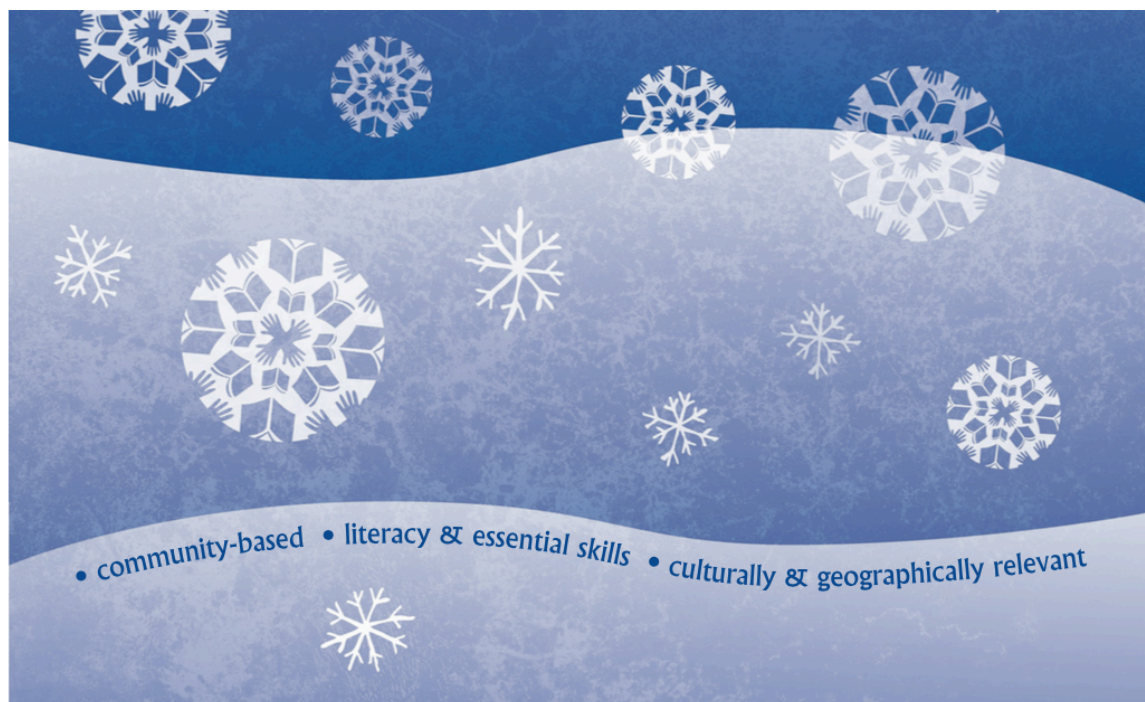




2014-15 Annual Report



YUKON LITERACY COALITION

Annual Report 2014 - 2015

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Who We Are

The Yukon Literacy Coalition (YLC) is a community-based organization committed to increasing literacy and essential skills for all learners in the Yukon. It is founded on the belief that literacy and essential skills are the foundation that allows adults to succeed in life, work and their community; and that the best way to improve these skills is through programs, tools and research that are culturally and geographically relevant. The YLC is a centre of excellence for literacy research and practice in the Yukon and works with its territorial partners to be a literacy leader in the North.

President's Message

The Yukon Literacy Coalition (YLC) is a dynamic organization and adapts to meet the needs of Yukon learners. Once again the YLC began a challenging year, but continues to make a difference in Yukon. Federal funding shifts have forced us all to work closer together and seek efficiencies in our approach to providing literacy and essential skills for Yukoners. This past year saw a great deal of perseverance and strength among every member of the staff. It gives me hope for the future of the YLC.

Thanks to support from Yukon Government, the City of Whitehorse and a number of other funders, the YLC has expanded some outreach programs to new communities and participated in a wide variety of public events. Bringing the message about the value of literacy and essential skills for people of all ages is key to the work of the YLC. The number of partnerships continues to grow and it's encouraging to see so many take advantage of the many literacy related services that YLC offers.

