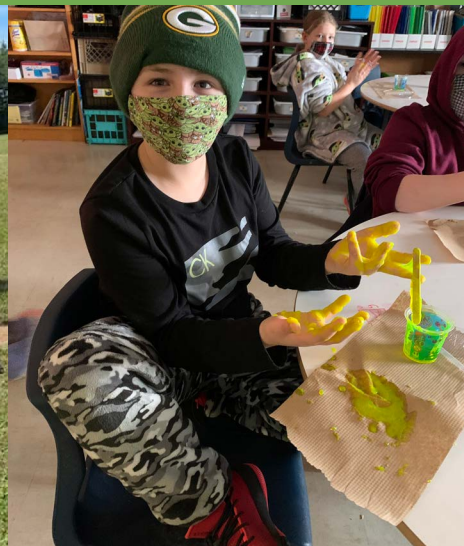




CANADIAN
PARENTS
FOR FRENCH
NOVA SCOTIA

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.

Originally 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.

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 to building strong, inclusive, equitable and shared leadership, supporting engaged membership 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 how some voices and experiences are often missing from decision making processes exacerbating systemic inequities in our society. The CPF Boards and staff leaders have committed to take 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 that are required to remain relevant and serve all those who call Canada home. We promise you, our members, and stakeholders, to listen, share our expertise with you and engage you in this important and ongoing work.

CPF Nova Scotia acknowledges that we live and work in Mi'kma'ki, the ancestral territory of the Mi'kmaq peoples. This territory is covered by the "Treaties of Peace and Friendship" concluded with the British Crown in 1726. The treaties in question did not include a clause relating to the cession of lands and resources. This truth is an uncomfortable one, but one that is necessary to face as Canadians and the people of Canada if we are to understand our whole history. We honour the Mi'kmaq, whose stories have been shaped by Mi'kma'ki.

PRESIDENT'S MESSAGE



Every year, **Canadian Parents for French, Nova Scotia** works hard to create and promote activities for youth across the province to learn and use French. This year, we were able to do so by organizing an exciting and creative mix of in-person, hybrid, and virtual events that reached children the length of Nova Scotia.

Our flagship **Concours d'art oratoire**, cancelled in 2020, came back in 2021 with a twist: **Concours in the classroom** ensured that students were encouraged to express themselves while staying in their classroom bubble. Over 700 students from grades 1-12 took part across the province. *Bravo, les élèves!* There were many other activities keeping students engaged *en français*: **Sciences en folie** was a roaring success, and Nova Scotia now has over 3,000 budding bilingual scientists thanks to these fun classroom workshops. Our virtual events included a March Break camp, a national **Foire virtuelle aux carrières**, magic shows, tutoring and coding, while in-person activities like the pop-up events and summer camps continued to attract students and families.

Youth are at the forefront of our programming, and **CPF Nova Scotia** works hard to engage members and volunteers so that we can support increased access to French-language learning opportunities. This year, in addition to our longstanding **French for Parents** classes, our outreach activities included an outdoor movie, French family art walks, and a Parent Wellness Fair. Since literacy is at the core of language acquisition, **CPF Nova Scotia** provided teachers with a free membership to **Idéilo** resources, had a French/Gaelic book giveaway, and set up a Little Free Library in our office. *Vive les lecteurs!*

In order to guarantee that youth in Nova Scotia continue to benefit from high-quality French as a Second Language education, **CPF Nova Scotia** continues to advocate for linguistic duality in the province. This means increasing the visibility of French through social media outreach, eBulletins, and advertising campaigns. It also means working closely with our valued partners and engaging in consultations with local community groups and government officials. Our staff and Board stay up to date with the issues affecting French as a Second Language Education in Nova Scotia and across Canada by participating in a multitude of training opportunities. This strengthens our governance and leadership capacity – collaboration and sharing expertise ensures that we can always put our best foot forward for our youth.

CPF Nova Scotia is proud of its partnerships and its reputation as a "go-to" organization for all things French Second Language. I'd like to thank all of you – our dedicated staff, Board, volunteers, members, students and teachers – for your commitment to French Second Language in Nova Scotia. It's through your efforts that we can ensure the day-to-day and long-term success of Canadian Parents for French so that French-English bilingualism can be a reality for youth in Nova Scotia.

This report gives only a taste of what **Canadian Parents for French, Nova Scotia** was able to do over the past year. I can assure you that there are already exciting new projects in the works for 2022-2023. Spoiler alert: the Family French Weekends are not to be missed! As the new school year gets underway, I encourage you to stay involved: you can keep up to date with us on social media, by reading our newsletter, or by stopping by for a chat while borrowing some books from our Little Free Library! *À bientôt, j'espère!*

Kate Ashley
President
CPF Nova Scotia

YOUTH

Concours d'art oratoire



CPF Nova Scotia held a virtual **Concours d'art oratoire** award ceremony on May 8, 2021 to announce its provincial winners. Our keynote was Anna Gaudet, a provincial and national *Concours* winner in 2017 for her speech on time travel. Students in grades 9-12 submitted their speeches by video. Grade 11/12 1st, 2nd, and 3rd place then participated in the National **Concours d'art oratoire** in June 2021.



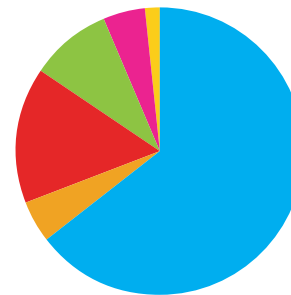
Salma Khattab, a Grade 12 French Immersion student at Citadel High School placed first in the late immersion category Grade 11/12, provincially and then again at the National level! Her speech focused on how personal interests influence our learning choices. The topic idea came to her one day when she was reflecting on what degree to pursue at university, and what career path she wanted to pursue. She started to notice that she performed better in the subjects she enjoyed.

She then started to do some research to see if there is a relationship between if people enjoy what they are studying and if their performance level increases.

