



CANADIAN
PARENTS
FOR FRENCH
BRITISH COLUMBIA
& YUKON

Annual Performance & Impact Report 2021-2022



About Us

Canadian Parents for French is a nationwide, research-informed, volunteer organization that represents 35,000 members across Canada and champions the opportunity to learn and use French for all those who call Canada home.

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

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

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

PRESIDENT'S MESSAGE



When we tackle the day to day jobs that keep us busy, it's easy to lose sight of how very much has been achieved over a year. We think we are simply motoring along, creating an opportunity here, putting out a fire there. But to have the luxury to stop, take a breath and look back, to take stock of our successes and challenges... That just confirms how committed our parents, teachers, volunteers, and staff are in providing opportunities to learn French no matter where you live.

The biggest news of this past year is that Glyn Lewis, our long-serving executive director, left the organization to pursue a new opportunity in the private sector. Over his 11 years as executive director, and another two as Chapter Support Officer, he secured the branch's place as a leader in our CPF network. Taking up the torch is our new executive director, Jason Howe. We are delighted to welcome him to the branch!

Spring 2022 saw us gradually moving back to in-person meetings. While this was surely a huge relief for many, we can't help but acknowledge some activities have been positively affected by not meeting in person:

- North Vancouver School District's *L'École Virtuelle* is now offering six French immersion courses and three Core French courses to students in grade 10, 11 and 12. This is a game changer for youth who live in rural or remote communities. They may finally be able to graduate with a double dogwood!
- Offering chapters online training through Zoom means more volunteers can participate. Not everyone has the means or time to attend in-person conferences.

The Department of Canadian Heritage is in the process of consulting with stakeholders from across the country to update its Official Languages Action Plan. The current Plan will end in March 2023. We have been pleased to share our priorities for the next five-year plan:

- Address the French teacher shortage, and specifically focus on teacher retention;
- Address waitlists for French immersion programs;
- As part of the federal government's proposed Early Learning and Childcare Plan, promote French learning from birth to Kindergarten.

There are exciting opportunities to come! On behalf of our Board of Directors, I extend a heartfelt thank you to the Department of Canadian Heritage, the BC Ministry of Education and Child Care, and the network office of Canadian Parents for French for their generous support. Thank you to our dedicated parents and volunteers – you are our advocates on the ground and our *raison d'être!* And thank you to our dedicated staff and community partners who offer so many excellent learning opportunities to the next generation of French learners!

Nancy Taylor
President
CPF BC & Yukon

YOUTH

Concours d'art oratoire

In the spring of 2021, *Concours virtuel* returned for a second year.

This hugely successful online public speaking competition was piloted in spring 2020, to offer an alternative to *Concours d'art oratoire* during the COVID-19 pandemic.

This year we invited students from across Canada to submit videos in French on anything from their favourite hobbies to their takes on current events – we wanted to learn all about what students are passionate about!

364 students from across Canada participated in the second edition of *Concours virtuel*.

Concours helps students refine their French abilities and public speaking skills, and gives them experience planning, researching, and writing a presentation on a topic of their choice.

Congratulations to all participants!



"Thank you for hosting this event! I had a great time, and I can't wait to do it next year!" – Concours virtuel participant

"It was a fun experience. Not only was it a great opportunity for me to enhance my French skills, I was also able to learn more about video-making. While scripting my video, I learned a few words and rules of grammar. And this was also helpful in my speaking abilities as I got to practise my fluency in French. Participating in this contest increased my appreciation for Francophone cultures because I was able to watch the videos other participants made and got to recognize how talented these people who have come together in this tough time are."

– Concours virtuel participant



YOUTH

Dual Dogwood Grad Pins

French 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 2,000 special commemorative pins that were distributed to schools to be given to 2020-21 grads.



"Whoever came up with the Grad Double Dogwood pin idea, you are a rock star! Thank you! I have heard so much positive feedback."

– Cheryl

Jacky Essombe Workshops

In June 2021, to celebrate the end of the school year with members and French learners, CPF BC & Yukon hosted a week of live, interactive virtual workshops with singer/dancer/storyteller and educator Jacky Essombe.

Classes and families learning at home were invited to attend a workshop to learn more about African culture, dance, and music *en Français* with Jacky Essombe!

As a grand finale, at the end of the week Jacky and three other entertainers performed live and everyone was invited to attend and join in using what they learned in their workshop.

Throughout the week, **1,915** students from **75** classrooms and **20** families joined Jacky and her friends to sing, dance, and learn along with them.



