













Annual Performance Report 2020-2021

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.

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.

In 2020-2021, in light of the worldwide pandemic, Canadian Parents for French worked together as a national network to lead initiatives in support of Canadian parents and FSL learners, shifting our focus to virtual programming and sharing resources beyond geographical barriers.

President's Message



FROM RESILIENCE TO BRILLIANCE!

his year, 2020 – 2021, will forever be etched in the memories I of teachers, school administrators, parents and students as we all learned to navigate around changing provincial and regional Covid-19 protocols. Across Ontario, as parents grappled with the complexities of sending their kids to school or adapting to online learning, CPF Ontario rallied to support them.

I am truly proud of our ability to rise to the occasion, pivot and work collaboratively with the entire CPF Network to deliver an array of virtual programming for young French language learners. This report will highlight some of the amazing programs made available to our members.

The successful CPF Ontario Virtual Conference was one of the first of its kind to deliver on-line workshops and messaging to encourage families to persevere and continue learning French no matter the situation!

Our FSL Teacher Recruitment Campaign saw the launch of the SayOui.ca website to promote becoming a French Second Language teacher in the province. CPF, once again, is at the forefront with a tangible solution to address the dire teacher supply issues. Our continued advocacy in this arena showed ongoing progress as we initiated funding applications and discussions with all levels of government and school boards to help families' access FSL education and supportive programs.

Finally, our new virtual programs for youth and a new tutoring program resonated with parents and the young participants as we played a crucial role in giving families the support they needed during these unprecedented times.

My Dang Interim-President **CPF Ontario**

Concours d'art oratoire

Concours d'art oratoire, is our signature public speaking event that showcases French Second Language (FSL) students' proficiency in French, not to mention their ability to weave a tale or present a compelling argument in front of a large live audience.

Along with these traditional 5 minute prepared speeches, the Ontario Branch runs the Impromtu category, where students react to a prompt and have only 15 minutes to craft and deliver a near-spontaneous speech.

On March 17th, 2020, CPF Ontario announced the cancellation of our provincial event in compliance with provincial and federal government recommendations, in particular the Public Health Agency of Canada (PHAC) advisories related to large gatherings and social distancing. Participation was tracking nicely up to that point, with 9 school boards and 3 independent schools registered for the Provincial Concours and 10 additional school boards preparing for their regional contests.



Concours Virtuel

As an alternative to running the provincial Concours d'art oratoire, the Branch participated in the CPF Concours virtuel: Ensemble à distance – 'Ton expérience face au virus'.

We invited Ontario students from K to Gr. 12 to submit a 1 to 3-minute video about COVID-19 and how social distancing was impacting their lives.

We thank CPF British Columbia for administering this initiative and the Ontario Modern Language Teachers' Association for its support in recruiting 23 volunteer judges.



YOUTH

Camp O

French Camps for Kids

FRENCH SUMMER DAY CAMP

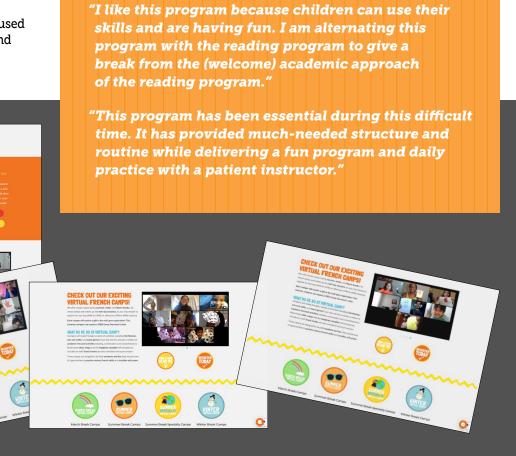
WHICH PROGRAM IS RIGHT FOR MY CHILD?

Camp Tournesol, a long-time partner of CPF Ontario, has been delivering quality camps for nine years.

The CPF Ontario sponsorship supported a rapid transition to online delivery of the camps this year. Families registered their children for one week of virtual camp for a total of fifteen hours of programming per child.

In many cases they were forwarded a package of materials or props by mail to be used during the virtual camp sessions. This added a sense of excitement, uniformity and collaboration while performing specific tasks in French.

VIRTUAL FRENCH CAMPS



"Thank you so much for offering the virtual camps and being adaptable from week to week. We're

really impressed by your commitment!."