Salma is attending Dalhousie University pursuing a Bachelor of Medical Sciences with a Minor in French. "Being passionate about medicine but also wanting to keep engaged with the French language, I chose to customize my degree by adding French. In the future, I am hoping to become a Medical Officer in the Canadian Armed Forces. With national and international travel, being bilingual is an important asset to a CAF Officer. I am happy that I have a head start!" Salma also joined the CPF Nova Scotia Board of Directors as a Youth representative. Thank you for volunteering!

Concours en classe!

CPF Nova Scotia continued promoting the *Concours* this year with certificates, ribbons and participation prizes for teachers to use in their classrooms. The activity was available to students in grades 1-8. **Concours en classe** took place from November 2021 to February 2022. Over **700 students** in core/integrated French, French immersion and *français langue maternelle* participated.



Early immersion	42%
Late Immersion	3%
Francophone	43%
Core French/integrated	6%
Middle Immersion	3%
Intensive French	1%



"Though I was less nervous presenting my speech in front of a screen and being able to take multiple videos until I am satisfied with my performance, I still missed being able to share my speech with a live audience and hearing the other students' speeches. This year, I also had to depend more on myself when it came to writing and practicing my speech since I was doing it all from home. I couldn't practice my speech with my French teacher like I used to. Overall though, I think that CPF did an amazing job hosting the Concours during the COVID-19 pandemic, I still had so much fun participating!"

– Concours virtuel participant

YOUTH

Sciences en folie!

This virtual workshop series has been quite the hit with grade 1-6 teachers across the province. **CPF Nova Scotia** offered virtual workshops from *Sciences en folie Montréal* in November 2021 and March 2022. We had a record breaking **3,463 students** participate from **82 schools**. Teachers were offered a choice of fun, virtual workshops (Slime, Junior Reactor, Fossils, Science Detectives and Fantastic Flight) that introduced students to STEM concepts. Workshop materials and video were designed for teachers with or without a science background to use.



Madame Fraser @MmeSFraser
On était des détectives aujourd'hui grâce à @SciencesEnFolie et @CPFNovaScotia!
Merci! Testing white powders with iodine and analyzing fingerprints; not bad for a Monday afternoon! @CavalierDrive @HRCE_FSL

Merci @CPFNovaScotia et @SciencesEnFolie! Quel bel après-midi! This slime experiment was a hit and more importantly, very easy to prepare and clean up!
@CavalierDrive @HRCE_FSL @HRCE_NS.

Mme Kaylee Rawding @reach_by_teach Merci @CPFNovaScotia et @SciencesEnFolie pour les expériences! We made slime today and talked about molecules. #Science #French #learning Seaside Elementary.

Concours d'art oratoire 2021 Keynote

Anna Gaudet is an Honours student at Dalhousie University, completing a combined degree in Sustainability and History.

Since the *Concours*, Anna went on to work at the Canadian Museum of Immigration at Pier 21, the Halifax Citadel, as well as Georges Island completing guided site tours, which has allowed her to continue to practice her public speaking skills in both official languages.

Anna is the recent recipient of the prestigious McCall-MacBain scholarship award. She will be starting her Master of Arts in History at McGill University in the fall of 2022. Anna was one of just twenty scholars accepted from 700 applicants.

Anna's keynote speech is available on our Youtube channel:
Canadian Parents for French Nova Scotia/Concours d'art oratoire 2021

Introducing our Special Guest, Anna Gaudet

- In 2017, Anna placed 2nd in the Late Immersion category at the National Concours d'art Oratoire.
- Anna has worked at the Canadian Museum of Immigration at Pier 21 and the Halifax Citadel. She gave bilingual guided tours at Georges Island.
- Since the Concours d'art oratoire, she has continued to use her public speaking skills in both official languages.
- Join us on May 8 for our provincial Concours d'art oratoire Awards Ceremony! Details on our website, ns.cpf.ca.

CANADIAN PARENTS FOR FRENCH
concours d'art oratoire
2021-2022

CANADIAN PARENTS FOR FRENCH
NOVA SCOTIA

YOUTH

Summer Camps

Summer 2021 was jam packed with activities. **CPF Nova Scotia** was able to offer our French summer camp program in person again, although on a limited basis. Campers were able to participate in our day camps in Halifax and Dartmouth or for older campers; there was **Camp Frantastique** and **Camp de la Baie**, our overnight camps. Contactless registration facilitated parent drop off and pick up. Campers stayed in small groups to minimize contact and participated in many outdoor activities. Virtual camps continued for campers in rural areas or wanting to keep their French skills up over the summer. Weekly virtual camp was offered in the mornings for six weeks. In the afternoon, there was a workshop option of conversation club, book club or **Kids Code Jeunesse**. **Kids Code Jeunesse** was offered for eight weeks with campers learning easy coding for different online projects.



"My daughter was nervous about her first sleep-away camp being in French but she absolutely loved it. She was sad she had to wait for a whole year before she could go back again. She also said she felt more ready to go back to school."
 – Parent, French summer camps program

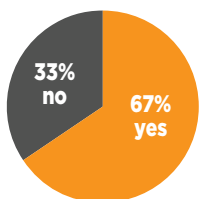
"This is super important for us to have kids get some French practice during summer months, as at home they do not have this option. You are all doing amazing work – big thank you!"
 – Parent, French summer camps program



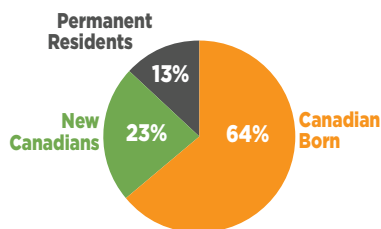
Les Étoiles de l'été Profiles highlighting our camp staff members were created and posted weekly on social media during the summer.



