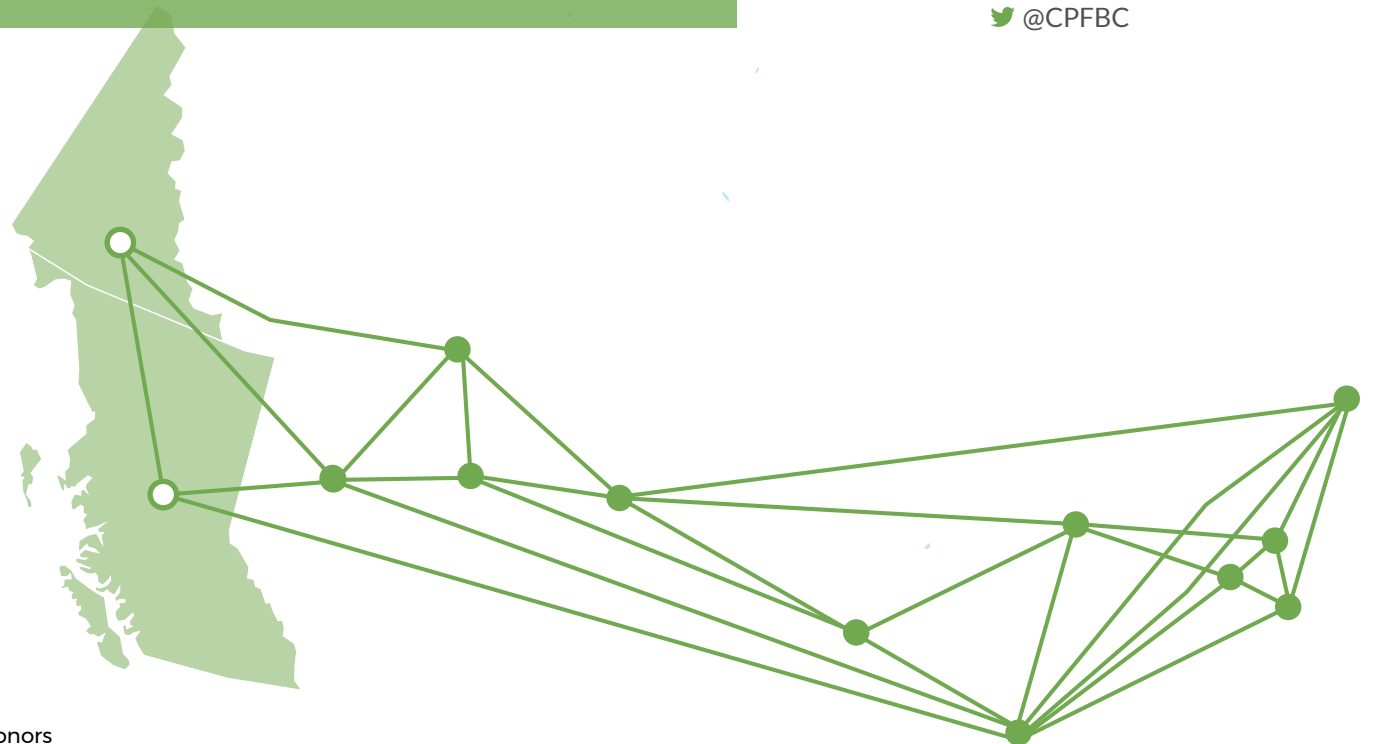
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 [@CPFBC](https://twitter.com/CPFBC)



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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](http://cpf.ca).