A hallmark of YLC's dedication to excellent literacy work is the continuation of the Family Literacy Centre (FLC) programming for all Yukon families. This drop-in centre gives parents and caregivers opportunities to develop skills that support their child's later success in literacy and essential skills. Thanks to our staff, carefully crafted and presented programs and changing activities for drop-in free-play give families good reason to express their delight at the variety and depth of literacy support in Yukon.

As the President of the YLC Board of Directors, it has been a pleasure to work with my fellow board members, the YLC staff, the learners and all our partners this year. The whole team of dedicated professionals and volunteers continue to work hard to move the literacy and essential skills agenda ahead in the Yukon. It is an honour to serve this fine organization as President, and I look forward to what the future will bring.

- James Miller

Executive Director's Message

It's been another interesting year for the Yukon Literacy Coalition. The beginning of our year, July 2014, was challenging and our future was uncertain due to the cessation of federal core funding for all literacy agencies across Canada, national and local. Although difficult, it was an opportunity for us to look inwardly and to consult with partners and supporters. We are grateful for the tremendous support we received at that time from Yukon Government, Yukon College, and Council of Yukon First Nations to continue our good work.

Despite these funding challenges, we have worked to our strengths to champion literacy in the Yukon and support further achievements for our literacy partners across the North. Fortunately we had formed a partnership with our northern counterparts, NWT Literacy Council and Nunavut Literacy Council for the Northern Alliance for Literacy and Essential Skills (NALES). With NALES, through several months of consultation and rewrites, we successfully acquired federal funding for a pan-northern three-year project that focuses on embedded LES work. This project gives us wonderful opportunities to do our much needed literacy work and develop new projects that will explore the inclusion of LES in training and job creation for young Northerners.

Our key programs are thriving and increasingly in demand and we are continually expanding our services and looking for opportunities to work with partners to bring literacy and essential skills support to all Yukoners.

The Family Literacy Centre (FLC) programs are getting stronger and attendance is increasing for our literacy programs, as well as our special events. This year we met over 5000 Yukoners and Visitors through our FLC work at the Canada Games Centre and at Shipyards Park Pioneer Hotel. Thanks to innovative programs planned by our capable FLC staff, we offered a wide variety of programs for babies to youth, families and seniors. Highlights included "Baby Sign", "Apprentissage Par Coeur", "P.O.P. Power of Painting", and "Dolly-Drop-Ins" using the fine books distributed to Yukon families in Whitehorse and the communities in partnership with the Yukon Imagination Library.

With our expanded funding through the NALES partnership project, our staff membership has grown somewhat, increasing to include a Project Manager to lead the NALES project, Kailey LeMoel, who is currently on maternity leave. We were pleased to bring Katy Mead back on at the Family Literacy Centre as Program Coordinator and continue to use the talents of Stephanie Parker and Emma Hanes there also. Colleen Segriff, our Outreach Coordinator, continues to plan and develop programs and partnerships with more Yukon communities. She is also the Yukon lead on the men's research project with Tr'ondek Hwech'in and Little Salmon/Carmacks First Nation. We said goodbye to Moira Sauer, our Communications Officer, who brings her baby in to visit us regularly. Lisa Young,

our rock in the office, managing the financial and day-to-day functions of our organization, will be leaving us in December to relocate to Newfoundland.

We are all grateful to and thank all of our partners, volunteers, supporters and funders that enable us to continue to do the very important work of improving Literacy and Essential Skills in the North; assisting all northerners to reach their capacities and to live their lives fully.

- Beth Mulloy

Board

Board of Directors

James Miller (President) – Whitehorse
Dawn Marino (Vice President) – Pelly and Carmacks
Patricia Brennan (Secretary/Treasurer) – Francophone
Gordon Hardie (Director) – Dawson City, Mayo
John McDonald (Director) – Old Crow
Kelly Johnston (Director) – Teslin
Darcy Larvedere (Director) – Watson Lake

Staff

Beth Mulloy – Executive Director
Colleen Segriff - Outreach Manager & Literacy Specialist
Emma Hanes - Outreach & Project Manager
Katy Mead - Family Literacy Coordinator
Stephanie Parker - Family Literacy Specialist
Lisa Young – Office Manager