YOUTH BY THE NUMBERS



1 Branch / Provincial
Concours
(Literacy Event)

364 Students
Reached



25 Chapter
Socio-cultural
Events



2 Branch-led
Events

3,347 Students
Reached

9,182 Youth
Reached



5 Weeks of CPF
Youth Camps
Offered/Supported

315 Camp
Attendees
Reached



78 Student Incentives,
Bursaries or
Scholarships Awarded

\$26,510 Value of Incentives,
Scholarships

MEMBERS, VOLUNTEERS AND DONORS BY THE NUMBERS



**Membership
Engagement**
As of April 1st

2020

5,648

2021

11,708

2022

6,069



3 Parent/Family/
Adult Events,
Activities



22 Volunteer
Appreciation
Events, Activities

127 Volunteers
Recognized



**Volunteer
Engagement**

207 Volunteers

1,020 Volunteers
Hours



36 Active
CPF Chapters
or Teams

53 Meetings/Activities
to Support or Train
CPF Volunteers



**Donor
Engagement**
As of April 1st

2020

4

2021

67

2022

0

MEMBERS, VOLUNTEERS AND DONORS

2021 AGM & Conference

CPF BC & Yukon held its annual AGM & Conference virtually on October 1 & 2, 2021, bringing together representatives from chapters from throughout the province to celebrate award winners, learn from education advocates, approve the Branch's finances and welcome a new Board of Directors.

2022 Winter Conference

On February 25th-26th, 2022, we held another of our informative virtual conferences. Featuring chapter updates, discussions about federal funding, chapter best practices, and socio-cultural activities brainstorming, the event also included games, a French class, and access to Canadian comedy-drama film *1991*.



Spring 2021 Virtual Forum

Held June 18-19, 2021, chapter members heard staff updates and a keynote address from psychologist Jason Cressey, PhD, on Resilience and Thriving in the Face of a Pandemic. Day 2 featured discussions about effective organizational communication and leadership, a fundraising how-to seminar, advocacy tips and included breakout rooms where participants could share their stories with one another.

Donors

GivingTuesday is a global generosity movement, taking place each year after Black Friday to help launch the giving season. The BC & Yukon branch joined the network on November 30, 2021 to encourage donations to the Mary Joyce Booth, More French SVP fund to support youth FSL opportunities. Using social media, we encouraged our supports to help give the gift of language learning.



"You always put on great virtual conferences. I love that it's laid back and so informative. I love being able to see and hear from other chapters about their successes and challenges. I always leave these virtual conferences feeling a sense of renewal and excitement!"

"It is always a pleasure to hear from the branch and meet parent volunteers from other chapters."

"Thank you CPF for allowing chapters to recognize and thank the volunteers who support CPF and French in our communities."

**GIVING
TUESDAY**

Nov
30

MEMBERS, VOLUNTEERS AND DONORS



Volunteer Appreciation Month

Each February, we celebrate Volunteer Appreciation Month and French Immersion Celebration Week. This past year, in recognition of the extra work that Chapters have undertaken because of COVID-19, CPF BC & Yukon Branch offered its Chapters up to \$250 to say an extra big thank you to all the volunteers for all their hard work during uncertain and ever-changing times.



Bouquet de Merci

Each year, CPF BC & Yukon recognizes an outstanding volunteer. In 2021, we recognized two!



Devon McHugh CPF Vancouver

Devon has been working hard with her team in the CPF Vancouver Chapter to support students and families through the pandemic. Devon has helped lead a small and young Vancouver Chapter through a challenging year, in addition to running the Chapter's communications, organizing funding opportunities and activities for youth, and doing outreach to parents to help them best support their learners.



Katherine Ralph CPF Delta

Katherine has been building partnerships with her Chapter in her community for over a decade. She is organized activities, information sharing with parents, including the Chapter's marquee event: its annual Charlotte Diamond show – a memorable contribution to young and graduated learners alike.



MEMBERS, VOLUNTEERS AND DONORS

Chapter Highlights • 2021-2022

CPF Burnaby

Supporting a large number of families in Burnaby, this Chapter was able to adapt to virtual programming well during the pandemic. They continued with their popular French for Parents classes throughout the year and ran virtual Bedtime Stories in French. They did manage to get together for a volunteer appreciation event at a local cafe and planning is underway to bring back the Fun with French Summer Camp.

CPF Castlegar

This Chapter is doing an excellent job of their social media, sharing posts, seeking out excellent resources for their members and spreading the word about partner events. In order to get visitors to their page, the Chapter ran a second edition of the *Bonhomme* scavenger hunt. They also created craft bags which were handed out at the local library, highlighting a francophone author and inspiring children to read in French. CPF Castlegar will be donating \$600 in new books to both the community library and Elementary School library with proceeds from their annual Seed Fundraiser.



