



Yukon Literacy Coalition

2021-2022 Annual Report



The Yukon Literacy Coalition is a society of people dedicated to improving the quality of life of all Yukoners. We do this by building the foundational skills required for lifelong learning; acknowledging that we are all adapting to an ever-changing world.

STAFF



Beth Mulloy - Executive Director
bmulloy.literacy@northwestel.net

Lisa Young - Director of Operations
lisa.young@yukonliteracy.com

Victoria Menchinton - Program Manager
yukonliteracy@yukonliteracy.com



Stephanie Parker - Family Literacy Manager
stephanie.literacy@northwestel.net

Carrie-Anne McPhee - Program & Community Outreach Coordinator
carriannemcphee@yukonliteracy.com

Lisa Moore - Family Literacy Program Coordinator
lisa.moore@yukonliteracy.com

Darby MacWilliam - Program Manager
darby.macwilliam@yukonliteracy.com



Jeff Dineley - Program Manager
jeff.dineley@yukonliteracy.com



Margot Neely - Senior Program Leader
margot.neely@yukonliteracy.com

Mark Steudle - Youth Program Coordinator
mark.steudle@yukonliteracy.com

Dave Martin - Youth Program Coordinator
dave.martin@yukonliteracy.com

Sarah Leslie - Youth Program Coordinator
sarah.leslie@yukonliteracy.com



Kiana Palamar - Office Manager
yukonliteracy@yukonliteracy.com

Lia Jeiger - Family Literacy & Outreach Coordinator
lia.jeiger@yukonliteracy.com

Jasmine Istead - Family Literacy Program Coordinator
jasmine.istead@yukonliteracy.com

Contractors

Bart Bounds, Tanya Handley, Sue Folinsbee, Michel Gignac, Sue Warner, Green Space North, Aaron Janke, Jordan Cress, Aurora Safety Training, Northern Cultural Expressions Carving Studio, Ashley Swinton Photography, Endure Fire Protection, Icycle Sports, Steve Reed 60 Degrees North, Aboriginal Sports Circle, Skills Yukon/Canada, Yukonstruct, YTEC Yukon, Lighthouse Labs

Accountant: Crowe MacKay LLP

President's Report

The YLC staff make me feel proud to be the President of such a unique society. A society guided by the values of unity, honesty, kindness, loyalty, and generosity. These values are expressed by the service offered our community.

It has been amazing to see how the coalition adapted to Covid-19 and then as soon as the restrictions were lifted, staff were all out in the field offering programs and support to all Yukoners.

The Yukon Literacy Coalition has grown enormously in the time that I have had the privilege to sit on the board. This year, with the good fortune of more projects supported from Territorial and Federal governments we have doubled our staff. Every new person brings a gift to the team.

I am grateful to our funders and the people who believe in our work, and trust that our commitment to lifelong learning is a good investment.

Thank you to all our supporters and those who participate in our programs. You are the reason we do this work.

Thank you. Gunalcheesh.

Kelly Johnston, President



YLC Board of Directors

Kelly Johnston (President) – Teslin

Patricia Brennan (Vice President) – Francophone

Dawn Marino (Secretary/Treasurer) – Pelly/Carmacks

Deb Chadwick (Director) – Watson Lake

Sam Johnston (Director) – Yukon First Nation Elder

Shelaine Charland (Director) – Ross River/Faro

Executive Director's Report

This was an exciting year. We received federal funding for a sectoral employment project that includes working with service industry across the Yukon. We also received federal support to work with NWT Literacy Council and Iilitaqsinig (Nunavut Literacy Council) to develop Skills for Success programs and social enterprises that span the three territories. We are also grateful to have signed a 3-year agreement with YG to continue our Yukon programs. Iilitaqsinig invited us to be part of a tri-territorial youth employment and skill development project. All these projects are underway and proving to be very interesting.

The new Family Literacy Centre on Wheels was purchased and is currently being renovated. Thank you to Michel and Tanya for your designs and construction. Thank you to all our sponsors.

Our Learning Garden in Shipyards Park keeps growing! We very sadly and unexpectedly lost our master gardener Agnes - our condolences to her family. Thank you to Bart Bounds for assisting with the garden this year.

