



CANADIAN
PARENTS
FOR FRENCH
ONTARIO

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.

CANADIAN PARENTS FOR FRENCH ONTARIO

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



President's Message

After several years of acute advocacy efforts in support of access to quality French Second Language programs in our Ontario schools, this year, the Ontario Branch of Canadian Parents for French drew its focus toward the youth pillar of our strategic plan. The 2018-2019 theme was "It's all about the kids!"

No event captures the benefits of bilingualism and its relevance in today's workforce better than the Pathways to Bilingual Success Conference for Grade 7-8 students. This year's event held in Sudbury received rave reviews. Students left feeling encouraged to stay in French until graduation and to participate in French cultural and experiential events along the way.

The new family format for the provincial conference and Annual General Meeting held at Great Wolf Lodge in Niagara Falls was a resounding success. For the first time, children participated in French programming while our members enjoyed an array of workshops and tended to the business of the organization.

The branch's capacity to deliver quality programming for youth has been enhanced by building strong relationships with our funders, existing and new partners and by supporting our outstanding Chapter leaders and community volunteers, to whom we are extremely grateful.

I would like to thank my fellow directors for their oversight and governance expertise and our Executive Director for her operational leadership and for keeping our support staff motivated and working so effectively.



Denise Massie
President



Youth

Summer Camps

Canadian Parents for French Chapters ran eight summer camps in Brantford, Guelph, Palmerston, Hanover, Pickering, Kincardine, Toronto and Haliburton. Our volunteer leaders hired a camp administrator and councillors who delivered the programming in French —whether it be the arts, games, sports, dance, wilderness or cultural outings. The branch carried out its due diligence in compliance to rigorous safety and risk management protocols.

Camp Tournesol is a CPF sponsored camp with 15 locations in the Greater Toronto area. In total, Canadian Parents for French (Ontario) has realized a 48% increase in the number of campers over the last year!

Pathways to Bilingual Success

Two Pathways to Bilingual Success Conferences ran back-to-back on October 3rd and 4th, 2018 engaging close to 800 Grade 7-8 students. Students participated in a fact-finding mission, discovering the advantages of official language bilingualism in their everyday lives now and into the future. They explored bilingual careers and experiential opportunities to enhance their French Second Language (FSL) journey. Of the students who completed the feedback survey, the following conclusions were pulled from the results:

- 97 percent reported the conference was informative
- After attending the conference, 70 percent expressed that they plan to continue their French program to Grade 12. It's important to note that these percentages are substantially higher than the current provincial FSL program retention statistics at 6% for Core French, 55% for Extended French and 43% for French Immersion
- 88 percent expressed knowing more about jobs where French would be an advantage
- 44 percent expressed an interest in learning more about exchange programs

“The Canadian Parents for French Summer Camp helped me learn more French words. It helped me speak French more often because I was speaking to the councillors and other kids in French all day.”

— Young Camper



Concours et festival d'art oratoire

The Concours et festival d'art oratoire, CPF Ontario's provincial French public-speaking event held at the York University Glendon Campus, drew in 313 top participants from 21 school boards and eleven independent schools. Students have the opportunity to flaunt their acquired French language skills by participating in school events, with the winners moving on to regional competitions and finally the provincial Concours.

The students research, write, practice and deliver a five-minute speech in French on a topic of their choice. In the Impromptu Division, students are given a topic or visual prompt upon arrival and have only fifteen minutes to prepare and deliver their speech. While the traditional competition remains strong with its focus on preparedness, persuasion, capturing an audience's attention and the ability to answer questions in French, a 47% increase in participation in the "Impromptu" Division is an indicator that more Ontario schools understand this to be an activity that promotes spontaneous oral production which aligns with the Ministry of Education's CEFR-inspired teaching.

Parents value the event and experience for their child. Ninety percent of parent respondents indicated the provincial event met or surpassed expectations and they would encourage their child to participate again.

"I've been a volunteer with Canadian Parents for French for YEARS and I've always said that our kids are the BEST. They are, and parents and friends are SO proud of them... DO I believe that these kids at Concours National are THE BEST? You BET I do!"