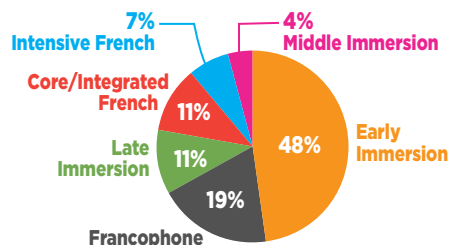
FIRST TIME ATTENDING A FRENCH SUMMER CAMP



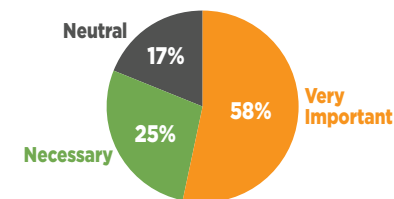
HOW WOULD YOU DESCRIBE YOUR FAMILY?



TYPE OF FRENCH PROGRAM



HOW IMPORTANT WAS IT THAT YOUR CHILD ATTENDS A FRENCH CAMP OVER OTHER CAMPS IN ENGLISH?



YOUTH BY THE NUMBERS



2 Branch / Provincial Concoors (Literacy Event)

728 Students Reached



75 Socio-cultural Events



2 CPF Supported Youth Partner Events

6 Partners

5,292 Youth Reached



23 Student Incentives, Bursaries or Scholarships Awarded



25 Youth Camps Offered/ Supported

427 Camp Attendees

\$8,100 Value of Incentives, Scholarships

MEMBERS, VOLUNTEERS AND DONORS BY THE NUMBERS



Membership Engagement
As of April 1st

2020

1,609

2021

2,648

2022

884

Individual/Family

424

AMO

420



26 Parent/Family/ Adult Events, Activities

1,762+ Parents/Adults Reached



2 Volunteer Appreciation Events, Activities



30 Volunteer who were Engaged

64 Volunteers "Registered"

432+ Volunteers Hours

14 Volunteers Recognized



2 Active CPF Chapters or Teams

4 Meetings/Activities to Support or Train CPF Volunteers



Donor Engagement
As of April 1st

2020

14

2021

23

2022

25

MEMBERS, VOLUNTEERS AND DONORS

Balad'Arts en famille with Alliance Française d'Halifax and Fondation Communautaire du Grand-Havre

Canadian Parents for French, Nova Scotia and Alliance Française Halifax received funding from Fondation Communautaire du Grand-Havre for a collaborative project, *Balad'arts en famille/ Family Art Walks*. *Les Balad'arts en famille* was a series of artistic walks and discussions in French for families in different neighborhoods of Halifax, led by local artists. The project was open to Francophone and Francophile families in the Halifax Regional Municipality. The project promoted community development, awareness and visibility.

There were six walks completed from August to November: *Vagues/Ondes-Fréquences*, *Perspectives/point of view*, *Layers/Strates et Textures*, *À la loupe – Close looking*, *Performance/Happening*, and *Findings/Trouveilles*. Lucie Taussig and Sophie Philipczuk of Alliance Française Halifax acted as guides for each family art walk.

During these one-hour walks, the group discussed different themes relating to the neighborhoods and using different artistic mediums to explore the environment. The materials were provided to participants. Artists involved included Jessica Winton, Emma Fitzgerald, and Sophie Philipczuk. Henri Paratte of the Halifax Public Gardens also acted as a guide for family art walk in the Halifax Public Gardens.



Parent Wellness Fair!

With restrictions on gatherings due to the pandemic, CPF Nova Scotia looked to alternative ways to support parents during the school year. A virtual Parent Fair took place from November 25-27, 2021, three days of events for parents and families. Day one kicked off with President Kate Ashley facilitating a virtual round table organized by Alliance Française d'Halifax. The topic was *French Languages in Daily and Family Life*. Expertise and advice was shared by presenters, Carole Bonin of CASLT, Karin Amedjkouh of the CSAP and Barbara Abdelilah-Bauer, Author. Day two was two workshops on *Boukili* and *Idélo*, introducing parents to these awesome online resources for supporting French learners at home. Mary Beth Carty entertained families with a late afternoon concert. Day three ended on Saturday morning with Sandy and Thomas from *Razzmatazz for Kids* concert.



MEMBERS, VOLUNTEERS AND DONORS



Little Free Library Mini-Biblio!

Did you know that the **CPF Nova Scotia** branch office has a **Little Free Library**? We have a large collection of children's and adult books "en Français". Our goal is to have the **Little Free Library** collection available online, so that parents can pre-order their books. We do have a cozy reading corner set up for visitors, young and old.

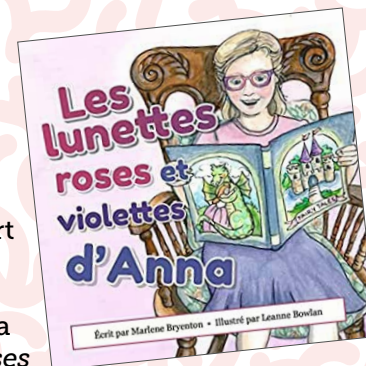
French Second Language Champion 2021

Tony Orlando was awarded the **French Second Language Champion of the Year**. Tony's passion for French led him to spend his career as a French Second language teacher and French consultant with the Annapolis Valley Regional School Board. Tony has held diverse roles such as member of the executive of the NS Language Teachers Association. He was also the editor of **Réflexions**, the newsletter for CASLT and a member of their National Council.

CPF Nova Scotia was honoured to have had him on the board for eight years, serving as Vice-President, President, Past President and Treasurer. He was also a past recipient of the **Canadian Parents for French Volunteer of the Year** award in 2018. Felicitations, Tony! Bien mérité!

Donors

In the past year, **CPF Nova Scotia** has increased its fundraising efforts. Members of our Board of Directors have donated a portion of their expenses back to support our organization. **CPF Nova Scotia** solicited sponsorship to cover the costs of printing a French book, *Les Lunettes roses et violettes d'Anna* for our May 2022 book giveaway to teachers and schools. The French summer camps program received sponsorship from **Université Sainte-Anne**.



