



Annual Report 2010-2011



Over 30 years helping learners learn



Values

READ believes...

Literacy is essential for children, youth and adults.

Learning occurs most effectively in a safe, caring environment that honours and addresses individual learning styles and needs.

Professional teachers are critical to the development of effective literacy and learning solutions.

Healthy organizations promote diversity, humour and creativity.

Remaining client-focused and implementing sound financial stewardship ensures sustainable organizations.

Relationships founded on honesty and integrity provide a foundation for effective solutions.

Working Principles

Respect: All individuals—students, families, donors and funders, volunteers, community partners and staff—must be treated with respect.

Collaboration: Communities are best served when diverse, committed partners engage in creating sustainable solutions.

Inclusion: We must ensure that those who experience the issue are part of the solution.

Celebration: Literacy successes should be shared and recognized through stories and celebrations.

Accountability: We measure results and hold ourselves accountable for the effectiveness of our work.

Victoria READ Society Annual Report

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VISION

Everyone in society has the literacy skills to contribute to their full potential.

MANDATE

As a vibrant, community-based organization we help children, youth and adults gain literacy and basic skills, including reading, writing and mathematics.

We respond to the emerging needs of our communities and collaborate to make literacy and basic skills accessible to all.



READ in the Community

Noisy Kids Reading Club



Saanich Fair




Message from the Chair

The fall of 2011 will mark the 35th year of READ's service to Greater Victoria. During this time of rapid and profound change in our society and our economy, literacy and basic skills remain the most important tools available to help children, youth and adults address issues of poverty.

READ continues to be the only non-profit in this region offering both fee-based and funded services. Yet over the past three-and-a-half decades, the operating climate has changed dramatically: poverty and child poverty in the region have increased; non-profits are held to increased accountability; and costs continue to rise.

These pressures indicate that the manner in which READ has operated in the past is not sustainable. To address the need for change, in July of 2010 the board of directors committed to a three-year transformation plan. READ must become a more outward-reaching, community-based agency that serves more children and youth from low-income households.





We began by offering parents and guardians the opportunity to have a greater voice in the organization. By making membership in the Society part of the program registration process, parents/guardians have a vote at annual general meetings.

To include more people in our organization, READ committed to increasing volunteer opportunities and in 2010-2011 dedicated staff resources to volunteer management.

In 2010 we were grateful to have the opportunity to collaborate with the membership of the Saanich Rotary Club in hosting a fundraising gala dinner and dance at the University Club on October 23. The small businesses in Rotary share our dedication to literacy, as demonstrated by the over 200 items and services donated to the silent auction. Thanks also to the Esquimalt Jazz Band and students of Lester B. Pearson College United World College of the Pacific who made the evening a success.

We recognize that community outreach, involvement and effective partnerships must be our way forward. Emerging partners and funders across our region share our belief that literacy and learning are critical aspects of any poverty reduction strategy.

On behalf of the Board, I extend our sincere thanks to Executive Director Claire Rettie and her team of teachers and staff for the groundbreaking work achieved in this first year of READ's transformation agenda.

Carol Carman
Chair

Executive Director's Report

In 2010-2011, READ launched the first of a three-year transformation plan. Our vision is to serve more children and youth from low-income households, to provide more service-delivery opportunities for volunteers and to do this work in partnership with other groups in Greater Victoria.

We began the year working with the Community Social Planning Council and Bridges for Women to develop and deliver training to adults in small and mid-sized businesses in the hospitality, restaurant and wholesale grocery sectors. With funding from the Canada-British Columbia Labour Market Agreement we created tailor-made training focused on essential skills development – particularly communication, document use, writing and reading.



For children and youth we launched the Noisy Kids Reading Club in five locations across Greater Victoria. These volunteer-run clubs were offered in partnership with afterschool and out-of-school care programs. Target locations were those where students might not have the opportunity to experience either a reading program or extracurricular activities.

The board committed \$30,000 to expand tuition assistance opportunities. These funds, along with the creation of a new sliding scale based on the Low Income Cut-off and the Quality of Life CHALLENGE meant that READ was able to provide 10 months of remedial classes to 77 students.

To guide future directions and to ensure READ develops opportunities that meet real community needs we sought out the advice and expertise of stakeholders from public schools and from community agencies serving children and youth. They told us we need to offer programs closer to the target populations; to focus remedial programs on grades 3-7; that after-school programs must have a tangible product; to work more closely with First Nations leaders and community members; and that getting parents engaged in learning is key.



As we enter the second year of transformation we do so having heard from the community, having demonstrated new approaches to reading engagement, and having cemented new partnerships. In Year Two of transformation READ will use new knowledge plus 34 years of experience to serve more members of the community in practical and meaningful ways.