Community Literacy Projects

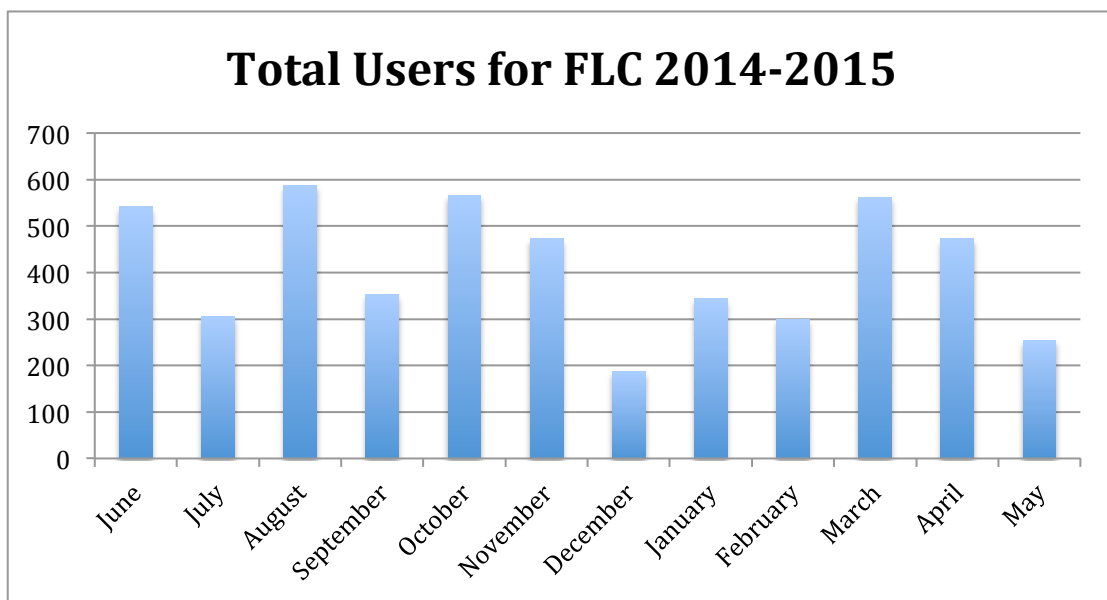
Family Literacy Centre

The Family Literacy Centre (FLC), located in the Canada Games Centre on the 2nd floor, in a space provided by the City of Whitehorse, is a popular gathering place for families to take part in a variety of literacy-oriented programs. The FLC provides a space for practitioners, parents, and caregivers to participate in program and to develop skills to integrate literacy activities at home.

15 MINUTES of reading with your children each day can expose them to one **million** written words in a year.

FROM A 1988 RESEARCH STUDY ON INDEPENDENT READING BY ANDERSON, WILSON & FIELDING

The number of FLC users continues to increase monthly, which confirms that Yukoners' early learning needs are being met through our programming at the FLC. Whitehorse residents, as well as families from the communities and even visiting tourists, take part in our literacy activities. Daily programs are offered six days a week during the core business hours (10am to 3pm). Programming offers a variety of participative story times, parent and baby songs and rhymes, second language introductive and immersion activities (with partners at L'Association Franco-Yukonnaise), free play drop-in for self-directed exploratory learning, and other developmental activities.



We partner with the Canada Games Centre to provide literacy enrichment to their child programs such as Three O'Clock Craze afterschool care throughout the school year and develop literary themes activities for the Spring Break day camps (both ages 5 to 12). Recently, the CGC staff have begun to use our space in off-peak hours for Child-Minding (ages 2 to 7), to the great delight of the children.

Family Literacy Day

The FLC's sixth anniversary was celebrated on Sunday, January 27, 2015. Holding FLD on a weekend has become a huge success as families are able to fully participate in the event, regardless of the weather. Our partners this year included the City of Whitehorse, Yukon Department of Education, Whitehorse Public Library, Learning Disabilities Association Yukon and L'Association Franco-Yukonnaise. Additional participants included Yukonstruct, Well Read Books, Environment Yukon Wildlife Viewing, Child Development Centre, Yukon Learn, and Barefoot Books. Thanks to everyone who continues to make this day such an important family event!

