

CANADIAN
PARENTS
FOR FRENCH
BRITISH COLUMBIA
& YUKON

Annual Performance Report

2018-2019



About Us

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 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, Canadian Parents for French has evolved into a proactive National Network with 12 Branches and offices and over 140 Chapters in communities nationwide.

The work of Canadian Parents for French is structured around four pillars that represent the stakeholders 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



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

2018-2019

During the year, Canadian Parents for French British Columbia & Yukon:

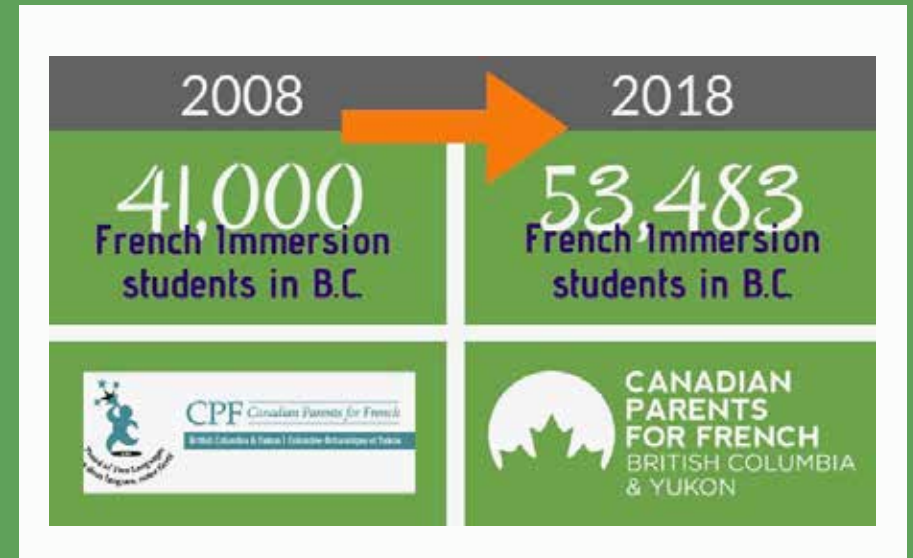
- Demonstrated strong and continuous advocacy work related to the FSL teacher shortage, the modernization of the Official Languages Act and French language education access across British Columbia & Yukon
- Advanced key collaborations with partners and stakeholders, raised media and organizational awareness and increased participation in national network events, committee work and ongoing communications with our members
- Continued to support our Chapters, families, volunteers and communities with three new Chapter startups, a fabulous Concours, French for the Future participation and new online training modules to support our amazing dedicated volunteers in being effective leaders
- Celebrated 50 years of French Immersion in BC! French Immersion began in 1968 in Coquitlam, and we were pleased to co-host a celebration event with our partners



YOUTH

French Immersion Celebration Week

Canadian Parents for French British Columbia & Yukon held another annual French Immersion celebration week. Chapters celebrated in their local communities and hosted events for local students throughout February, honouring over 40 years of French Immersion in British Columbia. French Immersion classes began in the province with a group of 32 kindergarten students. Now, 53,995 students attend French Immersion classes, which is about 9.5% of the British Columbia public school population. British Columbia has experienced an increase of 23% more French Immersion students in the last 10 years!



French for the Future

French for the Future was another exemplary event held at Simon Fraser University (SFU) and University of Victoria (UVIC). The event offered opportunities for students to explore career options in French. In May of 2019, our national partners launched the Bonjour My Friend caravan at the Victoria office of the Société Francophone de Victoria. The project is devoting 50 days to exploring Canadians' views on the meaning of linguistic duality. Many exciting things were learned on the adventure, which will no doubt be shared in the coming months.

Socio-Cultural Grants

Canadian Parents for French British Columbia & Yukon's socio-cultural grants program enabled 24,315 students in British Columbia to participate in more than 40 locally organized, volunteer supported socio-cultural activities through the 2018-19 year.