— Parent of Concours Participant



Parents, Members & Volunteers

*"Great idea to include the family
and activities for the kids"*
—Member

*"Terrific information on French APPS and
resources for children. They will be used."*
—Member

*"So many ideas for supporting our
members and providing activities in
our small community."*
—Chapter Leader

Apps & Online resources for kids Grades 1-8

Meet with members of the Caledon Chapter and CPF Ontario to learn how you can bring more French programs to your community.

CREATING A SUPPORTIVE ENVIRONMENT AT HOME FOR FRENCH LEARNING

Learn how to support your children's French language education with Tanya Aebi, Educator (FSL D.S.B.)

Learn how to bring more French programs and activities to your school community with Catherine Paré for French.

**WEDNESDAY April 3rd
7:00p.m.-8:00pm**

**ALBION-BOLTON LIBRARY (2nd FLOOR)
150 GURRY ST. S.,
BOLTON ON L7E 1E3**

ENF 1606e March 29, 2018
<http://www.cpf.ca/2018/04/03/2018-04-03/>

Canadian Parents for French Annual Conference

In keeping with this year's theme "It's all about the kids," members brought the entire family to the Conference, held at Great Wolf Lodge in Niagara Falls on October 27, 2018. The new format drew 70 delegates, 65 percent of whom were first-time participants. The event allowed for concurrent programming, French day camp for the kids and four workshops for the parents, members and volunteers on the following topics:

- French 101 to Support Your Child
- French APPS and Resources
- Chapters and Volunteerism
- Advocacy: "FSL 4 All" and "Efforts to Boost FSL Teacher Recruitment and Retention."

Sam Oosterhoff, MPP for Niagara West, brought greetings from the provincial government and spoke in support of French Second Language education and the benefits of official language bilingualism. Denise Massie, branch president, and Betty Gormley, executive director, presented highlights from CPF Ontario's accomplishments during the year, before the families regrouped and enjoyed some "splash time" in the water park!

Chapter Highlights

Canadian Parents for French is proud to support 32 Chapters throughout Ontario!



"The presentation from IDÉLLO was professional and beneficial. Parents learned about age-appropriate French videos and online games to select for their children."
—Parent



conference, the Branch staff supported Ontario's 32 Chapters by giving volunteer leaders guidance, updating and referencing protocols and procedures that ensure safe and insured events are taking place across the province.

Of the 32 Chapters listed, seven are in transition, either winding down or seeking new volunteers to carry on Canadian Parents for French initiatives that align with our strategic plan.

Chapter Activities for Parents

This year, volunteers from 32 Canadian Parents for French (Ontario) Chapters delivered the following activities to support parents and members in their communities.

Workshops for Parents

Volunteers organized workshops in **Brampton, Caledon, Toronto, Vaughan, Hamilton** and **Mississauga**:

- Eight "Homework Help" and "IDÉLLO" workshops were delivered to 175 parents and 25 students
- This increased awareness of Canadian Parents for French activities to over 2000 adults and 400 children
- Increased awareness of Canadian Parents for French and French enrichment opportunities for youth
- Recruited parents to volunteer with Chapters

Adult French Courses (for members)

3 Chapters delivered member-exclusive French courses in **Mississauga West, Thunder Bay** and **Toronto Catholic West**:

- Conversational French courses taught to 46 members, strengthening their ability to support their children in French programs

Chapter Activities for Youth

Language and Cultural Exchanges (Québec City)

Two summer exchanges to Québec City were offered by **Simcoe County North**:

- 24 students participated in a twenty-day exchange from June 28 to July 8 and July 9 to July 18, 2018
- Students from Ontario were immersed in French during a ten-day visit to Québec
- Students spoke French and experienced authentic French culture during homestays with selected families
- The process was reciprocated for Québec students during their homestays in Ontario

Language and Cultural Exchanges (Ivujivik)

- 12 students participated in a fourteen-day exchange
- Students from Ivujivik visited Ontario families in August 2018, while Ontario participants visited Ivujivik in March 2019
- Students learned about different indigenous cultures in addition to exposure to French