YOUTH **=**

LITERACY ACTIVITIES

Volunteer Chapter Leaders with the support of branch staff coordinated the following activities:

BOOK CLUBS/ STORYTIME AND CHAT PROGRAM

Our interactive book clubs support French literacy by encouraging students to read, building their vocabulary, and interacting in French. Programs ran from 4 to 8 weeks, offering weekly meetings on a variety of themes based on age group.

FRANCO-FUN PROGRAM

Coordinated by our local Chapters, this program offered interactive games and activities for students. With a focus on fun, they increased their French vocabulary and improved their communication skills. Students registered for weekly sessions (30 - 60 min duration).

ONLINE FRENCH TUTORING PROGRAM

The branch coordinated a 10-week pilot program in collaboration with the CPF National Office. providing 56 students a 45-minute session once a week on homework help, reading and comprehension, or conversation in French. An additional winter session provided another 149 students with 8 weekly sessions.



FEEDBACK

Parents commented on the quality of the CPF Ontario virtual literacy programs.

The sessions are delivered by second-year bachelor of education students who are close to becoming FSL teachers. These leaders are trained in pedagogy and are making connections to the FSL curriculum. They are also mindful of equity and inclusion as part of their practice.

Parents also reported the benefit of having youth volunteer leaders trained to deliver the programs through our chapters.

In these cases, the young participants recognize they are following the same path to bilingualism as their session leaders, and it boosts their self-esteem and linguistic security.









"Darrius really loves his sessions and looks forward to them every week."

"Thank you for the amazing support and creative online programs. We enrolled Alicia in the online program due to the concern of the 2nd wave of the pandemic...the CPF French tutoring service is greatly welcomed."

Socio-Cultural Activities

This year we offered 80 virtual French socio-cultural performances and workshops and a variety of online activities to enrich the school environment for FSL students throughout the summer of 2020.

The list of performers included:

- The Duffle Bag Theatre,
- Music Videos by Chris Rawlings, and
- Storytime with Nathalie Vachon









YOUTH By the Numbers

Numbers and statistics related to youth



Concours (Literacy Event)
Branch Concours CANCELLED

Estimated Student Participants in School-wide Events (19 school boards, 94 schools)



Concours Virtuel: Ensemble à distance



887 Activities 14,054 Youth Participants



Socio-cultural Youth Events



Virtual Camp Sessions
Offered/Supported



Partner Event supported (Idello Camp en Famille)

MEMBERS AND VOLUNTEERS

CPF Ontario Virtual Conference and AGM



Due to the COVID-19 pandemic, CPF Ontario chose to host a virtual conference on October 3-4, 2020 with an overarching theme of "resilience" to coincide with the Annual General Meeting, 135 adults registered and

119 attended the virtual conference. 6 Workshops were delivered:

- The State of FSL Education in Ontario
- New Initiatives to Recruit and Retain FSL Teachers
- "Pathways to Bilingual Success" Our Conference and our FSL Stars
- Virtual Program Ideas for Chapter Volunteers
- Connecting, Communicating, Sharing: Supporting Your Child's Journey in FSL
- Discover French Educational & Workplace Opportunities (Secondary & Post-Secondary)

The virtual exhibitor showcase attracted 10 organizations to share their services with our members. The feedback received on the overarching theme and the conference workshops was good to excellent, and CPF Ontario was congratulated for being one of the first organizations to pivot to online delivery of its programming for members.



Workshops for Members

CPF Ontario's Northern Ontario Liaison delivered four webinars in May and June 2020:

- Connecting, Communicating, Sharing with Teachers
- Connecting, Communicating, Sharing with Parents
- Two webinars were delivered on "Navigating Idello.org" as a French educational resource.

Volunteer Community Placement Program

We entered our fifth year of partnership with York University's Faculty of Education by recruiting 50 bilingual teacher candidates (TC) to our community placement program. We are aligning their skills to support the delivery of our three new online programs for kids, at a time when they are greatly needed.

The Branch signed a new partnership agreement with Nipissing University in October 2020 with eleven teacher candidates joining our volunteer community placement and training program.

Training Sessions

The branch ran 6 practical skills training sessions for our volunteers and promoted another 11 offered through the CPF National Office.

MEMBERS AND VOLUNTEERS



Leadership Recognition and Awards Ceremony



Deborah Williams was recognized as the recipient of the Mlacak Award for her outstanding volunteerism as a CPF Ontario Chapter leader.

