



Decoda Literacy Solutions is BC's provincial literacy organization. We provide resources, training, funds and support for community-based literacy programs and initiatives in over 400 communities across BC.

MISSION: We work to increase the literacy and learning skills of children and families, youth, adults, and seniors to improve their quality of life at home, at work and in the community.

VISION: A British Columbia where everyone has the literacy skills they need.

Message from the Board Chair and the Executive Director

In a year like no other, we are pleased with what we accomplished. In November 2019, we brought together over 250 participants for two days of inspired learning and shared best practices at the Decoda Literacy Conference. Community groups, libraries and schools across the province celebrated Family Literacy Week in January with the theme "Let's Read Together!"

When the COVID-19 pandemic hit, we responded to support literacy programs overwhelmed by the need in their communities. We partnered with Literacy Outreach Coordinators on a matching gift campaign: Literacy matters more than ever! During Literacy Month in September, we held our first ever virtual team trivia fundraising event and welcomed teams from across BC. Thanks to our generous individual and corporate supporters, we raised over \$40,000 in emergency funds.

We are inspired by the work of literacy practitioners across BC, who rose to the challenges posed by the pandemic with resilience and creativity.

As always, we are grateful to our government partners: BC Ministry of Education; BC Ministry of Advanced Education and Skills Training, Immigration, Refugees and Citizenship Canada (IRCC) and Employment and Social Development Canada. Thank you to our volunteer Board of Directors and the Decoda staff team for your leadership, expertise and hard work.



Anne Cooper
Chair



Margaret Sutherland
Executive Director

Board and Staff

Diana Twiss joined the Board of Directors. Thank you to our volunteer Board members!

Felisha Chuter joined our staff team. Kudos to our Decoda staff team for another great year!

Board of Directors: Anne Cooper, Grace Kuo, Leslie Landell, Dr. Valerie Overgaard, Dr. Ralf St. Clair, Diana Twiss



Decoda staff team

Our Work

Literacy Outreach Coordination: We support a network of 100 Literacy Outreach Coordinators who work in over 400 BC communities. The numbers below show the activity throughout the network in the 2019-2020 program year:

- 2,223 community members worked on community literacy action plans
- 12,758 adults engaged in improving their reading, writing, technology and financial skills
- 21,110 adults engaged in their children's learning
- 32,370 children engaged in early literacy learning
- 30,270 school-aged children and youth engaged in improving their reading, writing and financial skills
- 5,638 seniors engaged in improving their reading, writing, technology and financial skills
- 51,329 people participated in literacy related workshops, seminars and events



Literacy Matters more than ever

Support for literacy practitioners:

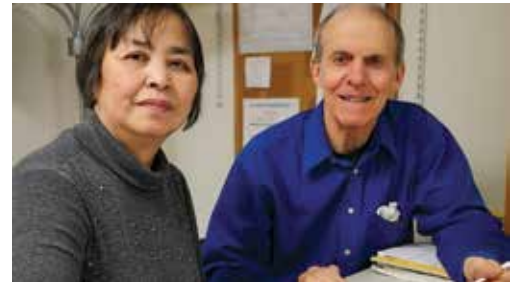
Decoda has done an exceptional job of weathering the COVID-19 pandemic and finding creative ways to continue to support its provincial team. Regular opportunities to check-in and facilitate dialogue between LOCs have been a welcome way to hear about how literacy has been impacted over the last several months and what colleagues are doing to address it.

– Alyssa Hamer, Literacy Outreach Coordinator

Programs and Services

Decoda provides valuable services to the literacy network and the community at large.

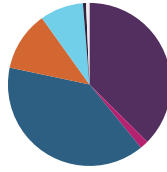
- The Decoda Literacy Library provides over 5000 resources free to borrow anywhere in BC. It houses resources on adult literacy, youth literacy, family literacy, early learning, non-profit management, and financial literacy.
- Fostering Literacy works with children (in particular, those in foster care) who struggle with reading. In 2019-20, trained volunteers and high school students provided one-to-one tutoring to over 340 children in 16 communities.
- Immigrant Parents as Literacy Supporters (IPALS) welcomed 800 immigrant and refugee family members in 19 sites in BC in 2019-20, providing a play-based, bilingual family literacy program that helps prepare children for school in Canada.
- The Westcoast Reader is a valuable print and online resource for learners of all ages, with a print distribution of 17,000 copies per month in addition to digital access for subscribers.
- Displaced Workers is a three-year project with Essential Skills Development Canada designed to identify supports for workers who have been displaced to improve their employability.
- Decoda provides BC's 94 Community Adult Literacy Programs (CALP) with training, resources and support.