CPF Cranbrook

Despite the restrictions, CPF Cranbrook was able to maintain their membership levels. They spent the year focused on raising awareness within the school community for Socio-cultural grants and developing fundraising ideas. They have some great event ideas in the works for next year.



CPF Delta

CPF Delta was busy this past year with virtual initiatives such as an online scavenger hunt for *Bonhomme de neige* who travelled to various well-known locations across Delta. They took advantage of a quieter year to focus on recruiting, advocacy and fundraising, organizing a fundraiser with West Coast Seeds. Each year Delta awards scholarships to two deserving students graduating from the French immersion program.

CPF Golden

A dedicated group, the Golden Chapter organized another fun ice-skating with *Bonhomme* event at their local arena, as well as a French film night in honour of *Quebecois* director Jean-Marc Vallée this past year. CPF Golden is so dedicated that they ran their AGM in the dark, by the light of their headlamps, as the town was hit with an extended power outage.

CPF Kamloops

This Chapter had a great turnout for *Concours d'art oratoire*, finding that schools that were familiar with the event were eager to have it again. And because the Provincial *Concours* was held via Zoom, they had the highest number of District winners attend - 8! CPF Kamloops successfully connected with next year's kindergarten parents in person at both local French immersion schools and are planning recognition for their graduates. They were one of the sponsors at the francophone school's 20th Anniversary celebration and have connected with the new SD 73 language coordinator about forming a French Advisory Committee.

MEMBERS, VOLUNTEERS AND DONORS

Chapter Highlights • 2021-2022

CPF Kitimat

During French Immersion Celebration Week, CPF Kitimat planned an event to hang their banner on the highway overpass. A few families got together and enjoyed hot chocolate as they celebrated the day. The chapter is also using their Facebook page to share francophone events and to recognize French immersion graduates.



CPF North Vancouver

It was another successful year for CPF North Vancouver, despite the pandemic. The Chapter offered Virtual workshops for French immersion parents and teens, and hosted a successful *Concours d'art oratoire*. The Board even managed to get together in-person for a volunteer appreciation event and to celebrate French Immersion Week at the Lonsdale Shipyards.

CPF Nanaimo-Ladysmith

This chapter brought enriching French experiences to 1169 students this school year. They hosted three events and more than doubled their membership! The Chapter partnered with SD 68 to help fund a socio-cultural activity, offering Malicounda drumming sessions for French Immersion students from K-8. In addition, the Chapter recognized 155 FI, Francophone and Core French grads with letters of congrats which contained a chocolate treat and hosted a grad party at NDSS, where they handed out Dual Dogwood pins. They also hosted a CPF table at Beacon House's open house, providing free popcorn, swag, brochures and a donation jar.



CPF Okanagan-Skaha

At the start of last year, *Bonhomme de neige* made the newspaper in Penticton as he delivered gifts for winners of CPF Okanagan-Skaha's Carnaval virtuel. The Chapter is busy planning *Théâtre la Seizième* workshops as well as recognition for the graduating class.

CPF Parksville-Oceanside

CPF Parksville-Oceanside focused their efforts this year on fundraising, pulling off two successful initiatives, including selling labels and gift certificates. The focus has also been on growing memberships and this newer team is looking forward to bringing socio-cultural events to the local schools in the fall.

CPF New Westminster

This year, CPF New Westminster organized three virtual presentations from author David Bouchard, reaching 600 students in grades 5 through 12. Students in attendance learned about Metis culture and the importance of reading and storytelling.



CPF Port-Alberni

In order to raise funds, the CPF Port-Alberni Chapter does a bottle drive each year and anyone who wants to support the group can drop bottles off directly to the depot all year round. The last drive raised over \$1000! This chapter shares events and resources for parents and students alike on their active Facebook page. Annually, they recognize students in the graduating class and award two graduates of the French immersion program with \$500 scholarships.

MEMBERS, VOLUNTEERS AND DONORS

Chapter Highlights • 2021-2022

CPF Prince Rupert

CPF Prince Rupert organized a major event for their community's French immersion elementary school. Musician and dancer Angela Roy and her performing company visited *Ecole Roosevelt*, starting with an introductory assembly concert. She then ran workshops all week for French students. At the end of the week, another assembly concert was held, but this time, the performers were the students! They presented what they had practiced with Angela. They danced, drummed, and sang. Overall, the students participated in this event enthusiastically.