THANK YOU to our outstanding chapter leaders!

This was a challenging year for our volunteer chapter leaders, many of whom found themselves working from home while navigating full-time parenting and assisting with their children's on-line education. While many chose to place their chapter activities on pause, others were able to participate in our training sessions, provincial conference and AGM and deliver virtual events for their communities.

Chapter Highlights

101 Literacy Activities: Franco-Fun events, chat groups, homework help programs, public speaking programs, Book Review Contests

16 French Socio-cultural Events: Chef à l'École cooking classes, art classes, game nights, yoga class

2 Youth Leadership Workshops and 2 **Practice Sessions** Congratulations to our

youngest volunteers!





"I really enjoyed the practice session where I got to teach the kids, so now I know exactly what to expect and I've gained more confidence." - Youth Volunteer Participant

24 Ontario Chapters

- Ajax & Pickering
- Bluewater Hanover
- Bluewater Kincardine
- Bluewater Meaford
- Bluewater Saugeen Shores
- Bowmanville
- Brampton East
- Fort Francis
- Halton Catholic
- Hamilton-Wentworth
- Huron-Goderich
- Ottawa
- Renfrew County
- Richmond Hill
- Simcoe County
- Simcoe County North
- Thunder Bay
- Toronto Catholic West
- Toronto Fast
- Toronto Midtown West
- Toronto West
- Trillium Lakelands Haliburton
- Vaughan
- Windsor-Essex

MEMBERS ENGAGEMENT By the Numbers

We have had the pleasure of serving a growing number of members over the years. This year, we experienced a dramatic increase as memberships were renewed for free and special attention was paid to reinstating lapsed members.

MEMBERSHIP ENGAGEMENT



2017 6,245 Member

2019 6,565 Member 2018 6,281 Members

2020 5,759 Member

2021

15,196* Members

* Most of the reinstated Organizational Members are schools that benefitted this year through our virtual programming. It will be a challenge to keep reinstated individual and family members engaged next year, as we learn that many of them have older children now and may be seeking less support from the Branch.



7,005

New and reinstated Organizational Members at April 1, 2021

2,322

New and reinstated Individual or Family Members at April 1, 2021

MEMBER/FAMILY EVENTS



Events, Activitie

Parents/Adult
Participants Reached

MEMBER/VOLUNTEER ENGAGEMENT



Volunteer

Activities for Volunteers

7,403 Volunteer Hours

VOLUNTEER RECOGNITION

Many chapters organize a volunteer appreciation celebration at the end of the school year. Most were placed on pause this year.



Volunteer Award Ceremony

Volunteer Award Volunteers
Recognized
With a small gift and thank you card delivered by post

CHAPTER SUPPORT



Active Chapters
or Teams

CPF ADVOCACY IN ACTION I

The Branch advocacy activities were focused on the two priority areas identified in our strategic plan: Access to French Second Language programs and French Second Language Teacher Recruitment and Retention

FSL Teacher Recruitment & Retention

CPF Ontario is helping to boost the supply of FSL teachers needed to meet the growing demand for quality FSL programs with a targeted project that complements all of the Branch's advocacy efforts.

SayOui.ca

CPF Ontario launched the SayOui.ca website and began a promotional campaign on why and how to become a French Second Language teacher in Ontario. The website attracts secondary and university students as its primary audience by identifying the viewer's interest and highlighting the benefits and rewards of the teaching profession.

The youth oriented campaign includes the use of outreach platforms such as YouTube and Spotify which helped us draw over 17,000 visitors to the website by the end of March 2021.

The audience will continue to build as we expand the promotional aspects of the campaign.







FSL Education Across 60 English School Boards During the COVID-19 Pandemic

The pandemic exacerbated the already depleted supply of FSL teachers in the province. Many FSL teachers were called upon to teach in English (instead of their usual FSL program) as remote learning created an additional demand across the entire education system.

Canadian Parents for French (Ontario) called on the Ministry of Education and school boards to ensure equitable delivery of FSL programs. There are, however, at least six school boards that were unable to deliver French Immersion (FI) or Core French to the children whose parents opted for full-time remote learning. Those school boards have assured parents that their children will move ahead and can remain enrolled in the French Immersion program, but parents remain worried about their children lagging behind.

