



## Annual Report: 2017-2018 Fostering Literacy

# Decoda

LITERACY SOLUTIONS

**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.



Decoda Literacy Conference brought BC's literacy network together for two dynamic days of learning.



#FamilyLiteracyWeek

## Message from the Board Chair and the Executive Director

We are delighted to share with you all the wonderful things and changes that happened at Decoda Literacy Solutions in 2017-2018.

The Board announced Margaret Sutherland as new Executive Director, and welcomed Leslie Landell and Valerie Overgaard as new Board members. We held our flagship conference for literacy practitioners in BC, and reached more learners than ever before through our signature programs, IPALS and Fostering Literacy.

In spring, our board and staff worked together to examine the strengths, challenges, and opportunities that exist for Decoda Literacy. The result is a workable plan to ensure financial and organizational sustainability, demonstrate excellence in leading and advancing the literacy field in BC, and position Decoda as the 'go to' organization for literacy in BC.

A plan is only as good as those who see it through. For that, we are especially grateful to our volunteer board, our staff, the literacy network, and all the people and partners like you, who continue to invest in our vision of a BC where everyone has the literacy skills they need.

Thank you for the ongoing support of our government partners: BC Ministry of Education; BC Ministry of Advanced Education, Skills and Training, and Immigration, Refugees and Citizenship Canada (IRCC).

We would also like to recognize Jacquie Taylor, who retired this year as Executive Director. Thanks to Jacquie's leadership and guidance, Decoda is poised and ready for new challenges and accomplishments in 2019 and for many years to come.

**Anne Cooper, Board Chair**

**Margaret Sutherland, Executive Director**

## Our Work

### Literacy Outreach Coordination

**We support a network of 101 Literacy Outreach Coordinators who work in over 400 BC communities.**

**The numbers below show the activity throughout the network in the 2017-18 program year:**

- **2,065** community members worked on community-based literacy action plans
- **16,882** adults engaged in improving their reading, writing, technology and financial skills
- **21,176** adults engaged in their children's learning
- **32,134** children engaged in early literacy learning
- **26,478** school-aged children and youth engaged in improving their reading, writing and financial skills
- **4,544** seniors engaged in improving their reading, writing, technology and financial skills
- **73,535** people participated in literacy related workshops, seminars and events



**Jacquie Taylor, Executive Director, retired in 2018.**



**Board members John McLaughlin and Linda K. Robertson served out their terms.**



**Farewell and best wishes to staff members Diana Twiss and Patti Bossort.**



**Kudos Decoda staff team for another great year!**



## People & Programs

### Meet Destiny Speck: Fostering Literacy Tutor

A year ago, Destiny wasn't sure what career to pursue.

Today, the Grade 11 student aspires to becoming a child psychologist. She credits her decision to her experience working as a reading tutor through the Fostering Literacy Program.

In collaboration with literacy groups and school districts, the program offers one-to-one tutoring for children who struggle with reading. In 2017-2018, 191 children, ages 4-13, received tutoring from 93 trained tutors in 13 communities across BC. At many sites, the tutors were secondary school students earning their first paid job experience.



***"I'd love to be a tutor again this year. I think the program is great! It's amazing watching each and every one of the kids develop with learning in their own unique way. They benefit by having a one-on-one learning experience for reading, and I was given job experience and was able to decide what I want to do in my future in the process," says Destiny.***

Thank you to BRIT Group Insurance and MariaMarina Foundation for your support of Fostering Literacy.

## The Westcoast Reader gets a new look!



Decoda Literacy is proud to publish *The Westcoast Reader*, a valuable resource for learners for more than 30 years. This year, the logo and website received a design refresh thanks to students at RED Academy who generously donated their project time.

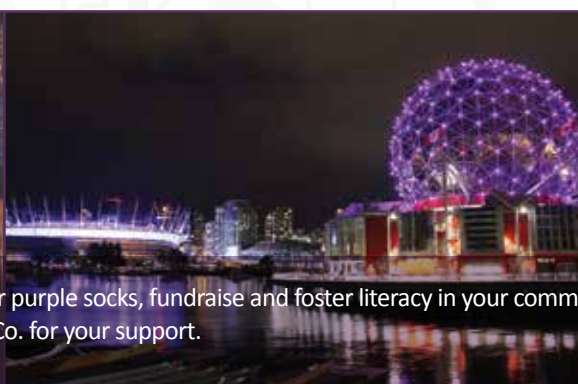


### Welcoming families to Canada: IPALS

Decoda Literacy provides training and support for community groups wanting to run an Immigrant Parents as Literacy Supporters (IPALS) program. This play-based, bilingual family literacy program helps children prepare for school, while their parents practice English in an informal setting. RBC generously provided bus fare, session materials and snacks for Syrian families attending literacy programs in Vancouver and Langley.

### Did you know?

The Decoda Literacy Library is a service provided free of charge to anyone in BC with an interest in literacy. It contains more than 5,000 literacy resources on adult literacy, youth literacy, family literacy, early learning, non-profit management and financial literacy.



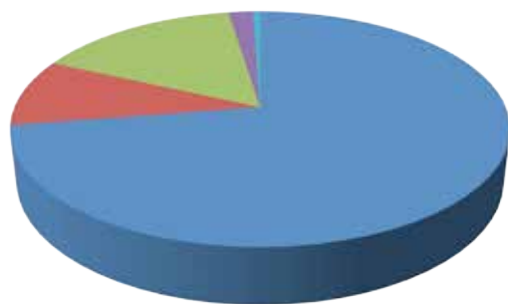
September is Literacy Month! It's a time to play trivia, wear purple socks, fundraise and foster literacy in your community. Thank you CBC Vancouver, Exclusive Broadcast Media sponsor and Blue Sky Clothing Co. for your support.

# Financials

## Revenue

Province of British Columbia	\$2,769,189
Federal Government	\$353,808
Program Services	\$600,234
Donations and Fundraising	\$72,111
Interest and Other Revenue	\$21,302

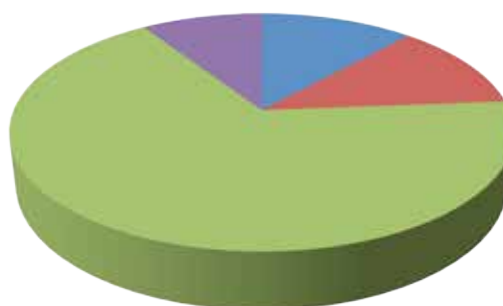
**\$ 3,816,644**



## Expenses

Adults Program	\$438,802
Children and Families Program	\$445,005
Community Program	\$2,490,344
General Office and Fundraising	\$344,774

**\$3,718,925**



# Thank You to Our Supporters

## Funders

BC Ministry of Advanced Education  
BC Ministry of Education  
Camosun College  
Immigration, Refugees and Citizenship Canada  
Lift Philanthropy Partners' Society

## Decoda Literacy Conference

Canadian Union of Public Employees (CUPE)  
Chartered Professional Accountants of Canada (CPA)  
Legal Services Society  
Telus Wise  
WorkSafeBC

## Literacy Month

Beebie Development Group  
Blue Sky Clothing Company  
CBC Vancouver  
Connor, Clark & Lunn Financial Group Ltd. (CCL)  
Lawson Lundell LLP  
Marsh Canada Limited  
Rotary Club of Vancouver  
WellsFargo Bank

## Family Literacy Week

Bosa Family Foundation

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Allan Quigley  
R.R. Smith Memorial Fund Foundation held at VanCity Community Foundation  
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Guo Ping Yang

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