CPF Saanich

The Saanich Chapter had a busy school year. They brought a *Cirque*-inspired performer and training session - *Les Transporteurs de rêves* - to their local schools; they hosted their annual K12 Celebration Event; organized zumba and karate lessons; and gave their grads a gift along with their Double Dogwood pins.

CPF Shuswap

The CPF Shuswap Chapter planned a Ski and Snowshoe day at Larch Hills to celebrate French Immersion Week. It was a beautiful sunny day and the snow was just right. The event proved to be a good way to connect with existing members and meet some new ones.



CPF Quesnel

CPF Quesnel organized a fun-filled French Immersion Celebration Week for 185 students in grades K-12. Activities during the week included researching French cultures around the world, exploring and sharing their findings and inspired snacks with other classes. Other activities included Bingo games, virtual dramatic arts workshops, virtual music by Will's Jams and National Film Board (ONF) Francophonie films.

CPF Sooke

This Chapter was able to organize a magician who performed for each of the elementary schools. The Chapter is busy creating certificates for all of their graduates and will include them, along with a special CPF Dual Dogwood graduation pin.

CPF Richmond

The CPF Richmond Board members got back together in person for the first time and shared a meal together to celebrate volunteer appreciation and French immersion week. The Chapter was successful at growing their membership by organizing a French Family Movie Night. The film, *Les Bad Guys*, was attended by 80 guests, including one of our CPF National Board members.



CPF South Cariboo

The annual Carnaval and French immersion week event organized by CPF South Cariboo went ahead this year, offering hot chocolate at the local outdoor rink and sledding hill. In addition, the chapter focused on fundraising by partnering with local community donors and organizing a Gift Basket Raffle, as well as chocolate sales.

MEMBERS, VOLUNTEERS AND DONORS

Chapter Highlights • 2021-2022

CPF Surrey

Surrey is looking forward to a year without Covid restrictions when they can plan some community events, including an ice skating day and maybe the return of the film festival in a modified form. They are actively recruiting and looking for more volunteers to help us host these events in the new school year.



CPF Vernon

We have seen a couple of media mentions from CPF Vernon during the year, as the Chapter focused on maintaining awareness of the French immersion program and fundraising. *Bonhomme de neige* himself delivered appreciation gifts to deserving volunteers - masked of course! Their district-level *Concours* is an on-going success, recognizing 1000 students and rewarding them for their hard-work.

CPF Tricities

In keeping with tradition, when Festival du bois was announced, CPF Tricities jumped at the chance to have a table. With the support of current and past volunteer Board members, the Chapter offered French children's books for sale as a way to fundraise for future programming. As usual, the table was a big hit with families attending this popular Maillardville event.



CPF Victoria

This chapter is actively recruiting members and new volunteers to ensure that the community continues to benefit from the excellent Socio-cultural programming they offer, such as French film nights, *Concours* and scholarships offered to graduating students. CPF Victoria has seen a number of changes in their district, including the loss of a late French Immersion program. They are planning ahead to next year and we can't wait to hear what fun events they have in store.

CPF Vancouver

This chapter is in the swing of things, starting the school year off by offering virtual Parent Information sessions to new French immersion parents on topics like. They were able to put together various virtual workshops and worked with the District to organize *Concours d'art oratoire*. Not only have they grown to be a big support for immersion families, but the chapter is also finding ways to support home learners.



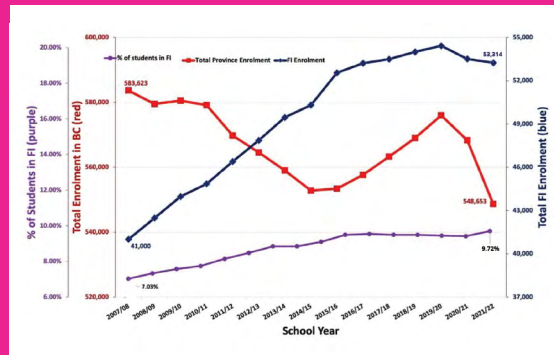
CPF Yukon

The CPF Yukon Chapter has had a busy year promoting the benefits of French immersion and focusing their energy on spreading the word about teaching opportunities in the North. Starting in 1981, the program marked a significant milestone during this school year. This chapter has plenty of plans in the works, including advocacy initiatives and family-friendly activities.

CPF ADVOCACY IN ACTION

State of French Immersion

Public schools in British Columbia and the Yukon saw a higher proportion of their students enrolled in French immersion programs than ever before, according to the latest numbers compiled by Canadian Parents for French.