School Board Delegations

CPF continued to have representation on the Toronto District School Board French Second Language Advisory Committee and the Peel District School Board FI Elementary Review Committee. Unfortunately most school board FSL Advisory Committees were not active this year.

Advocacy often requires the Branch or chapter representatives to communicate directly with trustees to expand their awareness of research supporting strong FSL programs and understanding of the needs expressed by parents with children in FSL programs.

CPF ADVOCACY IN ACTION I



Halton Catholic District School Board

CPF Ontario delegated alongside parent advocates to the Halton Catholic District School Board on December 1, 2020, on the need to expand the FI program to meet the growing demand and better serve the families in their jurisdiction. Our efforts succeeded in influencing the Trustees, who voted in favour of expanding the FI program!

Durham District School Board (DDSB)

CPF Ontario presented a written delegation to the DDSB on March 17 in contravention of the following recommendations by the school board staff that would weaken its French Immersion program:

- A cap on FI enrolment
- Reduce French as the language of instruction to 50% of the FI program in the primary grades
- Make parents pay for the DELF proficiency test in Grade 12

Our efforts were successful as Trustees voted down all three staff recommendations in order to maintain the strength of its FI program!

Ministry of Education: FSL Provincial Working Group Meeting - December 8, 2020

CPF Ontario and other stakeholder organizations identified priorities for the Official Languages in Education Program (OLEP) Action Plan 2019-2023. CPF Ontario had a follow up consultation with Ministry staff again on January 15, 2021.



Branch consultations on the Canada-Ontario Agreement and OLEP Action Plan

- Letter and brief sent to the Minister of Official Languages (Federal) and the Minister of Education (Provincial) stating our position and recommendations regarding the Canada-Ontario OLEP 2019-2023 Action Plan.
- Meeting with the Assistant Deputy Minister (Education) and Director, June 11, 2020
- Meeting with MPP and Parliamentary Assistant to the Minister of Education
- Meeting with Minister Joly's Policy Advisor to reiterate our position regarding the OLEP 2019-2023 Action Plan.
- Meeting with the Commissioner of French Language Services in Ontario, Kelly Burke.

January 2021 PCH Community Stakeholder Consultations

Re: Protocol for Agreements for Minority-Language Education and Second-Language Instruction 2019-2020 to 2022-2023, hosted by France Fortier, Director, Operations and Regional Coordination for Canadian Heritage - Official Languages. The Ontario Branch articulated the priorities identified by the CPF National Board.

Branch Support on the Government's Announcement on the Reform Document for the Modernization of the Official Languages Act (OLA)

- February 2021: Chair, Branch Advocacy Committee, meets with Minister Joly to discuss the OELP Action Plan and the modernization of the OLA.
- Branch President and ED join CPF Network leaders in a virtual "conversation" with Minister Joly on March 17, 2021.
- Branch launches a social media campaign in support of the Reform Document.

CPF ADVOCACY IN ACTION By the Numbers

PUBLIC DISPLAYS, COMMUNITY CONFERENCES, PARENT INFO SESSIONS



All parent and community conferences and exhibitor booths were cancelled during this period. This activity will resume when permitted as an important outreach strategy to the public in promoting official language bilingualism and CPF activities.

DISSEMINATION OF INFORMATION AND RESEARCH ADVOCACY BRIEFS



The Branch responded to numerous requests for information on supporting FSL education during the pandemic. We distributed a list of resources and research advocacy briefs on Linguistic Security and On-line learning via our Branch Communique and social media platforms.

ADVOCACY EVENT - LAUNCH OF THE SAYOUI.CA WEBSITE



Reached (Visitors at



Consultations, delegations, meetings or events

Joint initiatives (OMLTA, Glendon College, Idello. French for the Future)

ADVOCACY TRAINING FOR STAFF/VOLUNTEERS



Workshop on "The State of FSL in Ontario"

TEACHERS/EDUCATORS EVENTS, MEETINGS, AWARDS



CPF Network: Building Leadership Expertise

The Ontario Branch and Chapters participate in learning/training opportunities with a focus on leadership, strategic planning, succession planning, philanthropy, and advocacy.

Collaboration

Council of Presidents

The Branch president, vice-president or interim president attended all Council of Presidents meetings held during the fiscal year.

Council of Executive Directors (CoED)

The Branch ED participated in all CoED meetings held during this fiscal year.