CPF Nova Scotia signed a sponsorship agreement with **L'Association des collèges et universités de la francophonie canadienne (ACUFC)** to promote the Bursaries for Postsecondary Studies in French program for students entering eligible Francophone universities.

Kudos to Joan Dobbie, President of the **Halifax Peninsula** and **Mainland South** chapter for her fundraising efforts during the pandemic! In previous years, Joan has fundraised to support the Excellence in French awards for local high schools by participating in the Bluenose Marathon. With the cancellation of the event, Joan hosted a virtual Pampered Chef event and donated her commission, and also held a Birthday fundraiser soliciting donations from her family, friends and chapter members. *Many thanks for your continuing support, Joan!*

MEMBERS, VOLUNTEERS AND DONORS

On behalf of the **Halifax Peninsula and Mainland South Canadian Parents for French Chapter**, we are delighted to announce and give thanks that Rebecca Lancaster, Executive Director of **Canadian Parents for French, Nova Scotia**, has been named as the Francophile recipient of the inaugural **Lieutenant Governor's Award of Excellence for l'Acadie and Francophonie**.

Ms. Lancaster received this prestigious award from His Honour, the **Nova Scotia Lieutenant Governor Arthur LeBlanc at Government House** in Halifax on October 7th, 2021. Ms. Lancaster is not a Francophone but a tireless advocate for bilingualism in Nova Scotia. She promotes French language and its culture in her daily interactions.



In her nomination, it was noted that Ms. Lancaster, under her leadership for the past 15 years has expanded the programming for French Second Language students considerably. She has also served on the Francophone, Acadian, and Francophile committees to promote French. In addition, she has organized conferences, French cultural events, and educational stakeholders' meetings in the Canadian bilingual framework.

Submitted by CPF Halifax Peninsula and Mainland South

Chapter Updates



The **Lunenburg County chapter** supported parents within the **South Shore Regional Centre for Education (SSRCE)**. The SSRCE is in the process of gauging parent interest in a grade 6 Intensive French program at Bayview Community School in 2022-2023.

Joan Dobbie, President of **CPF Halifax Peninsula and Mainland South** organized a Gregg LeRock Outdoor French concert held in the bandstand at the Sir Charles Tupper Elementary School on October 5, 2021. The chapter also organized a Marc Tardif Virtual Halloween Magic Show for early immersion students attending École LeMarchant-St. Thomas School. The show took place in October 2021.

The chapter also received a \$650 Cultural Grant from the CPF National contest held in April 2021 during **National Volunteer Week**. The grant covered the cost of the Halloween themed French Magic Show.

CPF ADVOCACY IN ACTION

Myth Busters Advocacy Campaign



Schools continued to be closed to outside visitors and French immersion information nights were virtual. **CPF Nova Scotia** created a **Myth Busters** campaign as an advocacy tool for parents considering registration in immersion programs. Many of the myths highlighted are common assumptions not supported by research.

CPF Nova Scotia created **10 Myth Busters posts** for the month of pre-primary/primary registration, when

parents are deciding on whether to register in the early immersion program. The Myth Busters posts were published twice a week on **Facebook** and **Instagram**. Overall reach of the campaign was 7,000+ people and the posts were shared by other CPF chapters and branches.

Overall, this was an excellent campaign that addressed some common myths about learning French. The goal was to help parents who were unsure of the early immersion program to now feel more at ease and registered their children!

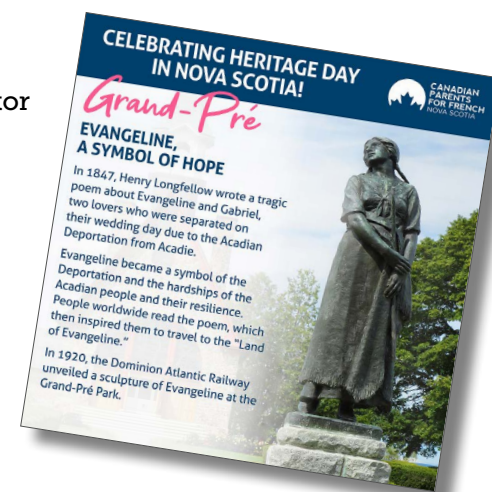


"My child's language skills helped to differentiate him from other candidates when he applied for a job at our local bookstore."

– *Myth Busters advocacy campaign*

CPF Nova Scotia celebrated the Landscape of Grand-Pré for Heritage Day 2022

Four posts were created by Nicole Kabalen, Communications Coordinator (Atlantic region) celebrating the history, culture and landscape of the Grand-Pré World Heritage site. The social media promotion did very well on Facebook with the posts reaching over 8,700+ people.



Idéllo Membership for Nova Scotia FSL Teachers

CPF Nova Scotia signed a two year agreement with **Groupe Média TFO** to provide **Idéllo** subscriptions to teachers and their students. **Idéllo** is a dynamic, multileveled, digital learning platform for everyone including parents, teachers, educators and students. Through **Idéllo**, teachers have access to over 17,000 up-to-date, enriched educational resources in French, as well as functions and a workspace that encourage communication between communities of users with common interests. The agreement with **Groupe Média TFO** also covers workshops to be presented for FSL consultants, coordinators and teachers at each Regional Centre for Education.