Socio-Cultural Activities

Brampton, Toronto West, Renfrew County, Hanover, Haliburton, Mississauga West, Thunder Bay, Toronto Midtown West, North Wellington, and Vaughan coordinated ten events for their school communities:

- These included school performances, French author readings, French café and French Culture Days
- French clubs, art, dance and drama clubs were also offered and taught in French
- Graduating French Immersion students had a chance to take part in Crêpes du Monde
- 1,500 children and 350 adults participated

Family game nights were coordinated by **Bowmanville** and **Haliburton**:

- 85 children and 100 adults enjoyed themselves playing charades, Scrabble and Pictionary in French

Bowmanville, Fort Frances and **Toronto Midtown West** held French movie screenings:

- 78 children and 75 adults participated
- These Branches also partnered with REEL CANADA to deliver 35 French film screenings on National Canadian Film Day on April 19, 2018 with an additional four later in the year
- Our staff, Chapter and Associate Member Organization (AMO) volunteers coordinated these events with REEL CANADA by supplying the films

French musicians and performing artists delivered socio-cultural school performances.

- Sixteen performances and interactive workshops were coordinated through the Branch with Chapter Support
- 3,923 students enjoyed the French experience!



Reading and Homework Help Programs

Five Chapters organized reading programs in which high school students volunteered to read to elementary school students:

- The program helped to develop the children's French vocabulary and oral comprehension skills
- **Toronto West** ran an eight-week program, one evening per week
- **Brantford** ran two five-week programs offering a 30 minute sessions each week
- **Toronto Midtown West** ran an eight-week reading program. Four Francophone high school students read to small groups of grade 1 and 2 FSL students
- **Brampton East** ran a program from September to May, two evenings per week
- **Halton** teamed up with parent volunteers and ran a program once a week for several weeks

Other Chapters offered French Programs using various formats—either during the school day or after school. These programs included homework help, storytime, book club and more.

Concurrent Youth French Language Leadership Training

Toronto Midtown West and **Brampton East** offered youth workshops for high school students to strengthen leadership skills and FSL mentoring methods:

- These workshops helped build the participants' ability to engage with younger students in French
- It also helped in their volunteer roles with other Canadian Parents for French Chapters
- Over 120 students took part in the reading programs and training workshops
- Junior-level students improved their French literacy while senior-level students gained confidence in their language skills by being able to read and engage younger audiences

Ajax and Pickering

Brantford

Ottawa

Toronto Catholic West

Bluewater Bruce Peninsula

Fort Frances

Peterborough

Toronto Midtown West

Bluewater Hanover

Halton

Renfrew County

Toronto West

Bluewater Kincardine

Halton Catholic

Richmond Hill

Trillium Lakelands Haliburton

Bluewater Meaford

Hamilton-Wentworth

Simcoe County

Trillium South (Lindsay)

Bluewater Saugeen Shores

Huron-Goderich

Simcoe County North

Trillium Lakelands - Towns of Lake Muskoka (Bracebridge)

Bowmanville

Mississauga West

Stratford

Vaughan

Brampton East

North Wellington

Thunder Bay

Windsor Essex

Our amazing Chapter leaders engage youth and parents in their communities!

Decision Makers

Outreach - Parent and Community Conferences

Canadian Parents for French is always active with outreach initiatives. This year, the Ontario Branch ran exhibit booths at four school board parent conferences and two community events.

Exhibit booth discussions are focused on experiential learning opportunities in the community and student retention in FSL programs. This is to ensure maximum impact on the child's French language acquisition and proficiency. Parents often end a verbal exchange with a comment that they will spread the word about the benefits of bilingualism and encourage their child to stay in French. 6,100 participants were reached!

For this year we set the stage in Northern Ontario for future Canadian Parents for French expansion in the region by introducing our organization and handing our brochures to parents and school principals in Thunder Bay and Sudbury.

French Immersion Information Nights

Representatives from nine Chapters (Hamilton, Kincardine, Lindsay, North Wellington, Ottawa, Thunder Bay, Toronto Midtown West, Toronto West and Trillium South/Lindsay) encouraged parents to enrol their child in French Immersion, citing the suitability of the program for all, sharing their personal experiences as parents who don't understand French themselves and distributing brochures and tip sheets at French Immersion Nights and school open house events.