CONCOURS D'ART ORATOIRE

Canadian Parents for French British Columbia and Yukon hosted another successful Concours d'art oratoire event. Un grand merci goes to Casey Edmunds, Master of ceremonies, coordinators Robin & Patti Holm; Dr. Bettina Cenerelli, Chief Concours d'art oratoire judge, as well as our numerous judges and volunteers. We thank Canadian Heritage, the BC Ministry of Education, RésoSanté, and our other sponsors for their funding of Concours d'art oratoire and other CPF events.

"The preparation, speaking publicly, then engaging in a discussion on their topics provided students a wonderful means to demonstrate their knowledge of the French language."

—Kamloops parent

"Concours d'art oratoire stimulated the interest of students learning French, to improve their speaking skills and to give them experience presenting in public."

— Vernon Parent



Vernon students win at Provincial French Public Speaking competition

Les étudiants de la région de Vernon ont remporté la médaille d'or lors de la compétition provinciale de français public speaking.

Oui, oui! Comox Valley students participate in provincial French

Kelowna students win provincial French competition

Les étudiants de Kelowna ont remporté la médaille d'or lors de la compétition provinciale de français public speaking.

CANADIAN PARENTS FOR FRENCH

CONCOURS d'art oratoire

Canada's French Public Speaking Contest

South Surrey students receive top honours at provincial French speaking competition

Les étudiants de South Surrey ont remporté la médaille d'or lors de la compétition provinciale de français public speaking.

Four Comox Valley students recently showed off their "bilinguisme" at a provincial French public speaking competition.

Parents, Members & Volunteers

2018 Membership Drive

“This is a great opportunity we are happy to benefit from. Thank you!”
—Member

“We look forward to it each year! It's a great time to get fired up for the rest of the school year.”
—Member

“Our success as a Chapter relies on the efforts and time of our volunteers. Although we are all working towards the same goal, it is nice to acknowledge our volunteers and voice our appreciation. Providing food and treats is a small token of this appreciation.”
—Chapter Leader

During the Fall, Canadian Parents for French British Columbia & Yukon hosted another successful membership drive, with more new materials and features than ever before! Our membership drives have always resulted in a significant boost in membership numbers, and last fall was no different. During the Fall 2018 drive, we saw an overall increase of 10.7%! Some other tools used to engage members this past year included:

- New prizes and sponsors
- Incentives for Chapters to host their own membership drives
- AMO renewal reminders
- and more!

We also co-ordinated a branch-wide membership survey to ensure our branch work is in line with our members' needs and to gather insights as to how our branch can attract, support and retain loyal, enthusiastic members.

Volunteer Appreciation & Training

Once again, Canadian Parents for French British Columbia & Yukon offered a volunteer appreciation program — offering up to \$100 per Chapter who wished to host an event to thank volunteers. 15 Chapters participated, collectively contributing more than 350 hours of volunteerism to make these events happen.

The branch continues to work on developing and hosting training and orientation materials for our Chapter leaders and volunteers to strengthen skill sets and exchange tools in advocacy and good governance.

We have also streamlined police criminal records checks (PCRC) through a provincial checking service. Now our volunteers can get free PCRCs!

For the December break we hosted a holiday open house dedicated to local members, Chapter volunteers, partners and staff.

Lastly, we partnered with both the National Film Board of Canada and REEL CANADA's National Film day to give our Chapters the opportunity to host films for free in their local communities!

The poster is titled "2018 Draw Prize Winners" and features a grid of prizes and winners. At the top, it says "FALL MEMBERSHIP DRIVE 2018 Join or renew now!". The prizes include: "Vancouver Signed Hat" (Anders Nilsson), "Kidsbooks Gift Cards" (Sharon S. | New West, Nicole M. | North Van), "1 Week at BCFFC for a Family" (Tiffany R. | Whitehorse), "2 Day Passes" (Marc F. | Port Alberni), "simons Gift Cards" (Alison K. | Qualicum, Leah M. | Victoria, Michael H. | Delta, Melissa M. | Courtenay), "Starbucks Prize Pack with Coffee, Mug and Treats" (Patrick P. | New West), "4 Passes" (Sharon S. | New West, Nicole M. | North Van), "IDELLO Gift Cards" (Ursula H. | 100 Mile, Kristine B. | 100 Mile, Wanda H. | Delta, Sophie Z. | Langley, Courtney F. | Victoria, Amy M. | Smithers, Isobel K. | Burnaby, Joanne D. | Vancouver, Victoria D. & Meghan S. | Williams Lake). Logos for Vancouver, Kidsbooks, simons, Starbucks, and IDELLO are visible.