In BC, 9.72% of public school students participated in French immersion in the 2021-22 school year. In the Yukon, the number is 15.41%. In both cases, that's the highest percentage ever recorded by CPF BC & Yukon branch. More than 53,000 students in BC and close to 900 in the Yukon were in French immersion during the last school year.

While the percentage of students in French immersion is at its highest level ever, actual enrolment numbers in BC dropped slightly this past school year. There were 189 fewer students in French immersion than the year before in the province, a decrease of 0.35% students.

That continues the trend seen during the 2020-21 school year, when the pandemic created accessibility and participation issues that contributed to the first decrease in French immersion enrolment numbers in 20 years. However, total student enrolment in BC public schools this past year dipped more substantially than French immersion enrolment, resulting in an increase in the percentage of French immersion students.

Teacher Awards

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.

Congratulations to these two individuals!



Emma Louise Pearce



Alexis Ewacha

CPF ADVOCACY IN ACTION

While the pandemic continued to have an impact on many facets of French Second Language program delivery in the 2021/2022 fiscal year, the BC and Yukon Branch focused its advocacy activities on three key issues: Teacher Retention, Online Learning and French Advisory Committees.

Teacher Retention

The retention of French teachers is a significant challenge for the BC education system. Teachers leave their positions for a variety of reasons: some young teachers who come to BC from French-speaking regions, like Quebec, feel isolated and alone and head back after a few years to reunite with their families and their culture; some teachers feel overwhelmed with pressure to teach French as an additional language and choose to switch into the English program where there are better resources and less parental demands. In both cases, the feeling of being isolated, alone, and far removed compounds the challenges the new teachers experience. To address this challenge, the Branch is focused on helping new French teachers, in their first three years of teaching, feel better connected socially and culturally especially in rural and remote communities where there are unique social challenges.



Online Learning

Early and late French immersion programs are offered in 47 school districts in BC. For students living in urban centres, course choices are available to allow them to graduate with both a British Columbia Certificate of Graduation (Dogwood Diploma) and a *Diplôme de fin d'études secondaires en Colombie-Britannique*. Students in rural and remote areas, however, are more likely to miss that opportunity due to a lack of enough students to warrant offering classes *en français* in high school. The burgeoning online class offerings will be a game-changer for students wishing to graduate with a Dual Dogwood. To ensure French learners won't be left behind, the Branch met with the Ministry of Education to highlight the inadequate offering of FSL online courses and called on the provincial government to ensure French second language courses are readily available and supported through the Provincial Online Schools.

French Advisory Committees

To track how school districts spend funds that support French Second Language learning, the Branch ran a French Advisory Committee campaign. Staff and board met with the BC Teachers' Federation and Ministry of Education to advocate for the establishment of FACs in every district offering FSL programs. A joint letter from the BCTF and CPF BC & Yukon, signed by 14 Chapters, was sent to the Ministry of Education.

CPF ADVOCACY IN ACTION BY THE NUMBERS



4 Advocacy Events or Activities

6 Meetings or Activities with Stakeholders

5 Stakeholders Reached



4 Education Stakeholder Events, Meetings



4 Partner Meetings with

3 Existing Partners and

1 New Partner

2 Joint Initiatives Currently Underway



2 Teacher Awards



3 Media Releases

3 Media Interviews

10 Media Mentions

CPF NETWORK: BUILDING LEADERSHIP EXPERTISE BY THE NUMBERS



9 Branch Board Meetings and Special Meetings

7 Branch Committee Meetings

29 Attendees at Branch AGM

Attendance at

7 Network, National Events or Meetings (Annual Leader Networking Event, CoED, CoP, National committee meetings)



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

Attendance at

4 Network, National Education or Training Sessions

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

CPF NETWORK: BUILDING LEADERSHIP EXPERTISE

CPF BC & Yukon Board of Directors

On Saturday, October 2, 2021, at the Annual General Meeting, Canadian Parents for French – BC & Yukon Branch elected the new Board of Directors for the 2021-22 fiscal year.

Nancy Taylor to serve as President

Lucie Ferrari to serve as Vice President

Dylan Trerice to serve as Treasurer

Patti Holm to serve as Director

Sincere thanks to **John Aldag** and **Rachel Dalton** for the time they served on the board.



Nancy Taylor



Lucie Ferrari



Dylan Trerice



Patti Holm

Workshops

Our Network Office orchestrated three workshops that are highly relevant today.