Literacy Wall Tent

The literacy wall tent continues to be a staple of the YLC outreach program and FLC identity. We replaced the canvas this year and had it painted with our familiar forest animals theme. It is used as a reading and activity shelter for children at public events and festivals.

Book Bike

The Book Bike continues to make regular weekly appearances at Arts in the Park and at special events around the territory, including Canada Day celebrations in July and Culture Days in September. We receive tremendous community support in the form of donations of books for distribution via the bike.

Pioneer Hotel

The 2014 summer season at the Pioneer Hotel (PH) was a great success. This second season in our summer space accommodated both indoor and outdoor programming and had us located closer to the downtown core, easily accessible via bus routes and city footpaths. Although small, the PH gives a cozy atmosphere for literacy activities and family sharing. Visitors appreciated the photo booth, story times and outdoor games. At the end of the season, we celebrated with 250 people at a closing party in Shipyards Park with a hot dog roast and cake.

Early summer 2015, our third season, saw an influx of new-to-the-community families attending the PH as well as returning visitors. Programming included an extended partnership with the Miles Canyon Historic Railway Society for "Story Time on the Trolley". Story Time ran twice on Tuesdays, where families and visitors alike were treated to 20 minutes of stories on the trolley free of charge, read by our FLC staff. This program was particularly popular among local families and childcare groups and expanded the visibility of the PH.

Other activities to highlight the local history included a Martha Black Reading Room featuring the celebrated Yukon icon's photography and a collection of new and old Yukon literature, a small display of circa 1980s photos of Shipyards Park residences, and some traditional literary activities like a letter-writing station and chalk slates to draw on.

Outreach

Community outreach continues to be in high demand. We participated in many recurring events and activities during the year including: a weekly outreach program at the Kwanlin Dün House of Learning to youth, visits to the Canadian Prenatal Nutrition Program.

The Yukon Literacy Coalition also gave presentations to Yukon government (YG) staff at Children and Youth Services (Health and Social Services) and community librarians (Community Services), and to the public in partnership with YG, including Baby's Day Out (Whitehorse Health Centre). We attended the Summer Education Institute for Yukon teachers, Yukon Teachers Association Conference, Quest Fest, CYFN Education Summit, Yukon Childcare conference, Story Time on Wednesdays at Arts in the Park, and Kluane First Nation's Muskrat Camp Ta'an Kwäch'än First Nation's Fish Camp. Community visits included: Teslin, Carcross, and Burwash Landing.

Financial Literacy

Financial literacy has been identified as a need during the development of the Yukon Literacy Strategy. We are currently offering a two-day workshop on a cost recovery basis. This year we returned to Mayo to offer a two-day and evening workshop at the community college campus. We were also contracted by Kwanlin Dun House of Learning to offer the course to their Special Events Planning Program. Additionally, we have been in contact with the Advanced Education branch of Yukon Government to acquire additional funds to deliver programming throughout the territory.

Healthy Moms/Healthy Babies ("CPNP")

YLC has continued its partnership with the Victoria Faulkner Women's Centre Canadian Prenatal Nutrition Program (CPNP) and have expanded to offer programming at the Teen Parent Centre, in Carcross and Teslin. We continue to develop a variety of activities to help new parents learn skills that will encourage them to strengthen their relationship to their child and support their parenting abilities. Some of these activities include: sewing baby blankets, Christmas stockings, baby booties, and Waldorf dolls.

Resource Development

In recent years, YLC has developed a number of resources to support the promotion and regular inclusion of literacy activities in the lives of Yukoners. The YLC has created a colouring book for car travelling kids and a coupon booklet in English and French to encourage family literacy in the home, along with bookmarks, pins, and postcards for the Family Literacy Schedule. These resources are distributed for free at Family Literacy Day each January and other public events.

Air North/Harper Street Publishing Activity Book

Working with Air North and Harper Street Publishing, the YLC developed an activity book in 2014 for the airline's distribution to child passengers. This twelve page booklet features original Yukon-themed literacy activities such as word finds, mazes and reading articles. The activity book is receiving positive feedback and may need to be reprinted soon.