CHAPTER HIGHLIGHTS

Canadian Parents for French is proud to support
42 Chapters
throughout British Columbia and Yukon!



Bowen Island

This relatively new Chapter organized “After-School French.” As the only French program on the island, they provide French language and culture learning opportunities to children that would not be available otherwise.

Bulkley Valley

The Chapter held Jess Dance workshops and a regional carnival — both events directly impacted 300 students. The dance workshops gave the students opportunities over a few days to hear and speak French while learning new movements.

Canadian Parents for French British Columbia & Yukon offers many supports, such as the socio-cultural grants, resources, materials, Chapter leader trainings, outreach visits and support for advocacy and governance concerns. We celebrate Volunteer Appreciation Week, offer tools and incentives for Chapters and we hold regional conferences — or a local AGM and conference every second year. We offer hands-on resources, partnerships — such as the National Film Board of Canada and REEL CANADA events — host a Facebook leadership group for our Chapter leaders and offer mentorship from board and staff. This year, we sent swag packages and brochures to each of our Chapters.

Burnaby

Burnaby hosted Patinage de Noël and their annual French Film Festival. The festival allowed students to come together from 13 FI schools and gave them the opportunity to experience a larger community beyond the confines of their individual schools.

Burns Lake

Burns Lake held their annual Winter Carnival Pancake Breakfast. This event brought together the entire school and was a great way to kick off the Winter Carnival that the school puts on each year.

Cranbrook

The Cranbrook Chapter hosted an event with Roger Boucher who engaged students with his humor and magic tricks. Students were enthralled by his performance and were encouraged to speak French. Cranbrook also raised concerns over the French budget within their school district.

Castlegar

Castlegar is our newest Chapter, and we are thrilled to see what they do!

Chetwynd

Despite facing FI closures in Chetwynd, the Chapter persists in putting together activities to keep young people speaking French! We are grateful for their work in putting together 3 youth activities to keep French language learning alive.

Comox-Courtenay

This Chapter continues to partner with the Francophone school (SD93) and SD71 to put on Cabane à sucre, amongst other activities.

Cowichan valley

The Chapter researched interest from parents for late entry FI and held discussions with SD when they decided on lottery entry policy for capped elementary school 2. They also consistently host socio-cultural events.

Dawson Creek

Dawson Creek CPF were present at a Meet the Teacher night, a French camp in the summer, a grade 7 graduation celebration, and were represented by some great Concours competitors.

Delta

The Chapter held their annual Preschool Concerts, which brought together families and allowed them to engage in French with the musical talent of Charlotte Diamond. They also had an increase in student involvement and community presence and interactions this year.

Fort St. John

Fort St. John is a small but mighty Chapter who attended their Welcome to Kindergarten night! They are working hard to build membership, and support for FI in FSJ.

Golden

Golden organized a community French club, which provided students with an environment to practice and strengthen their French language skills. They also created a partnership with the principal of one of their French Immersion schools.

Hazleton

The Chapter held a regional Concours and hosted a winter carnival. Some of the activities included French songs, a parade, a Bonhomme visit and outdoor activities. Parents also worked towards improving Kindergarten registration, attrition and funding within their community.

Kamloops

The Chapter held a regional Concours and a winter carnival, which involved everyone in various aspects of this French tradition. Further, they established a connection with the Francophone Parent Advisory president to lend support as they make their school kindergarden to grade 12.

