



CANADIAN  
PARENTS  
FOR FRENCH  
ONTARIO

# 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.

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 on building strong, inclusive, equitable, and shared leadership, supporting engaged members 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 of how some voices and experiences are often missing from decision-making processes exacerbating systemic inequities in our society. The Ontario Branch is committed to taking 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 required to remain relevant and serve all those who call Canada home. We promise to you our members and stakeholders, to listen, share our learnings with you and engage you in this important and ongoing work.

## PRESIDENT'S MESSAGE



Throughout the 2021-2022 year, the impact of COVID-19 was still very much in play across Ontario, as parents continued to grapple with the complexities of sending their kids to school with fluctuating health and safety protocols. Despite a collective pandemic malaise, I am truly proud of our organization's ability to support families and their children's journey toward bilingualism.

The Ontario Branch Board of Directors kept a watchful eye this year on the progress made toward achieving the goals and objectives identified in all four pillars of our Network Strategic Plan. Branch staff and volunteers worked diligently implementing quality youth programming and developed an action plan to develop and train volunteers beyond our traditional Chapter leaders. Furthermore, a culture of giving is just beginning to take hold and have a positive impact on the organization.

Our FSL Teacher Recruitment Campaign, which focuses on the *SayOui.ca* website to promote becoming a French Second Language (FSL) teacher in the province, is providing a tangible solution to address the teacher supply issues. This report highlights some of the campaign's promotional results and our ability to reach our target audiences. Our continued advocacy work in support of equitable access extended to the national stage, as we supported efforts to update the Official Languages Act and see it passed as soon as possible in the House of Commons.

Finally, I am pleased to report that the Ontario Branch Board of Directors acted on every opportunity to provide thoughtful feedback and offer recommendations in areas concerning the governance and direction of the CPF Network. Change is never easy, yet required if we are to remain relevant, effective, and efficient.

It is my privilege to promote the benefits of official language bilingualism and to represent and serve the CPF members who reside in Ontario.

A handwritten signature in black ink, appearing to read 'My Dang', written over a white background.

**My Dang**  
**President**  
**CPF Ontario**

# YOUTH

## 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 the traditional 5-minute prepared speeches, the Ontario Branch runs the Impromptu category, where students react to a prompt and have 15 minutes to prepare and deliver a near-spontaneous speech.

The cancellation of the live provincial competition was in compliance with provincial government recommendations regarding the size of public gatherings; however, 60 students did compete by submitting their speeches in video format. The winners in each category moved on to the national competition. Participation in the in-class *Concours d'art oratoire* events grew significantly, with 19 school boards and 3 independent schools participating, recognizing a total of 2,908 participants!



*"This was a great opportunity for my child to engage with French in a fun way. It was also wonderful to hear children from other areas speaking in French, as it gives a better sense of our bilingual country than we get in our small town."*

– Stephanie

## Concours virtuel – Ensemble à distance

The Ontario Branch participated in the CPF *Concours virtuel* for the second year.

This video contest asked students from K to Grade 12 to submit a 1- to 3-minute French video on a topic of their choosing, from hobbies to their take on current events.

In Ontario, 88 students reflected on the task and recorded creative videoboard!



**2,908**  
student participants  
in Grades 4-12  
(15% increase over  
previous year)

**203**  
sets of 3  
medals and

**2,898**  
certificates were  
distributed

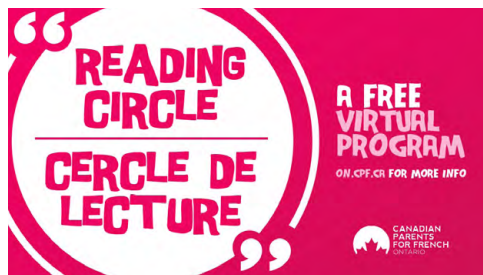
# YOUTH

## CPF Virtual Programs

This year, 13 CPF Ontario Chapters delivered our CPF-branded virtual programs for youth: *Franco-Fun*, *Reading Circle / Cercle de lecture*, and *VIVE LA PAROLE* running from September 27 to December 9, 2021, reaching 615 participants who enjoyed 46,432 hours of programming. In addition, the Branch received funding through the Ministry of Education to deliver spring and summer sessions in order to expand our reach.



*Franco-Fun* is offered as an after-school or summer program featuring 45-minute classes for students in grades 1-3 or grades 4-8, 5 days per week. Students participate in literacy activities, French interactive games and chat with new friends while building their French vocabulary, oral comprehension, and communication skills.



*Reading Circle / Cercle de lecture* is offered as an in-class, after-school, or summer program featuring 45-minute classes for students in grades 1-3, 60-minute classes for grades 4-8, 5 days per week. Students participate in a shared reading experience with discussion and some written exercises.



*VIVE LA PAROLE* features theme-based games and interactive activities in French to develop spontaneous oral production and communication skills among older students. With prompted facilitation by the educator lead, students enjoy one-hour sessions where they make new friends from across the

province and learn about French culture, including the contemporary Franco-Ontarian pop culture scene. This program is for students in grades 7-12 learning French as a Second Language (FSL) in French Immersion, Extended French, and Core French.