CPF ADVOCACY IN ACTION

Take your career further as a French Teacher in Nova Scotia

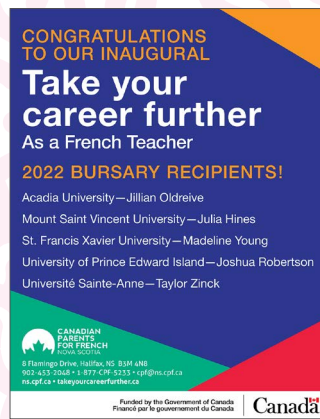
CPF Nova Scotia received funding from **Canadian Heritage** for a 2-yr teacher recruitment project, **Take Your Career Further as a French Teacher**. In year 1, the campaign launched with brochures, website and a social media campaign. Due to the ongoing pandemic, it was not possible to complete in class presentations on university campuses as outlined in the project agreement. Instead a series of videos were developed and a YouTube channel set up for the project. The project was limited to Nova Scotia and our four universities offering a B.Ed program with the option of a French teachable; Université Sainte-Anne, Acadia University, Mount Saint Vincent University and St. Francis Xavier University. With additional funding from the CPF National office, CPF Nova Scotia extended the project to the Atlantic region and include Université de Moncton, Memorial University and University of PEI. The Program Coordinator also participated in virtual career fairs and the French for the Future local forums.

CPF Nova Scotia participated in a meeting with **Table nationale en français langue seconde (TNFLS)** to share results of year 1 of the project. The project added to national database for access by researchers and FSL teachers. The project was also shared with NS Education in a meeting with FSL consultants and coordinators from each Regional Centre for Education.

In year 2, the website was redesigned to include a quiz for those interested in learning more about becoming a teacher. The quiz was accompanied by a social media campaign called **Be You In French**. A new website address, beyouinfrench.ca pushed traffic from Instagram, Facebook and TikTok to the **Take Your Career Further** website. The campaign used Facebook and Instagram stories, as well as videos on TikTok to promote the project.

CPF Nova Scotia also did an extensive bus promotion campaign in March 2022. Over 830,000+ people were exposed to campaign posters on public transit in Halifax, Moncton NB, Charlottetown PEI, and St. John's NL.

To finally wrap up the project, the remaining funds were distributed through \$1,000 entrance scholarships to students entering the B.Ed programs in the Atlantic region. Students submitted essays or video submissions on why they were choosing French teachable in their B.Ed program.



French Second Language Educator of the Year 2021

Rima Majaess, a name who's no stranger to **CPF Nova Scotia**, was awarded **French Second Language Educator of the Year**. Rima was a French Second language teacher with the **Halifax Regional Centre for Education (HRCE)** for the past 35 years, and recently retired this past June. She has gone above and beyond with her students providing them with opportunities such as *Français pour l'Avenir* forums, the Model United Nations program in high schools, and the **Bilingual Career Exploration Day**.

Rima has volunteered countless hours for multiple organizations, such as the Halifax Rotary Club, the NS Language Teachers' Association, *Alliance Française Halifax*, Canadian Parents for French, and more! She has also dedicated her time to assist new English as a Second Language Students. Rima brings so much passion to everything she does. *We wish you the best of luck in your retirement and are so proud of your accomplishments!*



CPF ADVOCACY IN ACTION

Celebrating Gaelic Nova Scotia Month



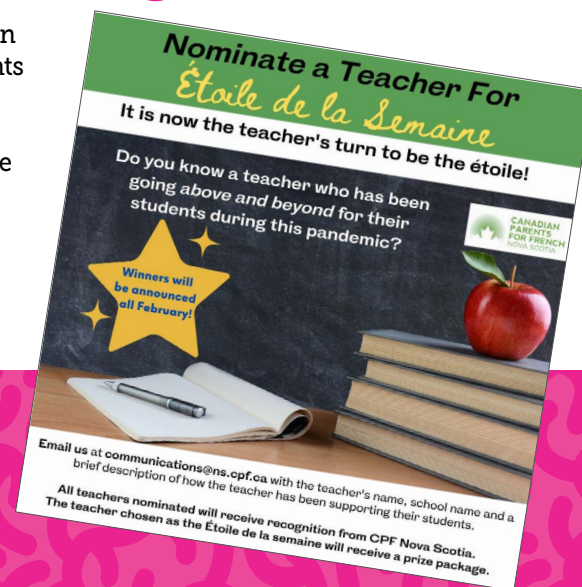
Over 100 + books celebrating Gaelic Nova Scotia Month given to 32 schools. May is **Mios nan Gàidheal | Gaelic Nova Scotia Month** in Nova Scotia, a month to celebrate and create awareness of the history, culture, language, contributions, and achievements of Gaels across the province. 2021 marked the 25th anniversary of Gaelic Nova Scotia Month with the theme, **Air Adhart Le Chéile | Forward Together**. The theme celebrated the togetherness of the Gaelic communities and resilience found in Gaels throughout history.

To celebrate **Mios nan Gàidheal | Gaelic Nova Scotia Month**, CPF Nova Scotia in collaboration with the **Office of Gaelic Affairs** offered copies of **Fionn MacCool et le saumon de la sagesse** and **G comme Gaél** by Bradan Press to French teachers across the province. Having books available in French, English and Gaelic encompasses greater linguistic diversity in our schools while offering a needed resource for classroom teachers and students. The French versions of these books, in particular, reaffirm the many connections Gaels and those of Gaelic heritage in Nova Scotia have with the Acadian and Francophone communities of our Province.

Les Étoiles de la semaine, Teacher Recognition!

The past two years have presented many educators with challenges. Teachers had to continuously modify their lesson plans to accommodate abrupt switches between online learning and in-person learning. They had to manage students wearing masks, unable to have group work, and an all-in-all less social learning environment.

The purpose of **“Les Étoiles de la semaine”** was to increase teachers' motivation and to let them know they're truly appreciated, especially under these changing circumstances. At the end of January, **CPF Nova Scotia** shared the first post requesting our social media followers to send in nominations for teachers they felt went above and beyond during the pandemic. One teacher per week was recognized during February and into March. Each teacher who was nominated received a prize pack, which was shipped directly to the school. **This campaign reached over 2,300+ people on Facebook and Instagram.**



“Mme Camacho is a gem! Every student in her class is given an amazing experience. I am better for knowing her and my family was so fortunate to have her as a teacher at St. Catherine’s! Congrats Mme Camacho.”