Kitimat

The Kitimat Chapter organized French school and community concerts featuring Clare Brett. Students and community members learned of traditional instruments, clothing, French songs and dances.

Langley

The Chapter partners each year with Fort Langley for a wonderful festival in French where families can Taste French-Canadian food, try finger-weaving, sing a voyageur song, taste maple taffy and participate in other cultural activities.

Nanaimo-Ladysmith

The Chapter brought French theatre to their schools. Students participated in drama and learned French outside of the classroom. They also partnered with their local Francophone organization and school district.



Nelson

Nelson held their 11th annual Carnaval d'Hiver, which was well attended and enjoyed by students and community members alike. In addition, this year, Nelson hosted a group of 15 students and two chaperones from Bordeaux, France.

New Westminister

The Chapter organized a workshop with the Maple Man—which directly reached over 1000 students at their schools! They also advocated for core French learning for students in regular streams.

North Vancouver

North Vancouver organized several events including the French Around the World, Yano! Yano! Fana Soro, The Maple Man, and a carnival concert. They successfully impacted over a thousand students with these socio-cultural events.

Okanagan Skaha

Okanagan Skaha engaged their community with a Quebec winter-themed carnival this year. They brought in the Maple Man, Bonhomme and held various activities in French. It was a highly popular event with the youth and parents.

Parksville-Oceanside

Parksville-Oceanside held their annual Noël sur glace event and a French circus. These events brought families together to celebrate the winter season. The French circus was a new experience and the event was well-received by all staff and students!

Port-Alberni

The Chapter participated in the Island regional conference. They also hosted a 2 week long, full day french camps for children ages 7 - 10 yrs and a 1 week long, 1/2 day french camp for children ages 4 - 6.

Prince George

The Chapter held two events: Le Père Garneau et les Rats d'Swompe. These events allowed students to get a better understanding of their culture and history, as well build a sense of belonging to their local Francophone community.

Prince Rupert

Prince Rupert organized Théâtre la seizième drama workshops and brought the performer, Anne Glover, to their schools. These workshops were engaging and also one of the most successful socio-cultural events this Chapter has organized in the last few years.

Quesnel

Quesnel celebrated French Immersion Celebration week by organizing 'French Around the World' at their school. Activities included storytelling and a performance by a French musical group. It was a popular event with the students and teachers.

REVELSTOKE

Revelstoke got funded by the school district to run their popular CPF French programming. They have advocated hard for the district to adopt a FI program for many years, and continue to do fantastic grassroots work to bring french language learning to Revelstoke.

Richmond

Richmond held a movie night as part of National Film Board's Rendez-vous de la francophonie initiative. They successfully engaged over 100 students at this event.

Ridge Meadows

Ridge Meadows held their annual French film festival and summer French camp this past year. Both events offered nearly 1000 students a unique experience to use their French language skills.



Saanich

Saanich had an active year organizing a variety of events including the Maple Man, Concours and their annual K-12 Gift Exchange. They also continued to advocate for better French Immersion programs at their high schools.

SHUSWAP

Shuswap is working on raising awareness about CPF and the benefits of French language learning in their communities. They are working on maintaining membership, building support, and hosting a few activities.

SOOKE

This past year, Sooke held an interactive Maple Man event. It gave students the opportunity to enhance their French language skills and learn about traditional maple syrup and sugar shacks. They also continued to advocate for equal access and support for students in French immersion.

South Cariboo

South Cariboo organized a drumming workshop and celebrated French Week—they brought French culture to the entire elementary school! Students engaged in French cultural activities and arts as well.

SURREY

The Surrey Chapter are fantastic advocates who do so much to keep French language learning alive and well! Surrey offers grade 12 awards, hosts a film festival, supports an Exchanges Canada trip to Quebec, provides cultural grants, participates each year in helping to host Concours, and much more.