Provincial FSL Working Group

After several years of participation on this valued Ministry of Education committee, with an opportunity to provide input on all FSL matters, this committee has been discontinued. We hope to see its mandate renewed. We have requested this to the Ontario government.

FSL Advisory Committees and French Program Reviews

Fourteen Canadian Parents for French representatives sit on nine district school board FSL Advisory Committees, creating an opportunity to influence decisions that favour our organization's position on access to quality FSL education:

- Bluewater District School Board (DSB)
- Grand Erie DSB
- Halton DSB
- Hamilton-Wentworth DSB
- Peel DSB
- Toronto DSB
- Trillium Lakelands DSB
- Upper Grand DSB
- Windsor-Essex Catholic DSB

Here is a list of the common agenda items this year set by board staff/trustees and/or parent Co-Chairs:

- FSL teacher recruitment and retention
- Late arrival of Official Languages in Education (OLE) funds
- FI reviews and expansion

"Being bilingual is so great! I'm thankful to my Francophone community and my family for teaching me and my kids French and thankful for my Anglophone community and family for teaching me and my kids English There is no dominant language in my life We're just bilingual, that is our language."

— Program Alumnus

Below: Honourable Mélanie Joly, Minister of Tourism, Official Languages and La Francophonie, with CPF representatives.

Right: The Commissioner of Official Languages, Raymond Thériault, with CPF Ontario's President, Denise Massie.



Organization

Board of Directors 2018-19

President	Denise Massie
Vice President	Denise Harding
Treasurer	Wadeed Irfan
Directors	Jayne Evans
	Myron Karpiuk
	Pascal Arseneau (Ended Oct. 27, 2018)
	My Dang (Started Oct. 27, 2018)

Branch Committees

Nominating Committee, Chair	Jayne Evans
Bylaws (and Policies) Committee, Chair	Jayne Evans
Award Committee, Chair	Denise Harding
Advocacy Committee, Chair	Mary Cruden