**1,674** children participated from **40** school boards across the province.

Each child received **7.5** hours of programming for a total of **12,555** hours of programming.

We were successful in our outreach efforts to the northern school boards.

# YOUTH

## Socio-Cultural Activities & Projects

**Author Readings & Workshops** In March 2022, the Ajax-Pickering Chapter offered 4 workshops with a Haitian Author, Daniella Osman, for K - Grade 3 students.

**Magician and Storyteller** Magician Marc Tardif offered 2 pre-recorded performances. Storytelling was provided by Djennie Laguerre for all students.

**Chef à l'École** Held December 4, 2021, March 12, and March 27, 2022.

**Games/Trivia Night** Held March 10, 2022.

**Franco-Ontarian Day Class Celebrations** (September 25, 2021) were held in 9 schools.

**Coding Workshops in French** for students in grades 7 to 9. Coordinated by the Vaughan and Simcoe County Chapters.

**Community French Club and Homework Help** Four programs were delivered by high school students in the Peel District School Board (DSB) and the Dufferin-Peel Catholic DSB. Coordinated by the Brampton East Chapter.

**The Branch coordinated the following virtual workshops open to FSL students:** *Parlez Science; Prenez la pose!; Oui, je suis artiste!; Excursion d'été; Créons ensemble!; Bougez, bougez!*

**We collaborated with Glendon Campus, York University, offering four Brain Booster workshops for older teens and two more entitled:** *Maintien ton bilinguisme!*

There were **32** youth activities  
with **26,104** participants

## Camps



**Camp soleil** ran for a week in August 2021. Coordinated by the Hanover Chapter.

**Art Ateliers French Camps** were for students 6 to 14 years old. One-hour daily sessions in week-long camps for students to learn about various artists, discover their art styles and create their masterpieces. All communication was in French and coordinated by the Toronto Midtown West Chapter, Corsair & Tomken Team, and the Melody Village Team.

There were **4** camps with **280** participants

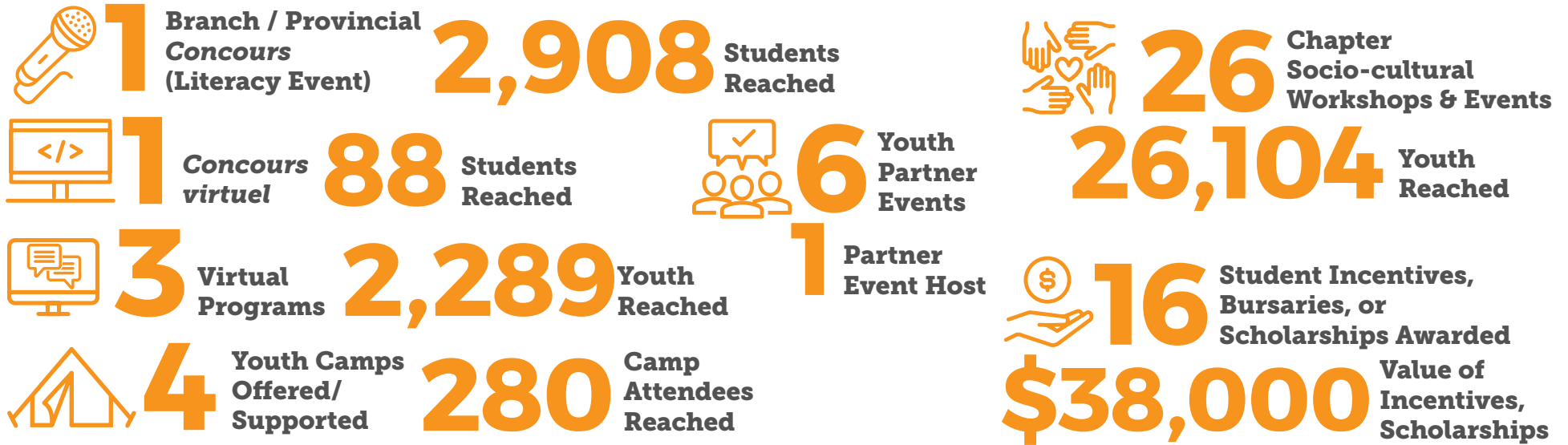


*"I've watched my son's confidence speaking, understanding and conversing in French improve over the last two weeks. I only wish we could access this all the time to really reinforce French language development outside of the classroom."*