The Branch participated in these two sessions:

- CoED Brainstorm Agenda, February 10: Engaging Emerging Youth Leaders in CPF; Opportunities and Support for Emerging Leaders
- March 18, 2021: What Measures Are We Taking to Retain Members?

The Council of Executive Directors will consider new ideas as well as promising practices already taking place within some Branches. The intent is to collate the information to be used during upcoming strategy sessions at Branch and National Board meetings.

Participation in CPF Network Training opportunities provided by CPF National

CSAE 2-Day Symposium for Chief Staff (Betty Gormley) and Chief Elected Officer (My Dang):

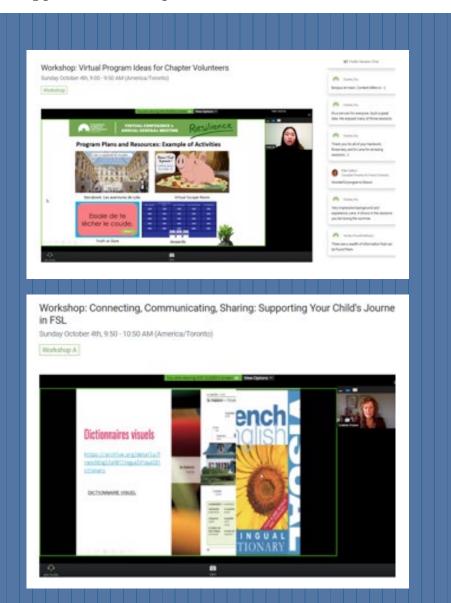
Governance training completed February 25-26, 2021.

Chapter Development Officer meetings:

The CPF Ontario Chapter Development Manager participates regularly.

CPF Branch Website Training:

CPF Ontario Operations Manager participated and is managing the site.



CPF Network: Building Leadership Expertise

CPF Ontario AGM Virtual Meeting

On October 4, 2020 at the Annual General Meeting, members elected a new slate of directors and accepted the audited financial statements for the fiscal year 2019-2020 as presented by the firm of Gilmore & Company.

The CPF Ontario Board of Directors has diligently carried out its roles and responsibilities throughout the year. The organization successfully completed all contractual obligations and scheduled programming, after receiving approval on virtual alternatives.

CPF Ontario Board of Directors 2020-2021

- Denise Massie, President (partial term)
- My Dang, Interim-President
- Myron Karpiuk, Interim Vice-President
- Elizabeth Hoerath, Treasurer
- Javne Evans, Director
- Christine Rees, Director
- Marianna Kirkwood-Lazazzera, Youth Representative



CPF NETWORK By the Numbers

Numbers and statistics related to the organization

BOARD SUCCESSION, GOVERNANCE & LEADERSHIP LEARNING OPPORTUNITIES



Learning **Opportunities** (Staff & Branch Board)

Branch Board & Special Meetings

BRANCH COMMITTEES

- Nominating Committee: Chair, Elizabeth Hoerath
- Bylaws (and Policies) Committee: Chair, Jayne Evans
- Awards Committee: Chair, Christine Rees
- Advocacy Committee: Chair, Mary Cruden

PARTICIPATION ON NATIONAL COMMITTEES

CPF Ontario Director, Christine Rees participated on the **CPF National Nominating Committee.**

CPF Ontario Director, Elizabeth Hoerath participated on the CPF National Advocacy Research Committee.

CPF Ontario President participated in the CPF National Annual General Meeting on October, representing the Branch and members residing in Ontario

BY THE NUMBERS

WEB & SOCIAL MEDIA

Website (using Google Analytics)	Apr 1, 2019 - Mar 31, 2020	Apr 1, 2020 – Mar 31, 2021	on.cpf.ca		
Number of users	40,334	35,675	11.6% decrease of same reporting period over last year		
Number of new users	-	-			
Number of sessions	49,429	44,407	10.1% decrease of same reporting period over last year		
Number of page views	91,652	83,566	8.8% decrease of same reporting period over last year		
Average session duration (in minutes)	1:47 mins	1:81 mins	23% increase of same reporting period over last year		
Twitter					
Number of followers	1,994	2,306	15.6% increase of same reporting period over last year		
Number of profile visits	-	-			
Number of mentions	-	-			
Number of tweets	1,699	379	78% decrease of same reporting period over last year		
Number of impressions (likes and re-tweets)	119,190	363,979	205% increase of same reporting period over last year		
Facebook					
Number Followers	2,089	2,476	18.5% increase of same reporting period over last year		
Number of Posts	-	275			
Total Reach	91,445	111,493	22% increase of same reporting period over last year		
Engagement (likes, comments, shares)	3,279	2,457	25% decrease of same reporting period over last year		
YouTube Channel					
Number of new videos posted	-	2			
Number of subscribers	-	37,187			







BY THE NUMBERS

2020-2021 FINANCIALS

The annual financial audit was conducted by the firm of Gilmore & Company on June 3-30, 2021, for the fiscal period ending March 31, 2021. The complete audited statements were received and accepted by the board of directors on July 15, 2021 for presentation to the general members at the Annual General Meeting to be held on September 26, 2021.