We have other creative projects underway – we are designing and building a little library using our book bike as the base, and creating plans for Yukon-wide little libraries.

Darby, Victoria, Lisa, Carrie-Anne, and Stephanie have worked hard this year to keep learning opportunities engaging, relevant, and available across the North.

We've even had to expand our offices, so we all have somewhere to work, as we welcomed new staff this year; Jasmine and Lia for our family literacy programs and three new youth programmers; Sarah, Mark, and David. We also welcomed adult educators Margot and Jeff and a new office manager, Kiana. We said goodbye to Erin who had an opportunity she couldn't turn down. We still miss her.

Thank you to everyone who makes our work possible.

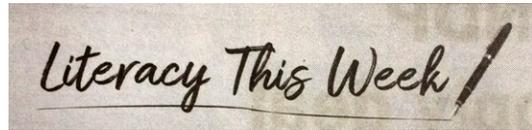


Beth Mulloy, Executive Director

2021-2022 Highlights

Literacy This Week!

The Yukon News has an article space that they have donated to the Yukon Literacy Coalition. A weekly Wednesday article called *Literacy This Week* is written by our staff and include a variety of topics like recipes, adventure stories, activities, and fun facts. Occasionally, we run contests via these articles to encourage literacy.



Financial Literacy

We hosted several financial literacy workshops this past year in Whitehorse and the rural communities. Covid-19 continued to make planning and hosting workshops challenging in the communities, but we adapted and hosted workshops virtually that focused on budgeting, savings goals and even one on setting a price point for selling crafts.

Following the Yukon wide survey, we summarized our findings and found that people wanted shorter and more specific topic focused workshops rather than longer workshops that focus on several different money management topics. We are working on creating these workshops for specific populations, like online banking and scam workshops for seniors.

We also continue to train YLC's new staff on the Prosper Canada Financial Literacy Facilitator training and continue to review best practices around financial literacy.

YESS Program

The Youth Employment and Skill Strategy (YESS) program is a tri- territorial project, in which we welcomed new staff Mark Steudle and Dave Martin to facilitate. So far, two 6-week youth programs were hosted out of the Pioneer Hotel space. We worked in partnership with NWT Literacy Council and Ilitaqsiq to formulate and plan the layout of the program, with an in-person meeting in Vancouver in November 2021.



The program itself focused on building the necessary skills for a successful work experience. These highlighted skills include adaptability, time management, problem-solving, teamwork, and problem-solving. The four-week program included bike maintenance, first aid, food safe, a winter skills skiing/snowboarding workshop, chainsaw maintenance and operations, coding, and a glassblowing workshop.

Planning for upcoming cohorts will traditional Tlingit line painting, party planning, introductory gardening, wilderness first aid, archery, arctic sports, photo journaling, and construction.

Three for Change

The Yukon Literacy Coalition, NWT Literacy Council, and Ilitaqsiniq (formally known as Nunavut Literacy Council) began working on a project titled “Three for Change.” This project is directed at developing and delivering Skills for Success training opportunities as well as developing social enterprises across the North and within each territory. Although different in many ways, the three territories share similar opportunities and challenges as we learn from and support one another.

This project focuses on creating hands-on learning opportunities while embedding five of the nine Skills for Success: Collaboration, Problem solving, Innovation and Creativity, Communication, and Adaptability. This year we have been working closely with our partners to gather information and design unique workshops with a Northern/ Indigenous context.

We’ve been creating a northern approach to developing tri-territorial social enterprises through the collaboration of the three organizations. This will be used as a model for developing social enterprises across the North and within each territory to provide the opportunity for community capacity building and training.



Youth Financial Literacy

The Youth Financial Literacy Program was in a transitional period. New staff came in as Erin McArthur left. We held ten workshops completed from January to June, with classes ranging from kindergarten to grade 11. Covid-19 restrictions continued to play a role in our presentations at the schools. Many schools were delayed or still restricted for outside facilitators. Our new staff member, Sarah Leslie, took time over the summer to revamp the previous resources and plan for future workshops to be hosted in the upcoming school year.

