



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



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:

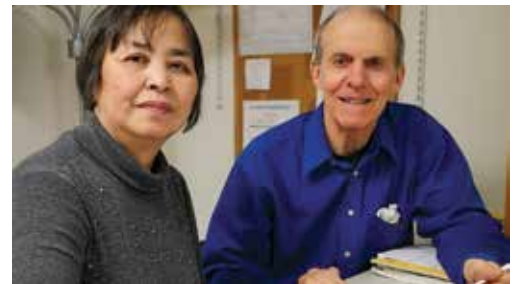
Decoda has done an exceptional job of weathering the COVID-19 pandemic and finding creative ways to continue to support its provincial team. Regular opportunities to check-in and facilitate dialogue between LOCs have been a welcome way to hear about how literacy has been impacted over the last several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

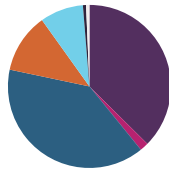
- The Decoda Literacy Library provides over 5000 resources free to borrow anywhere in BC. It houses resources on adult literacy, youth literacy, family literacy, early learning, non-profit management, and financial literacy.
- Fostering Literacy works with children (in particular, those in foster care) 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

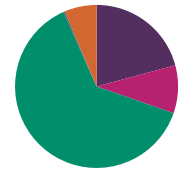
● Province of British Columbia	\$2,808,577
● Federal Government	\$846,669
● Program Services	\$617,127
● Donations and Fundraising	\$44,196
○ Interest and other revenue	\$47,792



\$ 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)

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 Justine Naomi So
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Donors (\$100+)

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