Proud of our Network and What we Do

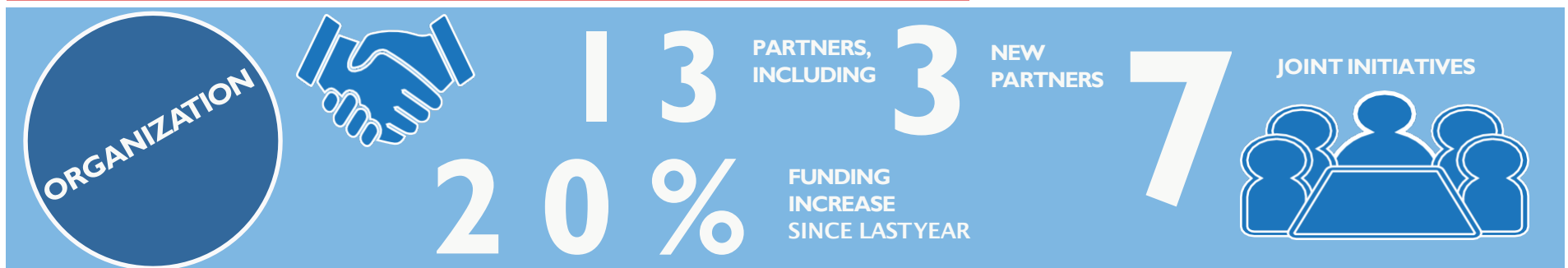
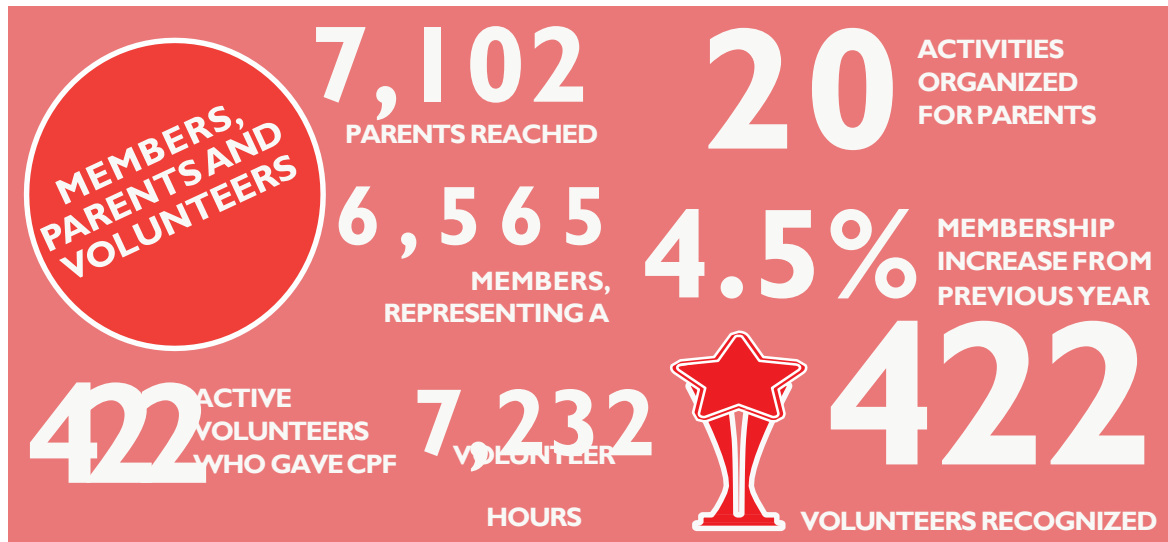
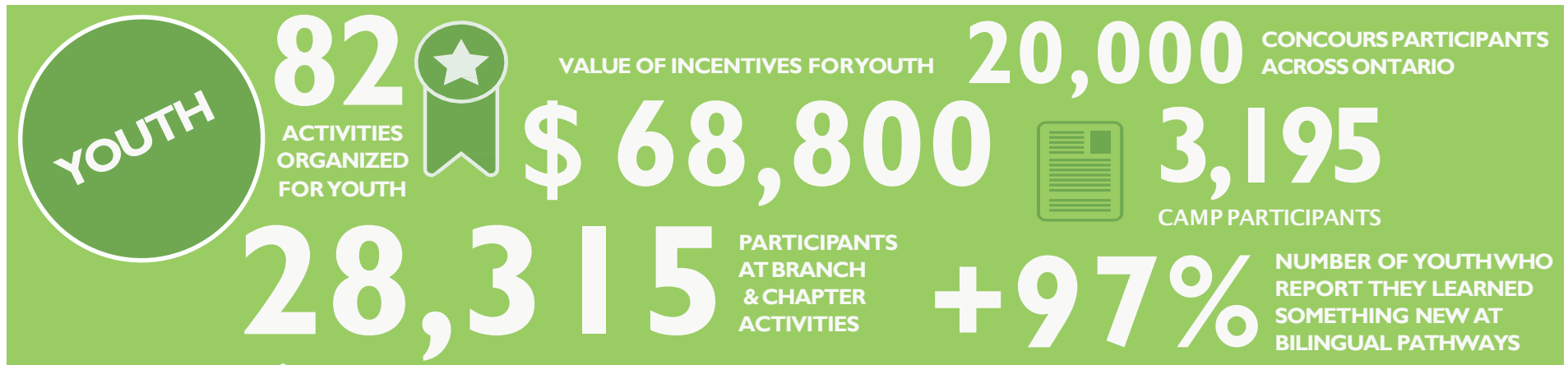
The Ontario Branch continues to move our strategic plan forward by implementing initiatives that satisfy our four pillars. We took care to collaborate with colleagues and friends across our entire network through our participation on the Council of Presidents, the Council of Executive Directors and the Chapter Development Officers Committee. In addition, the Branch President and Executive Director contributed to three National Committees: the Canadian Parents for French Magazine Editorial Committee, the Research Support Committee and the Employee Health Plan Review Committee. Branch staff and volunteers provided detailed information and feedback on three Canadian Parents for French National administrative initiatives: the Volunteer Registry, the CIVI Membership database and the technology audit.