Yukon Pathways to Success

At the beginning of April, the Yukon Literacy Coalition (YLC) began an exciting new project called Yukon Pathways to Success. This project addresses the needs and challenges faced by the hospitality and tourism sectors. We’re developing training programs to strengthen the workforce, support local businesses, and promote a positive working environment, with a focus on recruitment, retention, upskilling, cross-cultural awareness, and reconciliation.

In its first few months, Yukon Pathways to Success is on track to become a great success. YLC staff have built strong connections in the industry and with other stakeholders, Whitehorse, and smaller communities. Meetings with businesses, First Nations, government, non-profits, and other community representatives have created exciting paths forward. YLC will continue this momentum to create valuable programming for the benefit of employees, employers, and ultimately all those who engage in Yukon tourism and hospitality in any way.

The Family Literacy Centre

The Family Literacy Centre continues to provide a valuable service to Whitehorse and Yukon families. We continue to welcome new families and have a core group of regulars who use our space and enjoy our activities. Despite varying Covid-19 restrictions throughout the year, we maintain a service that facilitates and builds all-encompassing family wellness. Feedback shows that the FLC is a safe and fun place to visit during challenging times. We were able to re-open the Family Literacy Centre with extended hours. We added some parent-focused workshops; two sessions of making toques, and one of ornament/mobile felting. It was great to see parents sharing with other parents while learning new skills. The environment and outcome of these workshops were very much as we hoped they would be. CBC North came to film the toque workshop and ran a story on their Northbeat CBC news hour.



We made upgrades to the FLC and reached out to families and partners with takeaway craft activities during another brief closure due to Covid-19 in early 2022. Once we re-opened, we were able to offer programming on a limited basis which continued until the FLC staff moved to the Pioneer Hotel for the summer.

The Pioneer Hotel

The Pioneer Hotel (PH) programs were put on hold at the beginning of July 2021 due to Covid-19 restrictions. Our staff used this time to give the PH a new look with a fresh coat of paint and a new library corner. Once we were able to open, all activities remained outside and included a range of new outdoor toys. Although the free bookstore was closed to the public, a large selection of free books was set up daily along the Millennium Trail, which drew many new visitors and gave an opportunity to promote book drives. As restrictions were lifted, tourist presence increased in the park, and the PH was visited by travelers from all over the world. Programs with summer camps continued and campers were delighted to visit, water plants and veggies, fill rain barrels, taste foods, see flowers growing, and share gardening stories.



Daily programming was back in full swing again in June of 2022 in the Pioneer Hotel and outside on the grass. We increased our hours to promote the Learning Garden and in addition to daily programs, we expanded into Thursday evenings during the Fireweed Market. We provided more private group booking slots to our partners, such as summer camps, and were able to invite more partner groups to join us for collaborative events. Summer camp partnerships included the Multicultural Association of the Yukon; The Boreal Clinic; Camp Raven; and Keish Camp from Skookum Jim Friendship Centre. Arts in the Park returned to Lepage Park, and our staff was delighted to read stories to an eager audience for family days every Wednesday at noon.

The Learning Garden

Our new outdoor space was prepped and planted in April/ May of 2022, with professional gardener Bart Bounds leading. Six gardening workshops were held through May and June. We had a mud kitchen built for the kids play area and a shed for material storage and garden hardware. The garden was decorated with “boot plants” on the fences, a table with an umbrella, and comfy lawn chairs making the space feel warm and inviting. Children played with the water table, the mud kitchen, outdoor easels, and nature tables. The goals of the Learning Garden were to teach families about growing and harvesting food and bringing them closer to nature. FLC staff



worked on developing new programs such as ukulele in the garden, clay in the garden, building salads, and picking veggies. As partner groups returned to in-person programming, families from KDFN’s “Healthy Babies Healthy Generations” and the Victoria Faulkner “Healthy Babies Healthy Futures”, joined us for luncheons in the garden. Our garden was a great success during its first open season. The Learning Garden was instantly loved by the community and filled with visitors every day.