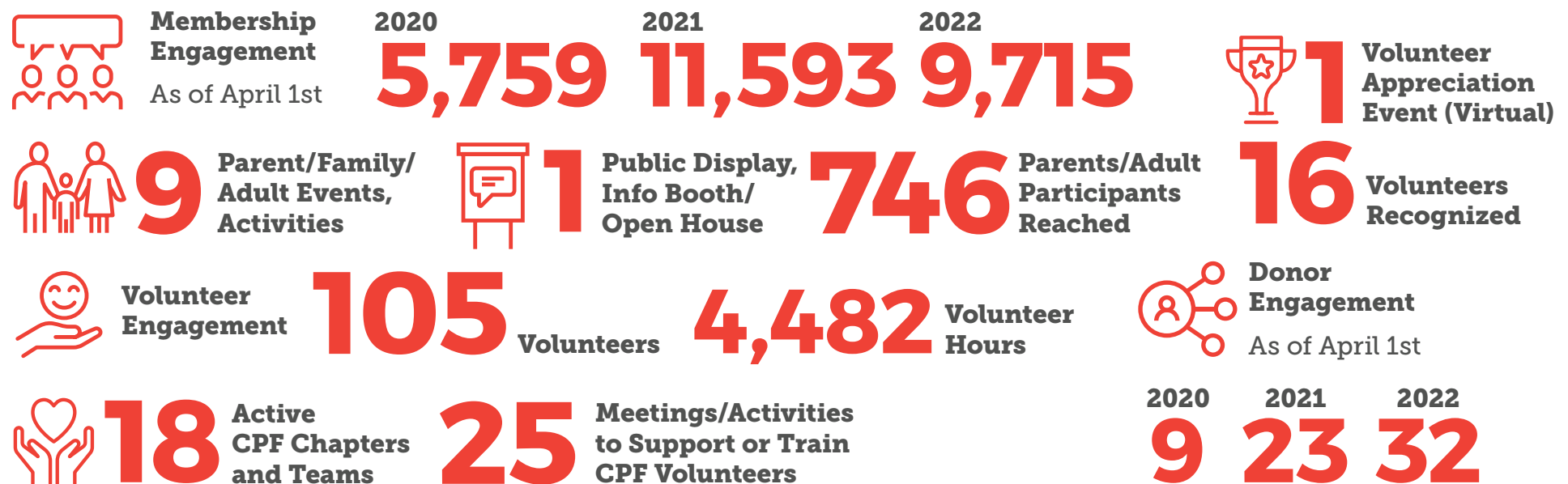
*"Great programs that allow the kids to learn about Franco-Ontarian culture and develop their French language skills."*

*"This program was the perfect amount of daily practice in a fun manner with a group of unfamiliar students. The environment created by the teacher allowed for the students to feel comfortable speaking French even though they didn't know each other! It was fantastic!"*

# YOUTH BY THE NUMBERS



# MEMBERS, VOLUNTEERS, AND DONORS BY THE NUMBERS



# MEMBERS, VOLUNTEERS, AND DONORS

We have had the pleasure of serving a growing number of members over the years. Last year, we experienced a dramatic increase as memberships were renewed for free and special attention was paid to reinstating lapsed members. With the reinstatement of membership fees, we expect to experience a decline this year and next.

## Workshops for Members

- Connecting, Communicating, Sharing
- Supporting Parents with *IDÉLLO* and *Boukili*
- Introducing *L' Université de l'Ontario français*
- The State of FSL Education in Ontario
- Communicate, Collaborate, Connect: Engaging in your child's FSL education together!
- College/University Time: Discover a college and four universities in Ontario and what makes them unique.
- Discover French enrichment opportunities for your child.



## CPF Ontario Family Event

CPF Ontario hosted a virtual Family Event on September 24-25, 2021. The theme **#GrowingtogetherinFrench** kept the group focused on collaboration, sharing, and having fun, including a Kahoot French Trivia Game for the whole family! Three workshops for children (grade 1-12) and five workshops for parents were offered by 7 presenters and 15 exhibitors.



**91%** felt the workshop topics were "relevant or very relevant"

**90%** indicated the event met or exceeded their expectations

# MEMBERS, VOLUNTEERS, AND DONORS

## Volunteer Community Placement Program

We maintained our partnerships with the Faculties of Education at Nipissing University and York University, enabling CPF to host Bachelor of Education students for their volunteer community placements as CPF volunteers. Forty-seven bilingual teacher candidates honed their new pedagogy skills by delivering various CPF Chapter activities and CPF virtual programs for kids.



***"I have learned how to choose engaging resources online that will motivate learners. I have also benefited from learning to integrate technology applications into my teaching style."***

– Nipissing University Student and CPF Volunteer

***"This training has prepared me and given me confidence to run volunteer programs for the younger kids in French in my community."***

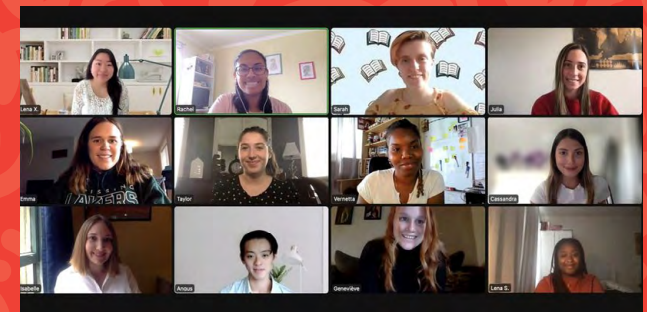
– Youth Volunteer

***"I have benefited from my volunteer experience with CPF as it gave me an opportunity to practice my French speaking and teaching skills all in one. It also allowed me to gain strategies to both plan and teach online programs and lessons."***

– York University Student and CPF Volunteer

## Volunteer Training Sessions – Chapters, Teams, and Youth

The Branch ran 4 practical skills training sessions for our Chapter volunteers and one entitled "Supervising volunteers" offered by Volunteer Toronto. We are most proud of our youth leadership and training sessions. In total, 25 training sessions for Board volunteers, Chapter volunteers, community placement, and youth volunteers were delivered.