Rhyme Time Booklets

Knowing the continuing popularity of silly songs and nursery rhymes and the eagerness of parents to bond with their children, the YLC has developed a locally designed rhyming resource: "Rhyme Time – Fun learning with your toddler". Over 150 copies have been shared with Yukon parents through events and the FLC programming, and we are preparing for a second printing.

Little Libraries

Our Little Library project has been very successful. Little Libraries are operational in Mayo, Old Crow, Dawson City, Whitehorse, Carcross, and Tagish. We have community members working to install them in Burwash Landing, Beaver Creek, Marsh Lake, Teslin, Pelly Crossing, Faro, Ross River and Kwanlin Dun. The libraries are decorated boxes built to free-stand somewhere prominently outside in the centre of a community, and be a place where books can be donated and borrowed at the will of the community members and tourists alike.



Little Library in Carcross

Workplace Embedded Literacy and Essential Skills Projects

Northern Alliance on Literacy & Essential Skills (NALES)

The YLC is currently working on a three-year project entitled "Strengthening Literacy and Essential Skills Development and Labour Market Outcomes across Northern Canada for Adults with Low Skills Levels". The YLC has partnered with the Northwest Territories (NWT) and Nunavut on a collaborative agreement with the Northern Alliance on Literacy & Essential Skills (NALES) to complete this project. The partners have a website for more information: <http://www.nales.ca>.

The goal of the project is strengthen literacy and essential skills development and to improve market outcomes across the north. The team will reach out to Aboriginal youth and adults, both men and women, who are out-of-school or unemployed with low levels of literacy and essential skills in the remote north. Through this project, Aboriginal youth and adults will have an opportunity to develop more transferable skills, become more employable, increase their access to the labour market, and experience more success within the Northern economy.

The Photo Parlour – A Social Enterprise

The Photo Parlour continues to be a popular fundraiser for the YLC. Using existing and new equipment and resources, we have put together a mobile operation for this old-time portrait studio, and are gaining traction in the community, as evidenced by our invitations to participate in various community public and private events. Over Christmas 2014, the YLC staff ran a successful fundraiser out of the Family Literacy Centre that saw over 130 participants. In February 2015, we attended a successful Rendezvous event as a partner with the Sourdough Rendezvous organization.

Over the summer months, we collaborated with the Days Inn - Whitehorse to present the Photo Parlour with regular weekly hours and served over 100 Yukoners and visitors to the Territory, who received print or electronic versions of their portrait session. We promoted the Photo Parlour as a fundraiser with printed postcards distributed at the Pioneer Hotel and tourist centres, along with social media.

The YLC has received a number of invitations for the Photo Parlour to attend public and private community events. We have purchased more equipment to ensure a quality product, and have received only positive feedback from participants across the board. To ensure a strong connection between training and output for future social enterprise activities, we continue to streamline our systems, collect data, and analyze results to improve our operations.



Research and Information Sharing

Northern Men's Research Project (NMRP)

The NMRP is a three-year research project (2012-2015) in Yukon, NWT, Nunavut and Labrador. Research is conducted in each region by community-based researchers. In Yukon, research is being conducted in partnership with Little Salmon Carmacks First Nation and Tr'ondëk Hwëch'in First Nation.

The purpose of this project is to clarify the barriers Northern men face and the supportive factors for men's success. A stronger, collective understanding of these issues will enable governments, community groups, employers and community members to take informed action and create positive change.

This past year, during a trip for community researchers and participants to Yellowknife, NWT, the final stages of research were completed. A final project report will be released by the end of 2015.

Memberships and Community Partnerships

Yukon Literacy Strategy and Action Plan

The development of a new Yukon Literacy Strategy began in December 2012 when the Department of Education hosted New Horizons Education Summit: A Focus on Literacy. The YLC has been actively participating in monthly working group meetings to develop the strategy. The timeline for the completion of the strategy has been extended to September 2015.