Claire Rettie
Executive Director

READ in the Community

Family Literary Day Game-A-Thon



Programs and Services

Children and Youth

READ provided services to 296 children and youth through on-site (Sidney, Colwood and Victoria) and community locations in 2010-2011, and identified a need to serve more children and youth from low-income households.

We met this need in two ways: by revamping the tuition support process, and by offering programs in the community using volunteers.

The program formally known as Education Assistance was renamed Tuition Assistance to better reflect the funding provided to families, and incorporated into the regular full-fee children and youth programs. A new sliding scale was created in consultation with the Community Social Planning Council resulting in a five-step process which includes a three-month check-in with parents and guardians, and a formal academic post-assessment. The changes allow READ to ensure limited funds help support more low-income households in an equitable manner and that children and youth who receive these funds are in the most academic need.

To support this transition, the Board released \$30,000 from the Linden House sale so READ was able to support 77 tuition-assistance applicants. BC Government, Coast Capital Savings, Intact Foundation, the Provincial Employees Community Services Fund, and the Times Colonist's Raise a Reader program also supported tuition assistance students.

Building on past outreach work, READ offered the Noisy Kids Reading Club at four elementary school locations, through afterschool care programs, and one community centre. Volunteers supported these six-week programs. The Noisy Kids Reading Club was initially developed in the summer of 2010 to offer young learners a fun,

Programs and Services, continued

interactive reading experience. Based on reader's theatre, children read their parts aloud to gain confidence, improve word recognition through repetition and experience the joy of reading.

Adults

Funding for community-based adult and youth and remedial literacy support has decreased over the past three years. Consequently, the number and diversity of programs READ offers has also decreased.

In 2010/2011, READ offered individual remedial sessions and academic assessments to adult learners at its Victoria site.

READ again worked on-contract with GT Hiring Solutions to offer workshops for adults in employment transition. These workshops continued to be offered in the GT offices.

SkillPlus Program

Following the SkillsPlus pilot project offered in 2009, READ partnered with the Community Social Planning Council and Bridges for Women Society to offer more essential skills training from May 2010 to May 2011.

A successful Request for Proposal allowed READ and its partners to provide training to employees in the retail/wholesale/grocery and tourism/hospitality sectors with funding through the Canada-British Columbia Labour Market Agreement.

A total of 39 businesses were contacted, 23 businesses were interviewed and 18 businesses participated. A total of 83 employees registered for the program.

READ in the Community

READ and Rotary Club of Saanich Gala



Who We Are

Board of Directors

Michelle Anderson
Carol Carman
Patty Freeman
Avrille Gosling
Angus Izard
Graeme Kirby
Wendi J. Mackay
Don Monsour
Nicholas Mosky
Maureen S. Nicholls
Susanne Veit
Star Weiss

Teachers and Staff

Ross Banister
Jan Beckett
Yvonne Benoit
Diane Carson
Kim Carver
Tracey Childerhose
Tanya Demmings
Janie Harrison
Amie Jamin
Amanda Johnson
Katrina MacKimmie
Jasmine Mitchell
Tammy Moore
Claire Rettie
Dianne Roe
Terri Shortill
Lois Theaker
Bill Thistle
Helen Thomas

Casual Employees and Contractors

Aclara Promotions
Mike Deas
Katya Rummyantseva
Chris Van Sickle,
Resolve IT
Tall Sky Consulting
Group
Mary Katherine Ross
Rachelle McElroy

Donors and Program Sponsors

Donors

Craig Barton

Michael Fraser

Literacy Supporter

Patricia A. (Patti)
Buchanan

Edith Lando Charitable
Foundation

ITI International
Technology Integration
Inc.

Sierra Systems

Waddell Raponi

Literacy Sponsor

Anonymous

Angus and Jenny Izard

BPO Elks Lodge #2

David J. Leishman

Zonta Club of Victoria

Literacy Leader

Intact Foundation

Literacy Partner

Anonymous

BC Government, Ministry
of Advanced Education

and Labour Market
Development

BC Government, Ministry
of Children and Families

Canada Council for the
Arts

Central Credit Union of
BC

Coast Capital Savings

Provincial Employees
Community Services Fund

Times Colonist Raise a
Reader Fund

Program and Project Partners

Accent Inns

Adrena Line

Aegean Café

Ambrosia Markets and
Deli

Baja Rosi's Consignment

Basilico Ristorante

Blanshard Community
Center

Breadstuffs Bakery

Bridges for Women

Caboose Club Out of
School Care

Café Bliss

Camosun College

Canada Council for the
Arts

Capital Families
Association

Cloverdale Elementary
Out of School Care

Community Literacy Task
Groups, School Districts
61, 62, and 63

Community Social
Planning Council

Demitasse Café

Fiamo Italian Kitchen

Government of British
Columbia

Government of Canada

Greater Victoria School
District #61

GT Hiring Solutions

Harbour City Kitchens

Hemp and Company

Hernande'z

Hillcrest Elementary Out
of School Care

Howard Johnson Hotel

Inn at Laurel Point

My-Chosen Café

National Adult Literacy
Database (NALD)