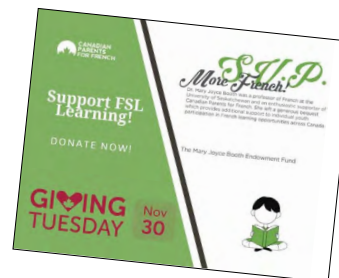
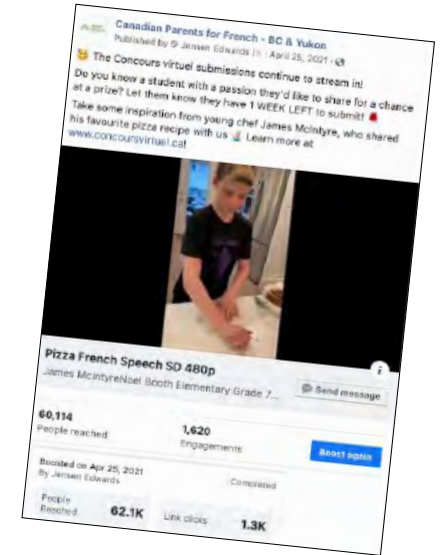
- **Culture, Collaboration and Choice: A Values Approach**
- **Relationships in the Workplace: Managing Conflicts, Difficult Conversations and Situations**
- **Diversity and Inclusion: Understanding the Lived Experience of Others**



BY THE NUMBERS

WEB & SOCIAL MEDIA

Website (using Google Analytics)	Apr 1, 2020 - Mar 31, 2021	Apr 1, 2021 - Mar 31, 2022
Number of users	47,100	7,318
Number of new users	46,805	6,659
Number of sessions	64,139	10,713
Number of page views	97,330	58,268
Average session duration (in minutes)	1:27 mins	2.36 mins
Twitter		
Number of followers	1,298	1,331
Number of profile visits	3,398	9,221
Number of mentions	315	165
Number of tweets	453	104
Number of impressions (likes and re-tweets)	47,313	35,334
Facebook		
Number of page likes	3,979	4,303
Total Reach	602,749	205,923
Engagement (likes, comments, shares)	2,555	2,248
Page followers	4,217	4,660



BY THE NUMBERS

2021-2022 FINANCIALS

Revenue

PCH Core Program Support	364,512
Projects or Other Support	94,191
Membership Fees	19,589
Other Revenue (product sales, advertising, rent, contracts)	37,749
Total	516,040

Expenses

Coordination	308,700
Socio-cultural	30,563
Membership rebates to chapters (recovery)	16,657
Operating expenses	38,366
Other expenses	13,307
<i>Concours d'art oratoire</i> (French-speaking contest)	34,637
Travel	11,032
Newsletter/updates/brochures	10,625
Promotion materials	7,615
Awards	4,267
Website	300
Total	476,069

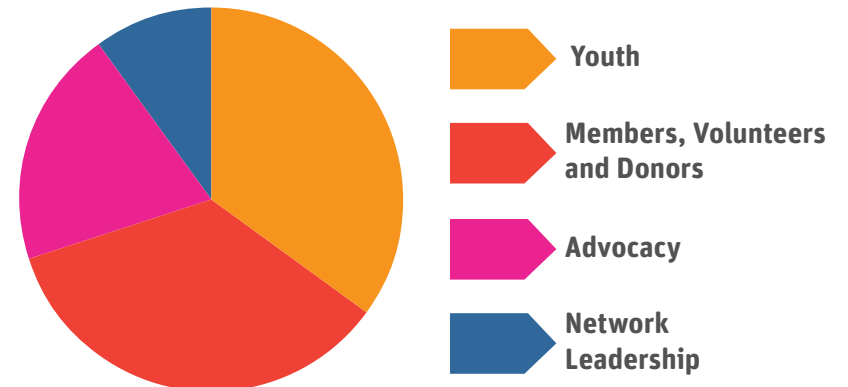
CPF Branch Statement of Operations

Revenue	516,040
Expenses	476,069
Excess or deficiency of revenue over expenses for the year	39,971

Expenses broken down into the pillars

% Youth	35%
% Members, Volunteers and Donors	35%
% Advocacy	20%
% Network Leadership	10%
Total	100%

Spending By Pillar



**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.

CPF Mary Joyce Booth Grant Awarded in 2021-22

CPF BC & Yukon was the grateful recipient of \$1,000 from the **Mary Joyce Booth** fund, which was put towards Dual Dogwood Graduation pins to celebrate French immersion students who graduate with both a British Columbia Certificate of Graduation (Dogwood Diploma) and a *Diplôme de fin d'études secondaires en Colombie-Britannique*.