# MEMBERS, VOLUNTEERS, AND DONORS

## Volunteerism is Recognized and Appreciated

The CPF Ontario Awards Committee gathered submissions and selected the winners based on a set of criteria to recognize outstanding performance as a volunteer.



### The Mlacak Award



The Mlacak Award was established by CPF Ontario in 1991. It is a special tribute to the tireless volunteer work of Beth Mlacak and the outstanding contribution she made to our organization.

The **2021 Mlacak Award Recipient** is **Candy Weekes**, Executive Member, CPF Brampton East Chapter, in recognition of her outstanding contribution as a CPF Chapter leader and volunteer.



15 gifts of appreciation were distributed to deserving CPF volunteers throughout the year.

CPF values its members and volunteers and has strived this year to deliver quality programming to support them and their families. We are building a stronger CPF “voice for bilingualism” by training youth leaders who are subsequently volunteering their time and giving back to their communities.

## Donors

As we begin in earnest to promote a culture of giving at CPF, the Ontario Branch promoted the **Giving Tuesday Donor Campaign** coordinated through the National Office and ran a second campaign encouraging parents or guardians to make a donation as a thank you for their child’s participation in the free virtual programs offered this year. **We raised \$5,174 from 32 individual donors, reaching a significant increase in revenue and 28% increase in the number of donors over the previous year.**

GIVING  
TUESDAY

Nov  
30

# MEMBERS, VOLUNTEERS, AND DONORS

## Chapter Highlights • April 2021 - March 2022

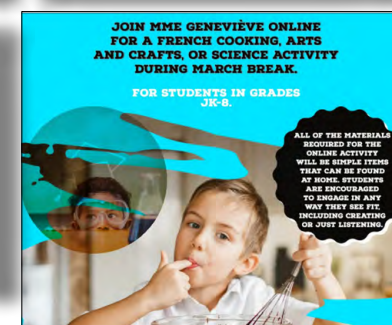
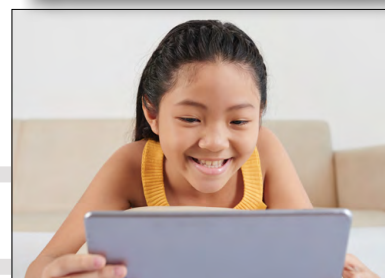
### THANK YOU to our Chapter leaders!

While many CPF Chapter activities were placed on pause due to the continued pressure of a global pandemic, 14 Chapters and Teams persevered to deliver virtual youth programming highlighted in the youth section of this report and support parents and volunteers of all ages in their communities.

Chapter leaders supported the delivery of the CPF virtual programs and coordinated socio-cultural workshops that helped bring French to life for the children and enrich the entire school environment. Kudos to the Brampton East Chapter for developing and growing the amazing Youth Leadership, Mentoring, and Practice Teaching Program, which allowed high school students from 8 schools in the Peel District School Board to be trained as homework helpers to younger children and develop leadership skills and confidence in speaking French.

### Shout out to the amazing volunteer leaders from the following CPF Chapters and Teams:

- Ajax-Pickering
- Bluewater- Hanover
- Bluewater - Meaford
- Brampton East
- Halton Catholic
- Hamilton-Wentworth
- Ottawa
- Richmond Hill and Markham
- Simcoe County
- Thunder Bay
- Toronto East
- Toronto Midtown West
- Toronto West
- Trillium Lakelands Haliburton
- Vaughan
- Melody Village Team
- Corsair and Tomken Village Team
- Ottawa Catholic SB Team



# CPF ADVOCACY IN ACTION

**The Branch advocacy efforts focused on two priorities identified in our strategic plan: Access to French Second Language programs and FSL teacher recruitment and retention.**

## Access to FSL Programs Meetings – Consultations - Delegations

### **Ontario Public School Boards' Association (OPSBA):**

CPF Ontario was invited to meet with the OPSBA leaders on September 30, 2021, to provide us with an overview of the new EDU projects on FSL teacher recruitment and retention. A second meeting was held on Feb. 4, 2022, to discuss the High Skills Major program in Education- non-profit and how CPF presentations would add value to the classroom.

### **Ontario Modern Language Teachers' Association (OMLTA):**

We met on September 30, 2021, sponsored the OMLTA Conference (Apr. 22-24, 2021), and reached delegates via our exhibitor booth.

**Provincial FSL Working Group** was hosted by the Ministry of Education on May 26, 2021, and January 27, 2022.

CPF Ontario President and ED participated in discussions on the following agenda items:

- Discussing ways of achieving Ontario's goals for FSL programs;
- Providing input into FSL activities under the Canada-Ontario FSL Action Plan;
- Exploring ways of enhancing awareness of the importance of bilingualism in Ontario.
- Discussion on diversity, equity, and inclusion in the context of CPF virtual program delivery, funded by the MOE.