– Les étoiles de la semaine campaign

CPF ADVOCACY IN ACTION BY THE NUMBERS



48 Meetings or Activities with Stakeholders

150+ Stakeholders Reached



21 Education Stakeholder Events, Meetings



10 Partner Meetings with

10 Existing Partners and

4 New Partners

4 Joint Initiatives Currently Underway



1 Teacher Award



10 Media Releases

8 Media Mentions

82 Annual Performance Reports sent with invitations to FSL Advocacy Breakfasts

7,000+ Reached with Myth Busters Advocacy Campaign

100+ French Books Distributed

CPF NETWORK: BUILDING LEADERSHIP EXPERTISE BY THE NUMBERS



17 Branch Board Meetings and Special Meetings

Attendance at

24 Network, National Events or Meetings (Annual Leader Networking Event, CoED, CoP, National committee meetings)

4 Branch Committee Meetings



5 Attendees participating on behalf of Branch (staff and volunteers)

20 Attendees at Branch AGM

Attendance at

11 Network, National Education or Training Sessions

5 Attendees participating on behalf of Branch (staff and volunteers)

CPF NETWORK: BUILDING LEADERSHIP EXPERTISE

Foire virtuelle aux carrières 2022

VP Bailey Ross and Youth Board Representative Salma Khattab were panel facilitators at the 2022 **Foire virtuelle aux carrières** organized by the CPF Network. Panelists represented many different organizations such as the Canadian Coastguard College, Parks Canada, etc. Presenters were asked to speak about their career paths and how bilingualism helped them achieve the career that they wanted.

Annual General Meeting

Our **Annual General Meeting** was held virtually on September 25, 2021. Twenty people registered to attend. Presentations were given by the *Concours d'art oratoire*, *Halifax au Soleil Pop-up* events, teacher recruitment and retention projects across Canada, ACUFC Bursaries for Postsecondary Studies in French as a Second Language Program, and the *Better Impact Volunteer Management System*. The *French Second Language Educator of the Year* and *French Second Language Champion of the Year* awards were presented virtually.

President Kate Ashley is the Chair of our Nominations Committee. VP Bailey Ross is the Chair of our By-laws committee.

The CPF Network Leadership event was held in Montebello, Québec on September 9-14, 2021. President Kate Ashley, Executive Director Rebecca Lancaster and Administrative Assistant Stacy Nadeau attended in person. The conference was hybrid to allow virtual participation as well. Branch staff participated in two days of meetings. The **CPF Annual General Meeting** took place on Sunday, September 12.



Training and Educational Opportunities

With the continuing restrictions of the pandemic, staff continued to use their time effectively by attending training, courses and webinars presenting virtually. Staff participated in the NS Non-Profit COVID Coalition forum, Human Resources training through the Halifax Chamber of Commerce, CPF Network training on Diversity, Equity and Inclusion, Capacity Building webinar through the Community Sector Council of Nova Scotia, workshops at the Halifax Volunteer Conference, and training on the Better Impact Volunteer Management System.

Social Media Training with Sociable Media

On May 19, Maria McGowan of **Sociable Media** did a 1-hour training session on social media analytics with **CPF Nova Scotia** staff. Maria introduced many new concepts to staff while demonstrating on the **CPF Nova Scotia** social media accounts. The staff requested further training from **Sociable Media**. Three 1-hour one on one training sessions on social media marketing were set up for the Communications Coordinator and the Programs Administration Coordinator.

Canadian Society of Association Executives

Administrative Assistant Stacy Nadeau attended the **CSAE 2022 Symposium for Chief Staff and Chief Elected Officers** virtually on February 24-25. The 2-day symposium helps CEOs, lead staff and appointed board leadership to lay the practical foundations of building a strong working relationship and leading their organizations forward.

BY THE NUMBERS

SOCIAL MEDIA

	Apr 1, 2020 - Mar 31, 2021	Apr 1, 2021 - Mar 31, 2022
Twitter		
Number of followers	757	19 new followers
Number of profile visits	692	2,651
Number of mentions	68	42
Number of tweets	386	N/A
Number of impressions (likes and re-tweets)	90k+	20,846

	Apr 1, 2020 - Mar 31, 2021	Apr 1, 2021 - Mar 31, 2022
Facebook		
Number of page likes	1,342	1,558
Total Reach	2.6k	39,409
Engagement (likes, comments, shares)	1,405	877
Page followers	1,351	1,577

GIVING
TUESDAY

Nov
30

Giving Tuesday Campaign

Giving Tuesday is an international day of giving that follows Black Friday and Cyber Monday. It presents an opportunity for **Canadian Parents for French** 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 of the number of CPF donors annually. In 2021, there were 4 donors from our province / territory, raising \$110 as part of this campaign.

Halifax au Soleil 2021

CPF Nova Scotia received funding from the federal government's **Canada Summer Works** program for two animators to run eight weeks of summer pop-up events for families and teens. Our awesome duo, Marina and Marianne created **Halifax au Soleil**. Each week, the pop up team ran two events for families, **Les Baluchons** and one teen event, **L'Odysée**. Our team also spent the summer creating videos of storytime, cooking demonstrations and creating crafting. Check out the **Halifax au Soleil 2021** playlist at Canadian Parents for French Nova Scotia on Youtube! Funds from the Mary Joyce Booth grant and NS Education covered materials and costs for the workshops during the summer.