CPF Funding Diversification Efforts

Thank you - Merci

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

Funded by the
Government
of Canada

Financé par le
gouvernement
du Canada

Canada

*S.V.P.
More French!*

CPF Funding Diversification Efforts

Thank you - Merci

We acknowledge the funding support of the British Columbia Ministry of Education and Child Care



Ministry of Education and Child Care

SPONSORSHIPS AND PRIZES SUPPORT

This year, we also received support via sponsorships and prizes for our youth activities and our Network Conference. Our thanks are extended to:

- *Groupe Média TFO - Idélo*
- *Association des Collèges et Universités Francophones du Canada (ACUFC) - FSL Bursaries*
- *Druide*
- *Watermelon Works*
- *Université de Saint-Boniface*
- *University of Alberta*
- *Explorum*
- *Le Petit Ecolier*
- *YMCA Youth Exchanges - Montreal*
- *French for the Future*
- *Université de Moncton*
- *Apprentissage Illimité*
- *BLI Montreal*
- *Université Saint-Paul*
- *learn*
- *Centre Linguistique du Collège de Jonquière*
- *Ministry of Education, Odyssey Program*
- *Éditions les 400 coups*
- *Embassy of France*
- *Centre de la francophonie des Amériques*
- *Fête du Soleil - CPF Saskatchewan*

EXISTING AND NEW PARTNERSHIPS, JOINT PROJECTS

CPF National continues to collaborate with key like-minded organizations, participating in meetings and consultations, offering assistance and submitting position briefs to support a strong voice for linguistic duality and official languages bilingualism across Canada. Our key Partners and Collaborators this year include:



LOOKING FORWARD



Alicia Rooney
CPF BC & Yukon
Interim Executive
Director

HIGHLIGHTS FROM THE LAST YEAR

YOUTH

It didn't take long to see the benefits of virtual events targeted towards our youth. We have been able to take advantage of this new format to reach more students than ever with our programming, including a successful second year of *Concours virtuel*; online events and games; and the continuation of our national tutoring program. Supporting young people in their journey to learn French as another language is at the heart of what we do and keeping it fun is key.

MEMBERS, VOLUNTEERS AND DONORS

After a very quiet start to the year, the Chapters ended on a strong note with many being able to meet in person for the first time in a long time, in order to celebrate French Immersion Week with a volunteer appreciation event. Despite the challenges, our volunteers are our strength in numbers and we are so fortunate to have such a dedicated and inspiring group of people supporting our mission.

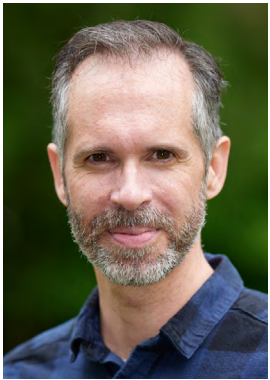
ADVOCACY

We pushed forward with our conversations with the Ministry of Education on the Teacher Recruitment and Retention front, as well as the need to make French Advisory Committees a focus. The enrollment numbers reflected systemic challenges highlighted during the pandemic, such as limited access to home-learning for French immersion students and on-going waitlists, which were issues identified in the release of our research statistics.

LEADERSHIP EXPERTISE

The past year has been a year of transition, in which we have seen our team grow stronger. This includes a change in our Branch Board members, as well as shifts in our staff positions. Not only has the focus been on support and training for the evolving team, but also improving how we do things and identifying growth opportunities within our network.

LOOKING FORWARD



Jason Howe
CPF BC & Yukon
Executive Director

THE COMING YEAR . . .

YOUTH

Young Canadians increasingly look online to learn new skills. In order to provide an opportunity for them to learn a new skill in French, CPF BC & Yukon is partnering with our Alberta branch as well as the Conseil Jeunesse Francophone de C.-B. to introduce a free online platform for young bilingual students. It will be known as Master class à distance. We will launch a survey in the fall 2022, which will be used to identify students' "skills of interest". After identifying the top five (5) skills on students' wishlists, we will focus on finding experts to provide virtual training modules that will run for four weeks in the spring 2023.

MEMBERS, VOLUNTEERS AND DONORS

CPF BC & Yukon would like to grow its fundraising efforts during key periods of the year. Philanthropy can be a rewarding activity that connects donors to causes that are dear to their hearts. Did you also know that giving is good for your health? Studies show that there are health benefits to charitable gift-giving. Please consider making a gift to CPF as part of your charitable plans this year.