The Family Literacy Centre on Wheels

The Family Literacy Centre on Wheels project continued to develop, with a very successful fundraising campaign. Donations from local and national businesses, private citizens, and an online auction totaling \$60,000. Scotiabank donated a generous \$20,000 and sent a group of dignitaries to the Family Literacy Centre to present YLC with a giant cheque. A suitable bus was purchased and insured, and the retrofit development began. Local contractor Michel Gignac was hired to design and construct the bus interior. YLC staff sourced and purchased materials to comprise the international language library, instruments, toys, games, and puzzles to be housed on the bus. With no indoor workspace available for the winter, construction of the bus interior began in the spring of 2022 at the local maker space Yukonstruct. With daily access to a work bay, tools, and other materials, Michel is set to complete bus construction in the late fall.





Community Outreach and Engagement

We faced many challenges due to a Yukon-wide outbreak of Covid-19 in June/July 2021. Midsummer culture camps, events, and community visits were canceled. Beyond this, the Kwanlin Dun First Nation after-school program briefly resumed only to shut down again at the beginning of the 2021/2022 school year. With high school students less at risk, two girls from Porter Creek Secondary, with plans to enter the early learning field, started for-credit internships at the Family Literacy Centre.

Arrangements with other partner groups such as the Family Resource Unit, Dusk'a Head Start, and Thompson Seniors Centre were likewise put on hold. Our efforts adjusted and focused on engagement with current partners or exploring new ones. Despite pandemic setbacks, new partnerships were formed with CIBC, Honda Canada, The Boreal Health Clinic, the Communities Building Youth Futures initiative, and The Romp and Run program in Haines Junction. We attended local events such as the Council of Yukon First Nations Family Wellness Fair and directed focus on the Family Literacy Centre on Wheels project.

The first half of 2022 has been exciting for outreach. As Yukon communities opened to travelers, summer trips to Teslin, Watson Lake, Dawson City, Moosehide, and Burwash Landing began to be planned before the snow had melted. Upcoming events will include the Moosehide Gathering, activities at the Upper Liard Hall, a community cookout at Wye Lake Park in Watson Lake, a family literacy lunch at the Longhouse in Teslin, and Harvest Camp with Kluane First Nation at Nan Na Je near Pine Lake. Staff participated in the CYFN and KDFN health fairs and made plans with KDFN's Healthy Babies, Healthy Generations, the Victoria Faulkner Healthy Babies, Healthy Futures program, and Les EssentiElles francophone PCNP programs. Staff continued to work with the YFNED Early Years in Whitehorse and attended a delicious spaghetti supper gathering at their downtown space. In supplement to this, partner events with the Family Resource Unit resumed, with YLC hosting a family dinner and craft activity night at the Pioneer Hotel in Shipyards Park.



Get Caught Reading

The Yukon Literacy Coalition had to shift our idea when deciding how to celebrate National Family Literacy Day. We launched a large-scale covid-safe reading campaign and photo contest called Get Caught Reading. All Yukon residents were invited to take photos of their families reading in creative ways and enter to win prizes. Entries were divided into five prize categories: Most Photo Entries from a Single Family, Most Adventurous Photo Entry, Silliest Photo Entry, Most Creative Photo Entry, and a General entry draw. Prizes included a kicksled, a tour package at Sky High Wilderness Ranch, and a \$500 gift certificate for Air North. Yukon Public Libraries offered a photo station for families in Whitehorse and promoted the contest in community libraries. The campaign started with a slideshow of example entries from local businesses and organizations. This included photos from Yukon Public Libraries, the Centre for Child Development, the Yukon Quest, Raven Recycling, Itsy Bitsy Yarn Store, Fuel Yukon, Canada Post, The Mayor of Whitehorse Laura Cabott, The Honourable Angelique Bernard, and the Health Unit in Whitehorse.



The contest was advertised via radio, newspaper, posters, public transit, and social media posts. YLC partners such as Yukon Parks and the City of Whitehorse also promoted the event. Over 1200 entries were submitted across the territory, and 20 were awarded prizes. A selection of the winning photos was featured in the Yukon News, on our website, and on FLC social media. The photographs provided a remarkable glimpse of life in the north, showing Yukoners of all ages. As feedback from families and partner groups was resoundingly positive, and the photos themselves were such a delight, we will likely host this contest again in the future.