Terrace

Terrace brought Théâtre La Seizième to their schools, which gave students the opportunity to improvise and communicate in French. In addition, Terrace continued to strengthen their relationship with their local school district French Language District Coordinator.

vernon

Vernon hosted several events including Le Club Reading and Games, Skate with Bonhomme and their regional Concours. These events created a supportive and encouraging environment for students to improve their French speaking skills.

VICTORIA

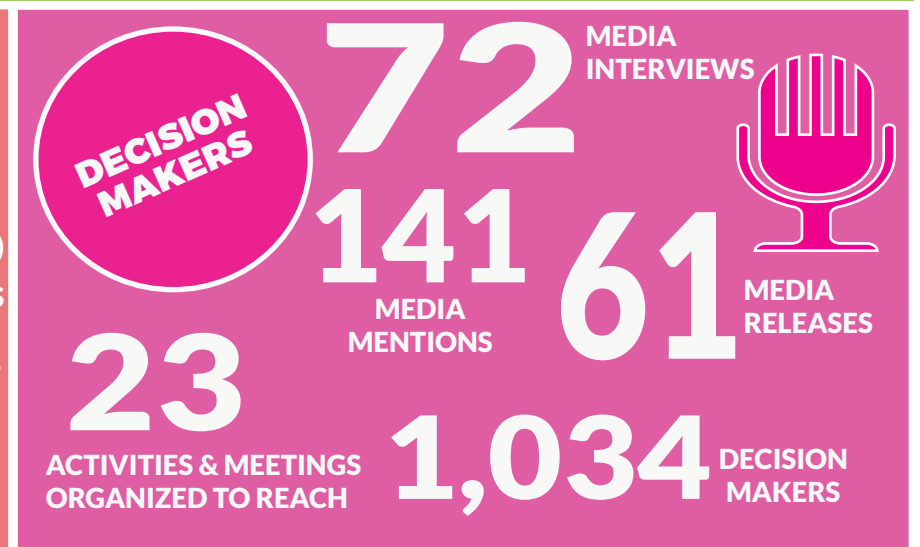
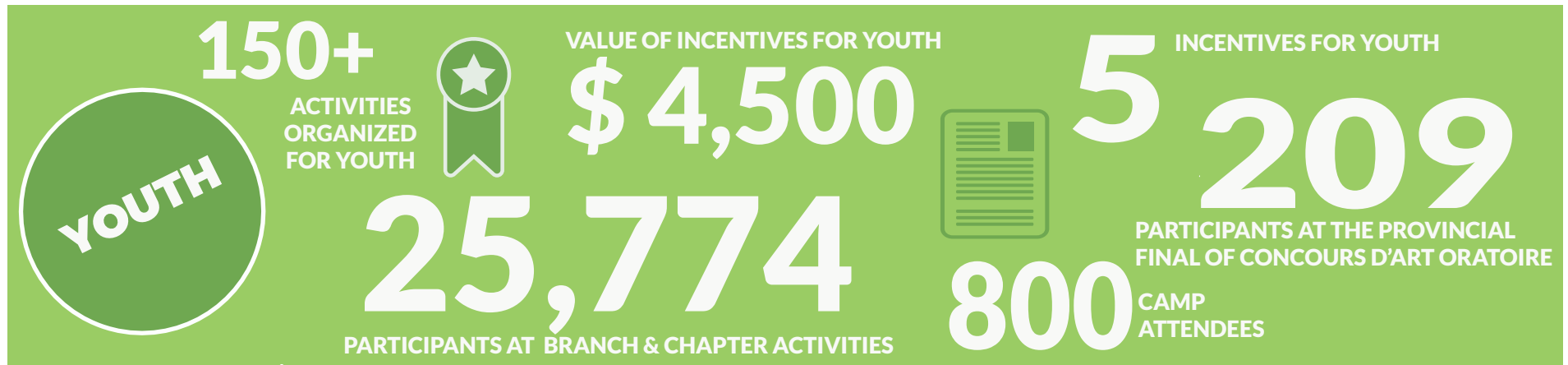
Victoria continues to run family film nights, compete in their local Concours, support many parents in their district, and partner with the local Francophone society to provide French speaking activities and opportunities. They also spearhead a popular French storytime in partnership with the local libraries!