Financials

Revenue

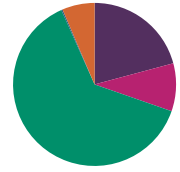
● Province of British Columbia	\$2,808,577
● Federal Government	\$846,669
● Program Services	\$617,127
● Donations and Fundraising	\$44,196
○ Interest and other revenue	\$47,792



\$ 4,364,361

Expenses

● Adult Programs	\$901,760
● Children and Families Programs	\$411,549
● Community Programs	\$2,727,369
● Fundraising	\$11,150
● General Office	\$278,597



\$4,330,425

Thank You to Our Supporters

Partners

BC Ministry of Advanced Education and Skills Training
 BC Ministry of Education
 Camosun College
 Employment and Social Development Canada
 Immigration, Refugees and Citizenship Canada
 Lift Philanthropy Partners' Society
 Postmedia Raise-a-Reader Campaign

Literacy Month

Beedie
 Blue Sky Clothing
 BMO Bank of Montreal
 BMO Private Wealth - Megan Sutherland
 CBC Vancouver
 CIBC Mellon Global Securities Services Company
 Defazio-Campos Financial Services Inc.
 Eckler Consultants & Actuaries
 Happier IT
 Leith Wheeler
 Marsh Canada Limited
 UPS Canada

2019 Conference

Canadian Union of Public Employees (CUPE)
 Legal Services Society
 RBC Royal Bank
 Worksafe BC

The 400 Club (Monthly Donors)

Anne Cooper
 Tony De Wit
 Julia Dodge
 Collette Ellis-Toddington
 David Flurey
 Leona Gadsby
 Gail Hanney
 Grace Kuo
 Maureen Kehler
 Leslie Landell
 Dr. Valerie Overgaard
 Fanny Romeyn
 Justine Naomi So
 Dr. Ralf St. Clair
 Margaret Sutherland
 Sarah Sutherland
 Jacquie Taylor
 Diana Twiss

Donors (\$100+)

Averbach Family Foundation
 Manmeet Bhatia
 Barbara Binczyk
 Lily Briggs
 Carla Bullinger
 Burns Lake Rotary Club
 Christie Case
 Louis Chen
 Tina Chau
 Cheng Chung Hsu & Natasha Loh
 Colene Chow

Arthur Close
 Sharon Crowley
 Karen Dakin
 Heather Deal
 Tracy Defoe
 Erin Dexter
 Aliza & Aadhya Dhungana
 Coreen Douglas
 Don Friesen
 Jack Friesen
 Friends of the Abbotsford Libraries
 Nick Fruhling
 Sandra Hass
 Cheryl Havens
 Seamus Heffernan
 Grace Hodgson
 Vicky Hodson
 John Hardie Mitchell Family Foundation
 Randy Kailey
 John Kyle
 Theresa Kratzer
 Joshua Landry
 Carmen Larsen
 Brenda Le Clair
 Donald Lindsay
 Julia Lissau
 Lohn Foundation
 Cathy and Dennis McCluskey
 John McLaughlin
 Mary Lou Miles
 Craig Moore

Alana Murdoch
 Jane Nielsen
 Nixon Wenger LLP
 Jennifer Petersen
 Judith Ray
 RBC Royal Bank
 Linda K. Robertson
 Donald Robinson
 Scott Robinson
 Jasmine Sethi
 Daniella Sin
 Gail Sjuberg
 William A. Sloan
 Christine Smith
 Marion Smith
 Elaine Storey
 studiochartreuse
 Steve Sutherland
 Trevor Sutherland
 Evelyn Suvajdzic
 L. Frances Teixeira
 The Christina Mary Hendrie Trust
 The Excellence in Literacy Foundation (ELF)
 The Hamber Foundation
 Audrey Thomas
 University of British Columbia
 VCC Faculty Association
 Vancouver Foundation - PACE
 Bursary Trust Fund
 Victoria Foundation
 Elsa Wyllie
 YSZ Consulting Ltd.