### **Peel District School Board French Immersion Review Committee**

CPF volunteers attended meetings in April, May, and June 23, 2021, with oversight from the ED and Chair of the Branch Advocacy Committee. We prepared a delegation to the school board supervisor and trustees addressing the capping policy on the French Immersion (FI) program, which has denied 7,227 students access to the FI program since the 2013-2014 school year. Our Chapter leader also delegated a thoughtful, personal story of the impact of the board's FI policies on new Canadians.

**Both presentations can be viewed at: <https://drive.google.com/drive/folders/1L2BOCRfOz67K9Wzh1QbZlEfqqPmWdrYw>**

### **Toronto District School Board FSL Advisory Committee**

CPF representatives attended two meetings during this reporting period with an opportunity to advocate for improving equity of access in areas underserved since amalgamation in 1999 (i.e. former Scarborough, Etobicoke, and York).

# CPF ADVOCACY IN ACTION

## Meeting The Policy Makers

### Supporting the Official Languages Act

The Branch coordinated and participated in additional meetings in support of official language bilingualism and the modernization of the Official Languages Act with:

- Minister Patty Hajdu, May 20
- Minister Karina Gould, May 28
- Senator Marc Gold, June 11
- MP Philip Lawrence, June 11

On November 12, 2021, the Branch ED met Minister Petitpas Taylor at the UOF (Université de l'Ontario français) inaugural opening and set the stage for several years of support for official language bilingualism on behalf of CPF Ontario.

We held a meeting with Amanda Simard (Ontario Branch and National Executive Directors) in response to her op-ed article on the right to FSL education in the Toronto Star. We outlined the barriers to access, the various FSL teacher recruitment and retention initiatives currently funded by the Federal and the Ontario Government, and the preliminary exploration by the Branch into possible avenues for changes to the Education Act, regulations or ministerial policies in the province of Ontario.

**The article prompted the Branch to meet on the topic with the following MPPs:**

- **December 16, 2021** MPP K. Wynne, Education Critic, Ontario Liberal Party
- **January 24, 2022** MPP Marit Stiles, Education Critic, Ontario New Democratic Party
- **January 26, 2022** MPP Sam Oosterhoff, Parliamentary Assistant to the Minister of Education

The CPF Ontario Branch commissioned the firm, Power Law, to prepare a brief on the right to FSL education in Ontario. Having a legally informed brief provided a tool to bring forward discussions on the topic with a few key advisors.



Betty Gormley, Branch ED (left) with Ginette Petitpas Taylor, Minister of Official Languages

## CPF FSL Awareness Event – May 13, 2021

A virtual one-hour Stakeholder Event was recorded and forwarded to individual government leaders (MPs and Senators) and CPF leaders in support of the Official Languages Act. The Branch President and ED participated in follow-up meetings with four MPs coordinated and reported by the CPF National Office.

# CPF ADVOCACY IN ACTION

## FSL Teacher Recruitment & Retention

### SayOui.ca Campaign

CPF Ontario is helping to boost the supply of FSL teachers needed to meet the growing demand for quality FSL programs with a project promoting the teaching profession. Learn why and how to become a French Second Language teacher at the SayOui.ca website, which received over 28,000 views with a total of 94,000 user events (active participation once on the site) from April 1, 2021, to March 31, 2022.

Traditional advertising mediums such as radio, bus and bus shelter signage, and restaurant ads were used to reach the general public and increase awareness. Use of youth-oriented platforms such as Facebook, YouTube, Spotify, and TikTok generated 795,700 views and are drawing our target audience to the SayOui.ca website. Total circulation for signage throughout the year was 10,700,000, and an additional 650,000 listeners per week during our 6-week radio advertising campaign. Bus signage had the highest circulation and targeted FSL students by selecting locations close to French Immersion schools.



### Pathways to Bilingual Success Youth Conference – December 2021

As part of the overall SayOui.ca campaign, 1,600 secondary students participated in this virtual event with a focus on becoming French Second Language teachers. As a follow-up to the conference, SayOui.ca presentations are being delivered in classrooms across the province, promoting teaching as a bilingual career path.



**The McGillivray Award** was established in 1987. It is presented to a person in a position of responsibility in education

who has shown initiative, leadership, and commitment in promoting the development of FSL learning in Ontario.

2021 Award Recipient **Jennifer Kruthof**, French Second Language Consultant, Waterloo Catholic District School Board, is a true FSL Champion!

# CPF ADVOCACY IN ACTION BY THE NUMBERS



**5** Advocacy Events or Activities

**14** Meetings or Activities with Stakeholders

**12,175,300** Stakeholders Reached



**14** Partner Meetings with

**11** Existing Partners and

**1** New Partner

**6** Joint Initiatives Currently Underway

**4** Education Stakeholder Events, Meetings



**1** Teacher Award

**14** Education Stakeholder Events, Meetings



**6** Media Releases

**2** Media Interviews

**2** Media Mentions

# CPF NETWORK: BUILDING LEADERSHIP EXPERTISE BY THE NUMBERS



**7** Branch Board Meetings and Special Meetings

Attendance at

**18** Network, National Events, or Meetings (Annual Leaders' Networking Event, CoED, CoP, National committee meetings)

**6** Branch Committee Meetings



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

**23** Attendees at Branch AGM

Attendance at

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

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

# CPF NETWORK: BUILDING LEADERSHIP EXPERTISE

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

## CPF Ontario AGM

On September 26, 2021, at the Annual General Meeting (AGM), members elected a new slate of directors and accepted the audited financial statements for the fiscal year 2020-2021 as presented by the firm Gilmore & Company. An orientation session for two new Board members was led by the Executive Director in October 2021, with a focus on the organization's governance model, bylaws, roles and responsibilities, and the CPF strategic plan to 2025.