WILLIAMS LAKE

This year, members of the Williams Lake Chapter focused on advocacy. They have been outspoken advocates in addressing the Teacher Shortage as it has greatly affected the Williams Lake community.



By the Numbers



Decision Makers

Outreach and Advocacy

This has been a year of many stakeholder meetings for Canadian Parents for French British Columbia & Yukon. Diane Tijman (past President), Carmen Woo (Treasurer) and Glyn Lewis (Executive Director) participated in the British Columbia Ministry of Education stakeholder meetings on French immersion programs, access, and the French teacher shortage.

The branch also participated in ongoing dialogue with Rob Fleming (Minister of Education for British Columbia) and the French programs staff to refine our collective approaches to two important topics:

- Improving access to French immersion programs
- Progressing the negotiation of terms with the renewed Federal French Funding bilateral agreement with the provinces

The Branch also put forth several key advocacy open letters with clear recommendations to the Minister of Education for effectively addressing the BC teacher shortage. Furthermore, Glyn Lewis and our Board of Directors are consistently vocal in regards to the FSL teacher shortage, the modernization of the Official Languages Act and giving easier access to French education to BC & Yukon students and families.

Lastly, the branch hosted an election survey that offered candidate impressions, views and positions French education — all to help educate voters for the upcoming school board elections.



“As we celebrate 50 years of French immersion in the province, let’s reflect upon how incredibly positive it is that so many B.C. families see the benefits of bilingualism, and that French Immersion is growing tremendously in popularity. This week is a great chance to shine a bright light on the educators and school staff who are creating innovative French language programs that empower kids throughout British Columbia.”

— Rob Fleming, Minister of Education in BC

“With the growing popularity of French Immersion, it becomes even more important to have programs and services available in the province for people who speak French. It is very gratifying to me to know that French language and culture in our Province are strong and continue to flourish in large part because of our French Immersion students, teachers and families.”

— Adrian Dix, Minister responsible for Francophone Affairs program in B.C.

Organization

Board of Directors 2018-19

President	Greer Cummings
Vice President	Andrea Calder
Treasurer	Carmen Woo
Yukon Representative	Marguerite Kuiack
Directors	Cendra Beaton
	Shawna Larade
	Spencer Hancock
Youth Director	Diane Tijman
Past President	



Branch Committees

Bouquet de Merci Award

- Chair: Spencer Hancock
- Members: Marguerite Kuiack

Bylaw & Policy Committee

- Chair: Cendra Beaton
- Members: Shawna LaRade

Canadian Parents for French British Columbia & Yukon Teacher Award Committee

- Chair: Cendra Beaton
- Members: Andrea Calder

Executive Director Performance Review

- Chair: Andrea Calder
- Members: Marguerite Kuiack

Finance Committee

- Chair: Carmen Woo
- Members: Andrea Calder

Nominations Committee

- Chair: Carmen Woo
- Members: Marguerite Kuiack

Writing Committee

- Chair: Glyn Lewis
- Members: Cendra Beaton and Spencer Hancock

This year, 30 Chapter representatives, board members, and staff from Canadian Parents for French British Columbia & Yukon attended our organization's annual AGM and conference — hosted in Halifax during the CPF Network Conference. Here, they also had a chance to participate in learning and exchange opportunities and to network with other members and branches across the country.

Our board of directors took part in a Fall retreat and orientation session, allowing the entire staff and board team a chance to do some strategic planning. The staff team also had a full day of teambuilding and organizational planning in the spring to ensure our work plans align with the strategic and organization goals and priorities set by the board.

In February, we hosted a two-day regional conference for our Vancouver Island Chapters in Qualicum, with two sponsored delegates per island-Chapter. We had amazing workshops, performances, local guests of honour, networking opportunities, and were thrilled with Chapter participation and overall event feedback!