Marianne Labrie

Marina Turbide

BY THE NUMBERS

2021-2022 FINANCIALS

Revenue

PCH Core Program Support	217,156
Projects or Other Support	206,815
Donations	610
Membership Fees	4,207
Other Revenue (product sales, advertising, rent, contracts)	41,588
Total	470,376

Expenses

Salaries	193,291
Honoraria	51,175
Travel & Accommodation	87,991
Publicity	34,723
Operational Costs	61,661
Other	-
Total	428,841

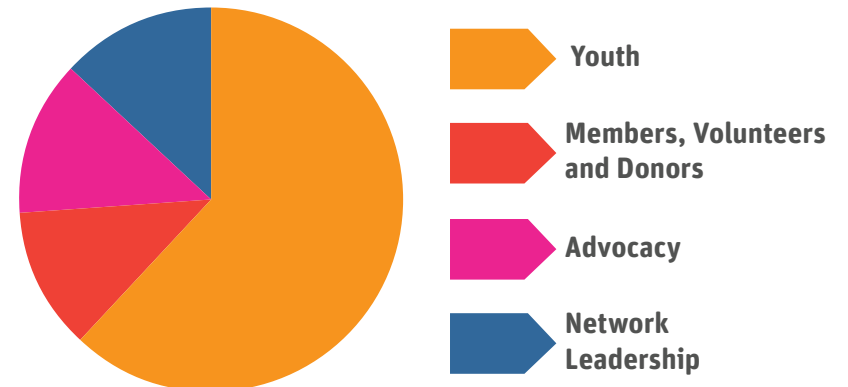
CPF Branch Statement of Operations

Revenue	470,376
Expenses	428,841
Excess or deficiency of revenue over expenses for the year	41,535

Expenses broken down into the pillars

% Youth	62%
% Members, Volunteers and Donors	12%
% Advocacy	13%
% Network Leadership	13%
Total	100%

Spending By Pillar



Thank you - Merci

Canadian Parents for French, Nova Scotia Branch acknowledges the important financial support of the Government of Canada

Canadian Parents for French, Nova Scotia acknowledges receipt of a \$1,000 grant, provided as part of the *More French, S.V.P! Mary Joyce Booth Fund*

Funded by the
Government
of Canada

Financé par le
gouvernement
du Canada

Canada

S.V.P.
More French!



Canadian Parents for French Nova Scotia acknowledges funding received from the *Fondation Communautaire du Grand-Havre*.

CPF Funding Diversification Efforts

LIST NAME OF FUNDERS, SPONSORS, ADVERTISERS

CPF Nova Scotia acknowledges the important financial support of the Government of Canada.

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

Canada



Canadian
Heritage

Patrimoine
canadien



Education
Éducation

CPF Nova Scotia acknowledges the continuing support of the French summer camp program and other activities by NS Education and Early Childhood Learning.



LIST OF EXISTING AND NEW PARTNERS

– WITH WHOM THERE HAVE BEEN JOINT INITIATIVES OR PROJECTS UNDERWAY DURING THE YEAR

Université Sainte-Anne

NS Education and Early Childhood Development

Alliance Française Halifax

Français pour l'Avenir

Conseil jeunesse provincial

Conseil Communautaire du Grand-Havre

Partenariat Acadien et Francophone d'Halifax (PAFH)

Centre de Ressources pour les familles militaires d'Halifax et regions

NEW PARTNERSHIPS

Groupe Média TFO

Association des collèges et universités de la francophonie canadienne (ACUFC)

Camerise Network Ontario

Nova Scotia Recreation and COVID Coalition Community Sector Council of Nova Scotia

LOOKING FORWARD



Rebecca Lancaster
Executive Director
CPF Nova Scotia

In year two of the pandemic, I was pleased to be able to keep youth participation numbers up and to support teachers in the classroom and on line. **CPF Nova Scotia** was able offer the **Concours d'art oratoire** in a meaningful way that kept participation at the student, classroom and teacher level. Our French summer camp program started again with small limited groups. We continued to offer virtual camps and activities for campers who were not able to access physical camps. Our virtual activities included camp activities, book club, conversation club, March break camp and coding workshops with Kids Code Jeunesse.

The restrictions on the schools meant that outside people could not enter schools and school groups could not leave the school. Our **Sciences en Folie** workshops were the perfect solution. Our branch staff was kept busy repackaging, posting and delivering packages to schools. The single biggest challenge was coming up against late Canada Post deliveries as we moved into December. Teachers and students did not miss out if their materials arrived late as the access to the workshop was virtual.

Promotions and Communications

CPF Nova Scotia nominated Hughie Batherson, Coordinator of the Consortium National de Formation en Santé and Director of Alumni Association at **Université Sainte-Anne** in the Francophile category of the Lieutenant Governor's Award of Excellence for l'Acadie and Francophonie. The nomination was supported by *Français pour l'Avenir*. Hughie has supported both Canadian Parents for French and *Français pour l'Avenir* for many years and sat on the boards of each organization. Hughie received his award in July 2022.

Nicole Kabalen continues in her role as Communications Coordinator (Atlantic region) for 2022-2023. Nicole is quite active on social media for CPF Nova Scotia and CPF New Brunswick. She has supported CPF Newfoundland with

their website updates. She also promoted many of CPF PEI's activities within the Atlantic region. Nicole focused on creating three promotional campaigns in 2021-2022; Mythbusters, the Landscape of Grand-Pré for Heritage Day, and *Les Étoiles de la semaine* featuring teachers who were nominated by students and parents.

Advocacy

CPF Nova Scotia recognizes that there is still a great demand for French Second Language Teachers. We will continue to maintain the website and social media for **Take Your Career Further as a French Teacher**. The Board of Directors voted in June 2022 to continue the \$1,000 entrance scholarships for an additional three years until 2025. Seven entrance scholarships are offered, one to each university in the Atlantic region with a B.Ed program that offers a French teachable. We were so please to award five entrance scholarships in our first year. *Congratulations to Julia Hines, Jillian Oldreive, Joshua Robertson, Madeline Young and Taylor Zinck!*

CPF Nova Scotia held its first **FSL Advocacy Breakfast** event on April 5 at the Marriott Harbourfront Hotel. It was a small gathering of 16 people with representatives from the Liberal, Conservative and NDP parties, as well as *Alliance Française Halifax* and Dalhousie University. Presentations were done on **Take Your Career Further as a French Teacher**, CPF Nova Scotia youth activities and the Modernization of the Official Languages Act. Each participant received **Take Your Career Further as a French Teacher** promotional items and various CPF brochures, along with a **CPF Nova Scotia** travel mug.