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

## CPF Ontario Board of Directors 2021-2022

- **My Dang** President
- **Myron Karpiuk** Vice President
- **Elizabeth Hoerath** Treasurer (resigned in March 2022)
- **Callie Mady** Director (resigned in June 2022)
- **Deborah Williams** Director
- **Susan Lee** Interim Director and Acting Treasurer (appointed to the Board in March 2022)

### Board Committees:

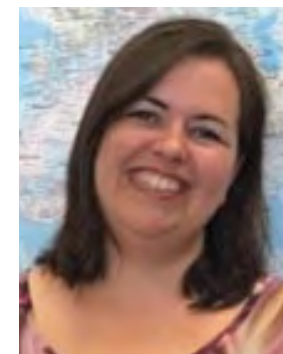
Nominating Committee: *Chair: Deborah Williams*  
Bylaws Committee: *Chair: Myron Karpiuk*  
Awards Committee: *Chair: Callie Mady*  
Advocacy Committee: *Chair: Mary Cruden*



**My Dang**



**Myron Karpiuk**



**Elizabeth Hoerath**



**Callie Mady**



**Deborah Williams**



**Susan Lee**

## CPF Network Involvement

### Council of Presidents

All meetings were attended by the Branch President or designate with a subsequent report presented to the Branch Board on any new developments or directions.

### Council of Executive Directors

Ontario Branch ED participated in nine monthly virtual CoED meetings. These meetings provide the necessary and required opportunity for the operational leaders to collaborate and set in motion network-wide initiatives and strategic directions. This was a challenging year with a lack of representation inhibiting progress as a network, although the collaboration was strong among the participants.

### Participation on National Committees

- CPF Ontario Director Deborah Williams participated on the CPF National Nominating Committee (2 meetings)
- CPF Ontario Executive Director participated on the CPF National Advocacy Research Committee (2 meetings)
- CPF Ontario President participated in the CPF National Annual General Meeting in September 2021 as the voting delegate representing the Branch and CPF members residing in Ontario.

### CPF Network Leadership Event, Montebello, Québec, September 9-10, 2021

The following sessions were attended by the Branch President, Vice President, Executive Director, and/or Branch staff (and at the Joint CoED and Chapter Development Officers' meetings on September 12th):

- Network Orientation for Board of Directors and Officers
- Succession Planning (report by external consultant)
- Human Resources and Record Keeping Management Update: 3-year pilot project (web-based platform; results of the technology audit)
- Volunteer Management Cycle Update (web-based learning system)
- Membership Services Update (results of the membership surveys)



## Training Sessions

### **The Talent Company Sessions (coordinated by CPF National)**

With a view to increasing collaboration across the CPF Network, the Branch ED and most of the Council of Executive Directors benefitted from a series of training sessions led by The Talent Company on Codifying Conflict; The CPF Tarp; The Book Club session focused on the book titled The Good Fight by Liane Davey on Team Effectiveness; and Adding Unique Value.

### **Collaborative Governance and Leadership Workshop, August 18, 2021**

The Branch Operations Manager participated.

### **Media Training Session:**

Montebello, Québec, September 10, 2021 was attended by the Branch President, Vice-President, and ED.

### **December 8, 2021:**

Network governance and new directions presentation by the National President and ED to the Branch Board of Directors. The overview was appreciated, as was the opportunity for collaboration by reviewing and providing feedback on the Draft Branch Affiliation Agreement and Commitment to Serve Declaration.

### **December 16, 2021:**

2 Board members and the Branch ED participated in the Diversity Equity and Inclusion Interviews as part of the CPF Network DEI audit. The Branch appreciated the opportunity to learn, identify gaps and offer input in support of improving our practices moving forward.

### **November 4, 2021**

Manager, Chapter Development and Outreach, attended a Managing Volunteers webinar by Volunteer MBC.

### **January 20, 2022**

Branch ED and 2 staff members attended a session: Respectful Workplace – from a Human Resources Perspective.