Oswego Hotel

Peninsula Co-operative

Donors and Program Sponsors, continued

Prince of Whales	Lindsay Bagshow	Charelli's Cheese Shop and Delicatessen
Royal Bay Bakery	Baja Rosi's Consignment Cabana	Chiropractic for Life Massage and Acupuncture
Ruth King elementary school	Ross Banister	Lucinda Chodan
Ruth King Elementary Out of School Care	James and Mavis Bayer	Cloverdale Paint Inc.
Saanich Indian School Board	Brenda Binnie	Geraldene L. Coates
Share Organics	Bistro 28	Cook Street Village Wine Works
Sitka Surf and Skate Shop	Blackball Ferry Line	Cordova Bay – Caboose Club Out of School Care
Spectrum Job Search	Black Olive & Penelopes Café	Gerald W. Cross
Thrifty Foods	Blades Brothers Holdings Inc.	Crumsby's Cupcake Café
Tsawout First Nation	Michaela Blount	Lorna Curtis
Tseycum First Nation	Jim Botten	Mirna Daniels
West Coast Waffles	Sheila Bradley	Julie Dawson
West Shore Chamber	Brown's Florist	de Goutiere Jewellers
Wildwood Nurseries	Buddies Toys	M. E. Demelo
Your Literacy Connection West Shore	Cadboro Bay Book Co.	Dr. Paul Desjardins
	Camosun College Fine Arts students	d' Estrube Photography
Gala Donors and Supporters	Capital City Paving Ltd	R.H. Duke
	Henry Caplan	John Dunkley
Aarons Sale and Lease	Carol Carman	Emerald Island Images
Accent Inns Corporate Office	Chris Carruthers	Paul Erickson
Adrena Line	Julia Carruthers	Esso Car Clinic
Aesthetics by Jarka	Tracey Childerhose	Estavan Pharmacy
Dr. Daniella Andrade Inc.	Clark's Taekwondo	Fairway Markets
Avadon Pottery	Classic Dry Cleaners	Jacquie Fedorak
Don and Claire Avison	Rashna Charania	Nicola Ferdinando
	Dr. Zareen Charania	Roseline Ferre

Donors and Program Sponsors, continued

Runa Fiander	Alan Jones	Merridale Ciderworks
Five Star International	Bryan Kemper	Misty Meadows B&B
Fifth Street Bar & Grill	Graeme Kirby	Bruce Monkhouse
George H. Ford	Ko and Shew Ltd	Monk Office Supply
J. P. Francis	Stanley G. Kuc	Gwenyth Morley
Patty Freeman	Jean Lane	Gary M. Moser
Full Circle Arts Studio	Ken H. Lane	Veronica Muir
Gazzola Tile & Design	Ann Lynn Langford	Kathryn Mulders
Olga Gill	Murray Lawson	Tammy Moore
Peter and Pam Gooch	Frank Lee	Munro's Books
Avrille Gosling	Nino Liberatore	Brian Neal
Nels Granewall	Lighthouse Cake Co.	Doreen Newell
Ian Haddow	Lin Rite Enterprises Ltd	Gordon E. Nickells
Myrna Jean Hall	David Lock	Pat Nichol
Obee Hamlyn	Sarah Loewen	Ted and Maureen Nicholls
Irvine Hare	Lug-A-Rug	Oak Bay Barbershop
Janie Harrison	Wayne and Nancy MacDonald	Ocean Explorations
Ted Harrison	Doug McBeath Woodturning	Ocean River
John Scott Heaney	Tom McCullough	Orca Books
Hidden Haven Lasqueti	Neil McKinlay	Original Joe's
Highland Pacific Golf	Magnolia Hotel and Spa	Panorama Recreation
Hotel Grand Pacific	Fred Mallett	Parkside Motors Ltd.
Ted (Edward Norman) Hughes	Katherine Mallett	Permanent Record Tattoo
Patrick Hunt	Lori E. Mann	Peppers Foods
Patricia Kimmett-Huxley	Carlos Martins	Pescatores Seafood & Grill
Angus and Jenny Izard	Mary Martins	Robert Peterson
JJ Morgan Restaurant	Allan Mercer	Pharmasave
Patricia Javorski		Hubert Phillips