The branch also had a few changes, welcoming new faces to our team and saying goodbye to some old ones:

- Satwinder Gill has taken on the socio-cultural grant program and outreach support
- Jensen Edwards supports our social media, newsletters, communications, and digital media strategies
- Ben Wong, our long term financial officer has moved on — Alicia Rooney has moved into his position
- Rowan Burdge was promoted to outreach manager to help mentor and support staff
- Robin and Patti Holm did a wonderful job as contractors coordinating our 2018 Concours d'art oratoire event

Thank You / 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



Web & Social Media

Website: bc-yk.cpf.ca
Facebook: @canadian
parentsforfrenchbcyk
Twitter: @cpfbc
Instagram: @cpfbcyk
Youtube: @cpfbcca

Twitter

Number of Followers	1,167
Number of Tweets	960
Number of Impressions	129,113

Facebook

Number of Page Likes	3,608
Total Reach	134,444
Engagement (likes, comments and shares):	
• Reactions	2,122
• Comments	687
• Shares	736
Page Followers	3,606

Instagram

Number of Followers	180
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Youtube

Number of New Videos Posted	1
Number of Subscribers	8



2018-2019 Financials

Revenue

PCH Core Program Support	364,517
Project or Other Support	118,186
Membership Fees	45,720
Donations	12,730
Other Revenue (Product Sales, Rent, Contracts, etc.)	1,124

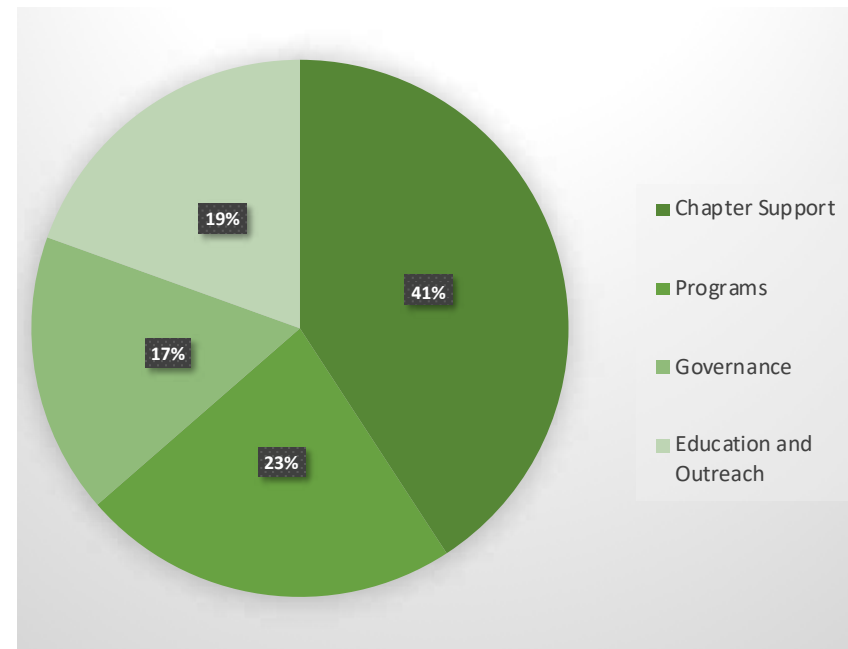
Total 542,277

Expenses

Salaries and Benefits	271,626
Publicity	21,863
Travel and Accommodations	76,340
Operational Expenses	48,956
Honoraria	22,707
Administrative Costs	65,340
Other	117,218

Total 575,093

Expenses by type



Statement of operations

Revenue	542,277
Expenses	575,093
Excess or deficiency of revenue over expenses for the year	32,816



Looking Forward

A Recap: 2018-2019

This year, we made significant progress to address the French teacher shortage. The BC Ministry of Education sent a high-level delegation to France and Belgium to sign bilateral teacher exchange agreements. Additionally, 37 new French teacher training positions were opened at Simon Fraser University and UBC Okanagan. The Federal Government also announced \$62M in new funding, over four years, for French first and second language teacher recruitment and retention initiatives. All together these actions will help us begin to address the chronic shortage of qualified French teachers. This was an incredible affirmation of our advocacy work over the past four years!