Conferences

YLC staff attended the following conferences:

- Yukon Childcare Association - Conference
- Summer Education Institute - Yukon Education
- Community Training Fund Forum - Yukon Education
- Learning Assistance Conference - Special Programs - Yukon Education
- KDFN History of the Waterfront - KDFN
- Pan Northern Foreign Qualification Summit - Yukon Education
- Whitehorse Vulnerable Peoples Forum

Promotion and Public Outreach

The YLC/FLC took part in a wide range of local events during the past year including:

- ADAKA Cultural Festival
- KDFN Bike Rodeo
- Whitehorse Pride Parade
- Canada Day Celebration
- Kluane First Nation General Assembly
- Discovery Day's/ Riverside Arts Festival
- Ha Kus Teyea Celebration
- KDFN Choices Youth Conference
- Ta'an Kwach'an Fish Camp
- Children's Wish Foundation Fundraising Event
- Literacy and Essential Skills Day
- Culture Days Expo
- Canada Games Centre - Halloween Spooktacular
- Canada Games Centre - Family First Night
- Kluane First Nation Muskrat Camp
- 5 year old Health Fair
- Yukon Childcare Association Conference
- Yukon Quest Fest

Acknowledgements

The Board of the Yukon Literacy Coalition thanks all of the people who support our work. We wouldn't be able to do what we do without you.

<i>ABC Life Literacy Canada</i>	<i>Horwoods Mall</i>
<i>Angellina's Toy Boutique</i>	<i>Jackie Irvine</i>
<i>Association Franco- Yukonnaise</i>	<i>Japanese Association</i>
<i>Barefoot Books</i>	<i>Japanese Cultural Association of the Yukon</i>
<i>Best Friend Costumes</i>	<i>Kate Swales</i>
<i>Canada Flooring Enterprises Ltd.</i>	<i>Ken Mulloy</i>
<i>Canada Games Centre</i>	<i>Kieran Stacey</i>
<i>Canadian Prenatal Nutrition Program</i>	<i>Kluane Lake School</i>
<i>Carcross Tagish First Nation</i>	<i>Klunae First Nation</i>
<i>CBC Yukon</i>	<i>Kobayashi & Zedda Architects Ltd.</i>
<i>Challenge Community Vocational Alternatives</i>	<i>Kwanlin Dun First Nation</i>
<i>Chic Callais</i>	<i>La Leche League</i>
<i>Child Development Centre</i>	<i>Latinos en el Yukon</i>
<i>Chris Stacey</i>	<i>Learning Disabilities Association of Yukon</i>
<i>Christine Paradis</i>	<i>Little Salmon Carmacks First Nation</i>
<i>City of Whitehorse</i>	<i>Luanne Baker- Johnson</i>
<i>Connect Parent Group</i>	<i>Macaulay Lodge</i>
<i>Copper Ridge</i>	<i>Malinka Lubenskyi</i>
<i>Council of Yukon First Nations</i>	<i>Margi Paszkowska</i>
<i>Days Inn</i>	<i>Marie Young (Les Essentielles)</i>
<i>Diana Mulloy</i>	<i>Mark Newman</i>
<i>Elk's Lodge 306</i>	<i>Mayor Dan Curtis</i>
<i>Evelyn and Larry Thorogood</i>	<i>Media Solutions</i>
<i>Family and Children's Services</i>	<i>Minister Doug Graham</i>
<i>George Stetkiewicz</i>	<i>Neal Bird (Family Sign Co-facilitator)</i>
<i>Ghuch Tia Community School</i>	<i>Northwest Territories Literacy Council</i>
<i>Gillian McKee</i>	<i>Nunavut Literacy Council</i>
<i>GP Distributing</i>	<i>Partners for Children</i>
<i>Helen O'Connor</i>	

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Superstore
Ta'an Kwach'an First Nation
Tanya Handley
Teen Parent Centre
Teslin Tlingit Council
Tim Horton's
Tina Jewels
Tom Bamford
Tr'odek Hwech' in First Nation
Victoria Faulkner Woman's Centre
Walmart

We Count Math Society
Well Read Books
Whitehorse Health Centre
Whitehorse Photography Club
Whitehorse Public Library
Whitehorse Star
Wildlife Viewing – Environment Yukon
Wyke's Independent Grocery
Yukon Arts Centre
Yukon Childcare Association
Yukon College
Yukon Government Department of
Education
Yukon imagination Library
Yukon Learn Society
Yukon News
Yukon Photography club
Yukon Quest