Board Meetings and AGM

On October 27, 2018 at the Annual General Meeting, members elected a new slate of directors and accepted the audited financial statements for the fiscal year 2017-2018 as presented by the firm of Gilmore & Company.

The Canadian Parents for French Ontario Board of Directors has diligently carried out its roles and responsibilities throughout the year and the organization successfully completed all contractual obligations and scheduled programming.

By the Numbers



Web & Social Media

Website

Number of Unique Visitors	35,367
Number of Visits	46,247
Number of Page Views	89,702
Average Length of Time Spent on Site	2:10 mins
Bounce Rate	56.91
Most Visited Page: Youth Activities/Concours	

Facebook

Number of Followers	1,933
Number of Likes	1,900
Engagement (reactions, comments and shares):	
• Reactions	4,395
• Comments	212
• Shares	903
• Total Reach	186,365

Twitter

Number of Followers	1,734
Number of Likes	4,889
Number of Mentions	297
Number of Tweets	225
Engagement (including clicks, reactions, comments, and shares)	201,600



Website: on.cpf.ca
Facebook: [@CPF Ontario](https://www.facebook.com/CPF Ontario)
Twitter: [@CPF Ontario](https://twitter.com/CPF Ontario)



Partners boost our productivity:

- The success of the Provincial Concours d'art Oratoire is dependent on two long-standing partnerships. We are extremely grateful to York University Glendon Campus for providing the venue and the Ontario Modern Language Teachers' Association for recruiting and training sixty competent judges
- The win-win partnership between Canadian Parents for French (Ontario) and Camp Tournesol saw more kids enjoying their summer in French this year, while their parents benefitted from network events, including our provincial conference
- It's easy for us to access free French-Canadian films thanks to REEL CANADA. Let's strive to increase the delivery of screenings to more youth next year
- Two Francophone partner organizations, l'Assemblée de la francophonie de l'Ontario and the Fédération des communautés francophones et acadienne du Canada (FCFA), have joined the FrenchStreet.ca® Expansion Project Advisory Committee. Along with their excellent counsel, they will be providing promotional opportunities that will strengthen the project outcomes next year

We're strengthened by the show of support from our partners:

- Ontario Modern Language Teachers' Association
- York University and York University Glendon Campus
- Groupe Média TFO
- IDÉLLO
- L'Assemblée de la francophonie de l'Ontario
- REEL CANADA
- Alliance Française de Toronto
- Fédération des communautés francophones et acadienne du Canada
- Office of the Commissioner of Official Languages
- Toronto District School Board
- Peel District School Board
- Trillium Lakelands District School Board
- Camp Tournesol

Canadian Parents for French (Ontario) also wishes to thank the Department of Canadian Heritage of the Government of Canada and the Government of Ontario for their continued financial support.

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

Canada

 Ontario



Looking Forward

Canadian Parents for French (Ontario) will be launching the new Pan-Canadian FrenchStreet.ca® website at the Canadian Parents for French Network Leadership Conference on October 18, 2019. Save the date, be part of the launch and help us promote the site!

Policies are the backbone of a strong organization. Next year our goal is to update the Branch policies to help standardize how we operate and bring efficiencies to the entire network.

Youth

Canadian Parents for French (Ontario) plans to update the Concours d'art oratoire by expanding the new Impromptu Division so that more youth can participate and demonstrate their French language skills in this format.

Parents, Members & Volunteers

Canadian Parents for French (Ontario) plans to look at new ways in which to reach parents so that they can make great decisions on choices for their children in regards to FSL education. Parents also can feel they can contribute through volunteering with our Chapters or on our Branch Board of Directors.

Decision Makers

Canadian Parents for French (Ontario) will continue to access decision makers in government and in education circles to promote, develop programs to support and raise awareness of the benefits of an FSL education.

Organization

Canadian Parents for French (Ontario) will complete a review and align its bylaws and policies with the network. We will re-affirm our commitment by participating in our councils and sharing ideas.



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 Ontario

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Operations Manager
Chapter Development
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Project Manager
Project and Events Co-ordinator
Social Media Officer (part-time)

Betty Gormley
Tanzila Mian
Rosemary Sutherland
Eillen Sellam
Alayna Cameron
Pamela Zasadko