We boosted our support for local Chapter volunteers. Our branch hosted 14 online volunteer leadership training sessions. We visited 34 Chapters and we hosted a regional conference in Parksville-Qualicum.

Looking Ahead: 2019-2020

Next year promises to be even more exciting with the Canada Youth Francophone Games taking place in Victoria from July 10-18, 2020. Canadian Parents for French BC & Yukon is thrilled to be partnering with the Canadian Francophone Games/Les JeuxFC for the Victoria 2020 games and looks forward to hosting young delegates from across Canada in the upcoming year!



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.



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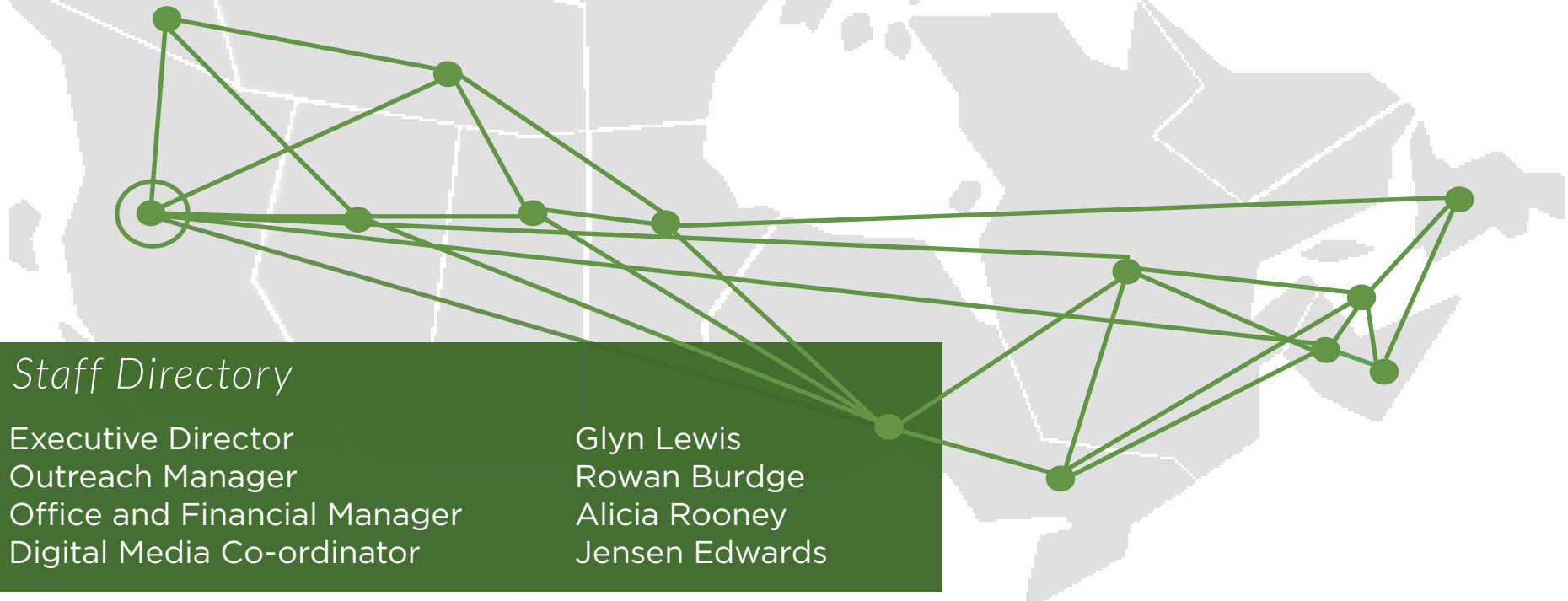
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Office and Financial Manager
Digital Media Co-ordinator

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Alicia Rooney
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