Professional Development

Staff attended multiple group trauma training sessions with Sharon Wade from Barbara A. Nimco & Associates, Inc., new staff obtained First Aid Certificates and Prosper Canada Financial Literacy training, three of our FLC staff attended the Yukon First Nation Education Directorate (YFNED) 2-day conference in Carcross and attended two separate online video conference forums with Family Literacy workers from across Canada.

Our Partners, Supporters, Donors and Funders

Air North	Cultured Fine Cheese	Multicultural Association of the Yukon	Vuntut Gwitchin First Nation
Angellina's Toy Boutique	Del Van Gorder School	Multicultural Centre of Yukon	Watson Lake Daycare
Arctic Star Printing Inc.	Due North Maternity and Baby	Murdoch's Gem Shop	Well Read Books
Arts in the Park	Dusk'a Head Start	Nelnah Bessie John School	What's Up Yukon
Association Franco-Yukonnaise	Eliza Van Bibber School	Northern Vision Development	Walmart
ATCO Electric	Elks Whitehorse	Northwest Territories Literacy Council	Well Bread Culinary Clinic Inc.
Atlin Mountain Coffee Roasters	Employment and Social Development Canada	Northwestel	Whitehorse Food Bank
Baked Cafe	Fireweed Market	Nunavut Literacy Council	Whitehorse Public Library
Boreal Clinic Therapeutic Summer Camp	First Nations Bank of Canada	Na-Cho Nyak Dün First Nation	Winterlong Brewing
Boston Pizza	Ghùch Tlà Community School	Paradise Alley Gifts	Wykes Independent Grocer
Bubbles Daycare	G-P Distributing	Partners for Children	Yukon Arts Centre
Bullet Hole Bagels	Government of Canada	Polarity Brewing	Yukon Brewing
Canada Games Centre	Healthy Babies, Healthy Futures	Pretty, Neat Yukon	Yukon Built
Canada Prenatal Nutrition Program	Healthy Families	Real Canadian Superstore	Yukon College
Canadian Tire	Horwoods Mall	Recreation and Parks Association of the Yukon	Yukon Energy
Carcross/Tagish First Nation	Icycle Sports	Ross River School	Yukon Film Society
Carcross/Tagish Development Corporation	Itsy Bitsy Yarn Store	Save-On-Foods	Yukon Government
Carmacks Recreation Center	Japanese Association	Scotiabank	Yukon Health and Social Services
CBC Yukon	KampYukon	Skookum Jim Friendship Centre	Yukon Health and Wellness Fair
Challenge Community Vocational Alternatives	Kaushee's Place Women's Transition House	Staples	Yukon Imagination Library
Challenger Geomatics	Klondike Kettle Corn	Sue Warner	Yukon Public Libraries
Champagne and Aishihik First Nations	Klondike Rib & Salmon	Ta'an Kwach'an Council	Yukon Territorial Government
CIBC	Kluane First Nation	TD Canada Trust	Yukon News
City of Whitehorse	Kluane Lake School	Tantalus Community School	Yukon University
CKRW The Rush	Kwanlin Dün First Nation	Tanya Handley	Zero Waste Yukon
Coast Mountain Sports	L'AFY	Teslin Tlingit Council	
Coles Bookstore	La Leche	Tim Hortons	
Commission Scolaire Francophone du Yukon	Learning Disabilities Association of Yukon	Triple J's Canna Space	
Community Foundations of Canada	Les Essentielles	Tr'ondek Hwech'in First Nation	
Community Women's Group	Little Salmon Carmacks First Nation	United Way	
Council of Yukon First Nations	Lumel Studios	UPS Store #302	
Crowe MacKay LLP	Mac's Fireweed Books	Victoria Faulkner Women's Centre	
	Mayo Daycare		
	Monika Melnychuk		



Yukon Literacy Coalition

www.yukonliteracy.ca

Suite #207 100 Main St., Whitehorse, Yukon Y1A 2A8
Phone: (867) 668-6535

Email: yukon.literacy.coalition@northwestel.net