President Kate Ashley participated in the consultations on the Modernization of Official Languages on August 9, 2022. As the representative for **CPF Nova Scotia**, Kate met with the Minister for Official Languages, Ginette Petitpas-Taylor, as well as our other Francophone partners.

LOOKING FORWARD

Activities/Programming

Our **Family Fun French Weekend** finally took place in July 2022. After two years of planning and cancellations, we were able to offer our inaugural family event in Bouctouche, New Brunswick. The Family Fun French Weekend was a joint activity between CPF Nova Scotia, CPF NB and CPF PEI. Our group enjoyed activities at *Les Pays de la Sagouine*, the Irving Eco-Centre, the Dunes, Bouctouche Farmers Market and more. The event was covered in the media by CBC, Radio-Canada, and local news. Our next **Family Fun French Weekend** is scheduled for Grand-Pré in October 2022.

Our **Bilingual Career Exploration Day** will resume in spring 2023. We are looking forward to organizing the event on the campus of Acadia University. Our last regional **Bilingual Career Exploration Day** was in Port Hawkesbury in 2019.

Governance

CPF Nova Scotia participated in CPF Network Leadership events in Montebello 2021 and Edmonton 2022. Although the Board of Directors has continued to meet monthly virtually, it has been wonderful to meet in person for our Board retreats and for Network events. There is much more that can be accomplished when we have the opportunity to meet and discuss with our colleagues in person.

Rebecca Lancaster
Executive Director
CPF Nova Scotia



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**
NOVA SCOTIA





Executive Director Rebecca Lancaster
Administrative Assistant Stacy Nadeau
Projects Administrator Coordinator Marina Turbide
Communications Coordinator Nicole Kabalen

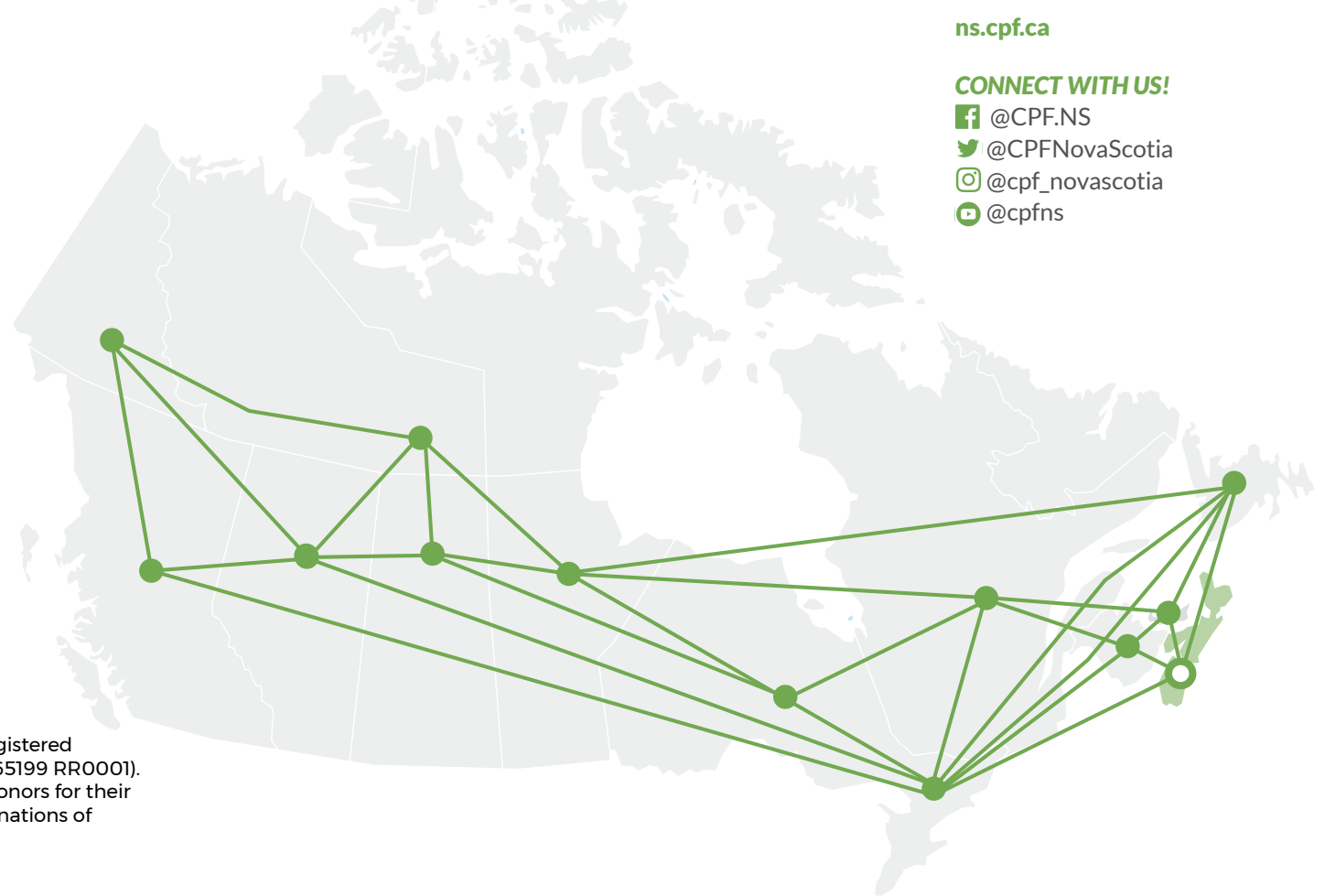
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Canadian Parents for French, Nova Scotia is a registered charitable organization (Charity Reg. No. - 106865199 RR0001). As an organization, we remain truly grateful to donors for their ongoing generosity. A tax receipt is issued for donations of \$20 or more.