Donors and Program Sponsors, continued

Robert S. Plecas	Krysia Strawczynski	Village Winery
Pink Ginger Photography	Sorenson Bros.	Wallace Driving School
Primerica Financial Services	Spinnakers Brew Pub and Guest House	Gillian P Wallace
Princess Mary Restaurant	Starbucks Coffee	Ron Willems
Prince of Whales Whale Watching	Stylus Editorial Associates	Art Wright
Quonley's Gift & Grocery	Maja Svensson	John A. Wilton
Neil Rawnsley	Stephen Wallace	Wingate Arts Ltd.
M.J. Ribeiro	Harry Swayne	Michael Zelen
Dianne Roe	Lois Theaker	
Roma Builders Ltd	The Bungalow	
Louise Rose	The Union Club of BC	
Claire Rettie	The University Club	
Rotary Club of Saanich	Theytus Books	
Royal British Columbia Museum	Thirsty Vintner	
Royal Scott Suite Hotel	Helen Thomas	
Saanich Police Department	Jackie Thomas	
Saunders Subaru	Ian and Aleda Turnbull	
Searle's Auto Repair	Tim and Heather Travers	
Share Organics	Times Colonist	
James Shoquist	Uplands Golf Club	
Val Siemans	Roasalee VanStelten	
Ralph Spraggett	Suzanne Veit	
W. Stankoven	Victoria Spinster	
Cathy Stigant	Victoria Squash Club	
Leanne Stokes	Victoria Symphony	
Geoff Stores	Vikes Athletics and Recreation	
	Viking Air	

Members, Volunteers & Friends of READ

Adamek Financial	Island Parent	Timea Meszaros
Michelle Anderson	Island Savings Youth Team	Don Monsour
Marg Author	Angus IZard	Richard Moore
Ross Banister	Aimee Jamin	Tammy Moore
Bob Beazley	JamTots Baby and More Store	Nicholas Mosky
Jan Beckett	Angela Jang	Maureen Nicholls
Yvonne Benoit	Pat Jarvorski	Emily Norton
L. and Mary Bomford	Amanda Johnson	Rob Norton
Carol Carman	Terence and Dawn Anne Jones	Alexia Olson
Diane Carson	Graeme Kirby	Jo-Anne Palmer
Christina Cheply	Trisha Kropla	John Pearce
Tracey Childerhose	Kelly Lahti	Candice Pidman
Coles Books Westshore	Laura Lapadat	Archana Pillay
Lisa Coulson	Morgan Lay	Jim Pungente
Paul Coulson	Richard Lay	Alex Redpath
John and Nancy Davy	Level Ground Trading Company	David Redpath
Ramzi Darwazeh	Paul Lidgate	Claire Reilly
Tanya Demmings	Susan Link	Claire Rettie
Rita Dutsch-Stewart	Jas Lohal	Elinor Rhynas
Danielle Dzioba	Judy Louie	Dianne Roe
Patty Freeman	Philip Louie	Penelope Rokeby
Melissa Funge	Victoria Lunn	Katya Rummyantseva
Ann Glommen	Katrina Mackimmie	Christie Sadler
Avrille Gosling	Linda McConnan	Pamela Schaefer
Great Canadian Casino	Suzie Maier	School House Teaching Supplies
Annette Halsted	Shirley Mazerolle	Seeing is Believing
Brad Harrison		Terri Shortill
Janie Harrison		Griffon Simms
Elaine Hays		

Members, Volunteers & Friends of READ, continued

Lori Louise Snow	Tumblebums	Angela Wong
Sarah Sprocll	Jacquie Turner	Amy Woodruffe
Jacquie Tanner	Maria VanHumbeck	Briony Wright
TELUS	Suzanne Veit	Marita Wyatt
Lois Theaker	Barry Walkiewicz	Mina Yoo
Helen Thomas	Star Weiss	Jo-Ann Zelen
Thrifty Foods (Colwood)	Elliott Williams	Michael Zelen
Michael Torontow	Nicole Williams	
Andrew Truman	Wanda Williams	

Victoria READ Society Locations



201 - 2631 Quadra Street
 Victoria, BC V8T 4E3
 T: (250) 388-7225
 F: (250) 386-8330

Rm. 2001 – 345 Wale Road
 West Shore Child, Youth and Family Centre
 Colwood BC V9B 6X2

302B – 9775 4th Street
 Sidney, BC V8L 2Z8
 T/F: (250) 656-5021

Edward Milne Community School Society
 6218 Sooke Road.
 Sooke, BC V9Z 0G7

Federal Charities Registration No. 119285179RR0001
 Society Incorporation No. S 12,762



Canada Council
 for the Arts

Conseil des Arts
 du Canada



BRITISH
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 The Best Place on Earth



Zonta Club
 of Victoria Canada
 Member of Zonta International



Provincial Employees Community Services Fund