Revenue		Expenses		
PCH Core Program Support	365,400	Salaries		239,889
MOE FSL Teacher Recruitment	120,000	Honoraria		32,778
MOE FSL Programs	99,377	Travel & Accommodation		23,294
CPF National Project Support	36,000	Publicity		35,760
Membership Fees	5,425	Operational Costs		48,349
Donations	1,872	Other		707
Other Revenue (sales, advertising, events)	41,007	MOE . FSL Teacher Recruitment Project		119,770
Total	669,081	MOE . FSL Programs		109,167
		CPF National project expenses		29,297
			Total	639,011

CPF Branch Statement of Operations

Revenue	669,081
Expenses	639,011
Excess or deficiency of revenue over expenses for the year	30,070

FUNDING ACKNOWLEDGEMENTS

Thank you - Merci

CPF Ontario acknowledges the important financial support of the Government of Canada



Government of Canada

Gouvernement du Canada

CPF Ontario acknowledges the important financial support of the Government of Ontario



CPF Ontario acknowledges receipt of funds from CPF National:

- \$25,000 for the FSL Teacher Recruitment Campaign
- \$10,000 toward the Tutoring Program;
- \$1,000 grant provided as part of the More French, S.V.P! Mary Joyce Booth endowment

Partners Expand our Reach!

Thank you to all our partners that add value to the CPF organization and our members. The reciprocal offerings, promotion or sponsorship of each other's events extend our reach.

- Alliance Française Toronto
- Camp Tournesol
- French for the Future
- Groupe Média TFO / IDÉLLO
- L'Assemblée de la francophonie de l'Ontario
- Nipissing University

- Ontario Modern Language Teachers' Association
- Toronto District School Board
- Université de l'Ontario français
- University of Ottawa
- York University, Glendon Campus

As part of our Northern Expansion strategy, the Branch became a community partner with Nippissing University's Schulich School of Education. This new partnership will permit bilingual bachelor of education students to participate in our volunteer community placement program with an opportunity to hone their new teaching skills as CPF virtual program leaders.

Executive Director's Message



FROM RESILIENCE TO BRILLIANCE!

2020-2021 was a year of resilience, perseverance and progress, as we embraced online delivery methods with measured risk and a sense of excitement toward the future. Our ability to support our members and a vast number of children virtually was tempered only by our diligence regarding program quality.

A scan of the results and analytics dictates that virtual programming will remain part of our programming mix well into the future. Members can look forward to further development and branding of our virtual youth programs, *Franco-Fun*, *Cercle de Lecture* and *Vive la Parole*, that give our French language learners a boost in

their proficiency and confidence.

Innovation and quality programming will help Canadian Parents for French retain our treasured members and attract new ones. CPF Ontario will play a leadership role in expanding these initiatives just as we embrace creative ideas from other branches across the country. Therein lies the strength of our organization and I thank the National Executive Director and Board of Directors for creating opportunities for everyone to contribute and shine.

We have a wealth of talent among our CPF members in Ontario and a growing body of chapter leaders and energetic volunteers with the ability to inspire others. I thank my board members who inspire me with their selflessness and willingness to share their expertise and my dedicated and productive staff, who kept it real this year with authentic smiles and laughter echoing from their respective squares on my computer screen!

Whether you are a parent eager to support your child and community or an advocate eager to promote the benefits of official language bilingualism, our goal is to find you and help you realize your potential. The path is well lit and the future is brilliant!

Betty Gormley Executive Director CPF Ontario

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.

Executive DirectorBetty GormleyOperations ManagerTanzila MianManager, Chapter Development and OutreachRosemary SutherlandProject ManagerEillen SellamMarketing and Communications ManagerEva Pawloska



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CONNECT WITH US!

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