ADVOCACY

We will continue to work with our partners to address the shortage of French teachers. Thanks to government funding over the next couple of years, CPF BC & Yukon will partner with our chapters and others to welcome new French teachers to their communities. This initiative is focused on helping new French teachers feel better connected socially and culturally, thereby helping them to remain in classrooms and in communities. We will focus outside of Metro Vancouver as we feel there are unique social challenges involved for French teachers moving into smaller communities where culture, language and social engagement may be more challenging to discover.

LEADERSHIP EXPERTISE

Progressing through my first year as new Executive Director of CPF BC & Yukon, I am looking forward to continuing to meet our members and partners and learning about the great work we are all doing in supporting bilingualism in our country.

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:

Executive Director	Jason Howe
Outreach Manager	Alicia Rooney
Projects Coordinator and Financial Manager	Robin Holm
Digital Coordinator	Shannon Downey
Concours Event Coordinator	Lucie Honey-Ray



Canadian Parents for French British Columbia & Yukon

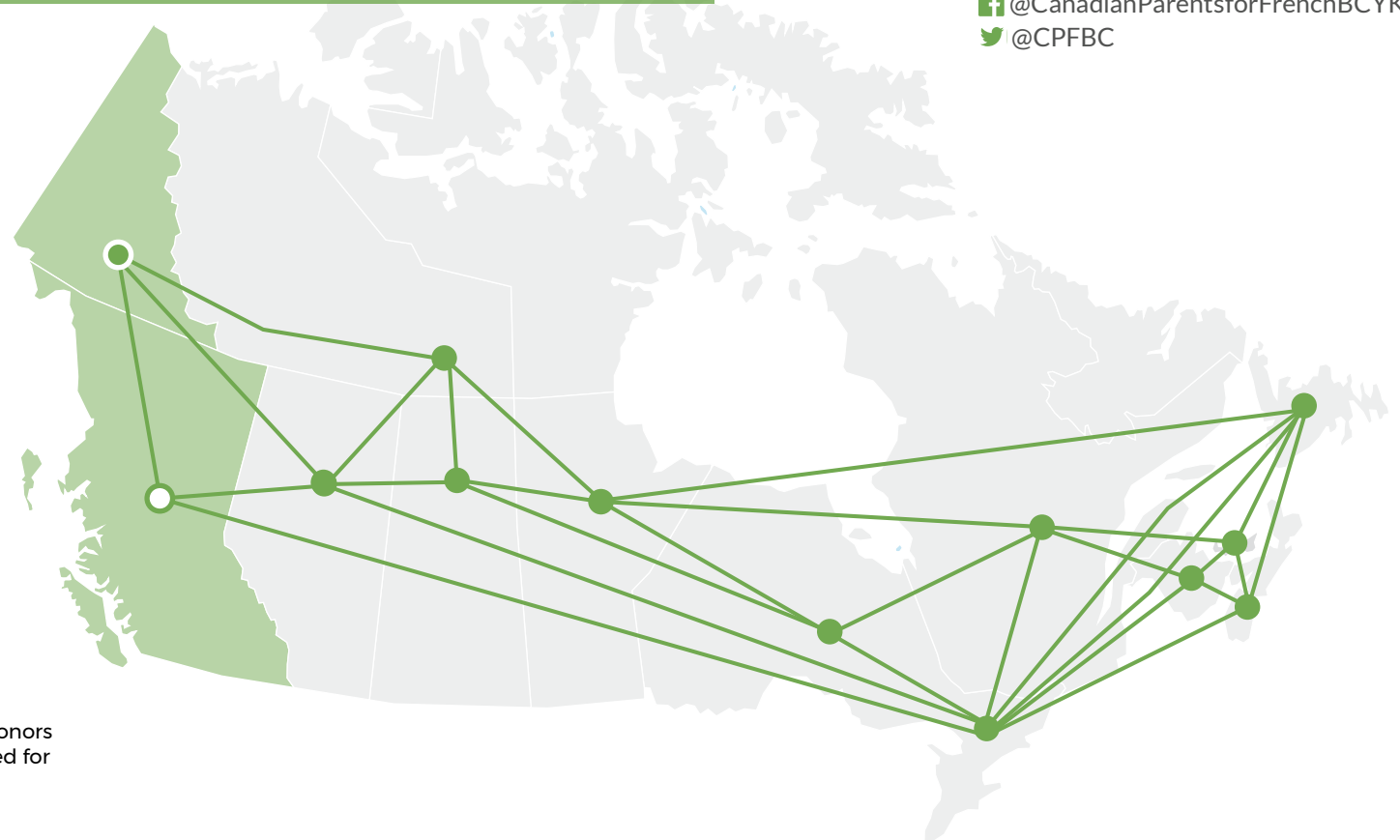
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