### **January 25, 2022**

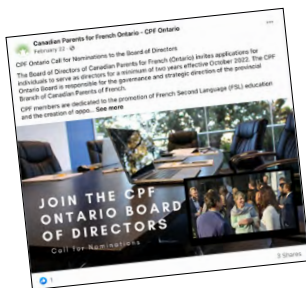
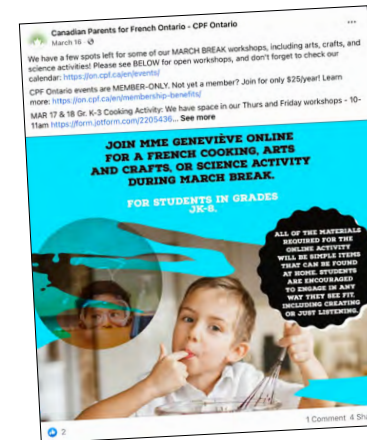
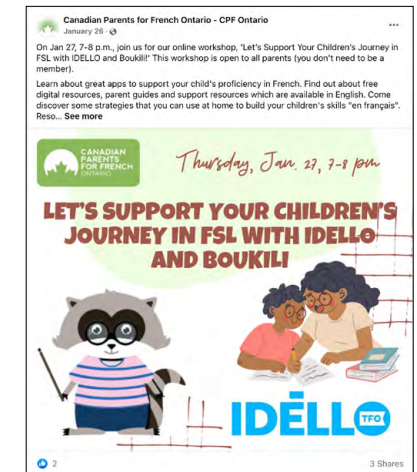
Staff member attended a webinar organized by CPF National, Helping Remote & Hybrid Teams Thrive.



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	35,678	14,362
Number of new users	-	13,163
Number of sessions	44,407	20,422
Number of page views	83,566	92,788
Average session duration (in minutes)	-	1min:50sec
Twitter		
Number of followers	2,306	2,585
Number of profile visits	Information unavailable before Mar 2021	33,132
Number of mentions	-	450
Number of tweets	379	443
Number of impressions (likes and re-tweets)	363,979	431,176
Facebook		
Number of page likes	2,476	3,115
Total Reach	111,493	598,955
Engagement (likes, comments, shares)	2,457	3,862
Page followers	-	2,800



BY THE NUMBERS

# 2021-2022 FINANCIALS

## Revenue

PCH Core Program Support	365,400
Projects or Other Support	438,279
Membership Fees	12,286
Donations	5,170
Other Revenue (product sales, advertising, rent, contracts)	41,266
<b>Total</b>	<b>862,401</b>

## Expenses

Salaries	282,846
Honoraria	25,154
Travel & Accommodation	24,744
Publicity	16,429
Operational Costs	50,786
Other (MOE Projects, Training)	439,191
<b>Total</b>	<b>839,150</b>

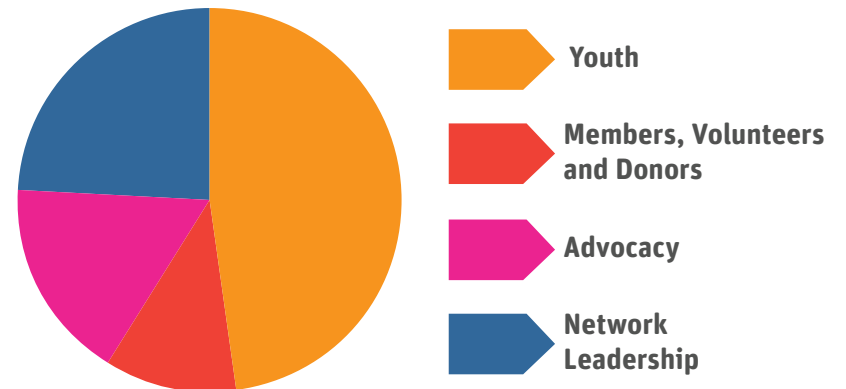
## CPF National Statement of Operations

Revenue	862,846
Expenses	839,150
Excess or deficiency of revenue over expenses for the year	<b>23,251</b>

## Expenses broken down into the pillars

% Youth	48%
% Members, Volunteers and Donors	11%
% Advocacy	17%
% Network Leadership	24%
<b>Total</b>	<b>100%</b>

## Spending By Pillar



## CPF Funding Diversification Efforts

# 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:

- \$2,500 for outsourced professional fees in the development of a legal brief
- \$1,000 grant provided as part of the More French, S.V.P!, Mary Joyce Booth endowment to deliver a youth leadership program

### 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
- Collège Boréal
- York University Glendon College
- Groupe Média TFO -IDÉLLO
- L'Assemblée de la Francophonie de l'Ontario
- L'Université de l'Ontario français
- Nipissing University
- Ontario Modern Language Teachers' Association
- Toronto District School Board
- University of Ottawa

**GIVING TUESDAY** Nov 30

## Giving Tuesday Campaign

**Black 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 in the number of CPF donors annually. In 2021, there were 32 donors from our province, raising \$5,100 as part of this campaign and other donation practices.

# LOOKING FORWARD

## ONWARD AND UPWARD!



2021-2022 was a year of continued progress toward achieving our goals and objectives, and there was no better place to start than supporting our members with initiatives that resonated and served their most pressing needs. A scan of the results and analytics confirm that virtual program delivery will remain part of our marketing mix well into the future with our branded CPF youth programs: *Franco-Fun*, *Reading Circle / Cercle de Lecture*, and *VIVE LA PAROLE*, that give our French language learners a boost in their proficiency and confidence.

We have a wealth of talent among our CPF members and a growing body of young, energetic volunteers with the ability to inspire others. This was made clear with the success of our youth leadership programs, volunteer community placement programs, and recruitment efforts. Our Branch Advocacy Committee, Chapter activities, Family Events, and Network Conferences are examples of reaching out to build the “voice” of Canadian Parents for French. We have among us many natural advocates who have shared their personal stories that influence the policy makers at school boards, the Ministry of Education, and the Federal Government.

The Ontario Branch leaders enjoyed many opportunities for collaboration this year and to act in an advisory capacity to influence the direction of the CPF Network as a whole. The training sessions on workplace safety and diversity, equity, and inclusion were timely and relevant to every aspect of our work as staff and volunteers. I thank the National Board and Executive Director for facilitating those opportunities for everyone to learn, contribute and shine.

I thank my Board members who inspire me with their willingness to share their expertise and time; my productive staff, that bear the full responsibility of their positions with dedication and determination to do well, and can have a good laugh at all the appropriate times!

We look forward to staying on course and keeping you informed and engaged!

A handwritten signature in black ink that reads "Betty Gormley".

**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.



**CANADIAN  
PARENTS  
FOR FRENCH**  
ONTARIO

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**Operations Manager** ..... Tanzila Mian  
**Manager, Chapter Development and Outreach** ..... Rosemary Sutherland  
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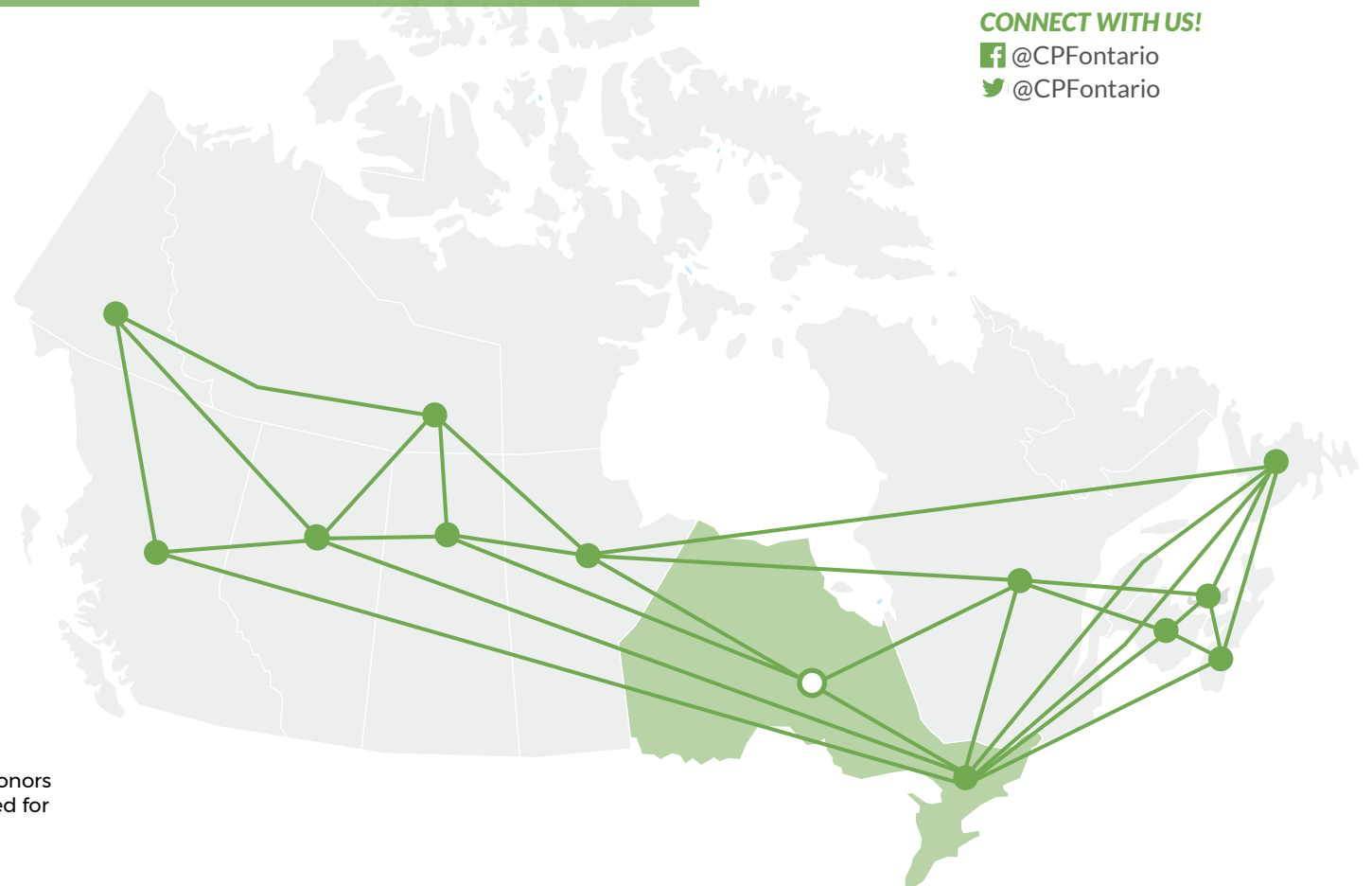
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**CONNECT WITH US!**

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As an organization, we remain truly grateful to donors  
for their ongoing generosity. A tax receipt is issued for  
donations of \$20 or more. To give, visit [cpf.ca](http://cpf.ca).