

ANNUAL REPORT 2002-2003

EVENTS – PROMOTION

Although clinic distribution continued through the summer, the project's first big event of the year took place on September 8, International Literacy Day. The Centre for Literacy sponsored a Giant Book Sale in the Marché de l'ouest and welcomed participation from organizations involved with literacy. **le goût de lire / born to read** hosted a display and a storytelling event with CBC radio personality Nancy Woods. Founder Georgie Crawford was interviewed on CBC Radio. The project received a substantial gift certificate from the Quebec Centre for Literacy to select books from the sale.

In April Georgie Crawford was a guest speaker at the Sainte-Anne-de-Bellevue University Women's Club. Later in that month an information display was presented at the Annual Conference of the Association of Early Childhood Educators of Quebec. A feature article on Georgie Crawford and **le goût de lire / born to read** was published in the April 30 edition of the *West Island Chronicle*.

The highlight of the year was the "Birthday Bash", May 4, organized to celebrate the first year of operation of the project. This event took place once again at the Dollard-des-Ormeaux Library. The two-fold purpose was: a) to promote the project's visibility in the community, and b) to familiarize the recipient families with the library. It was a very happy experience for everyone involved. Children and parents toured the library, participated in reading, singing and drawing activities, enjoyed refreshments and took home 'loot bags'. The library staff was very positive about working with project volunteers and looks forward to an ongoing association. Friends of the Steering Committee generously volunteered their time and expertise to make this a special day.

On May 15 Georgie Crawford presented a workshop at the Pierrefonds Community Project (PCP). The workshop focused on reading with children and the importance of the community library. The Pierrefonds Community Project works with many of the same families as **le goût de lire / born to read**. The PCP is supportive of our early intervention efforts at the CLSC.

Then, on June 9, Georgie Crawford was interviewed about the project on Global Television. **Events such as these maintain the project's profile in the community and garner support to ensure its continuing success.**

ORGANIZATIONAL FRAMEWORK

A number of sub-committees have been established, including clinic duty, fundraising, book inventory, and finance, with some volunteers serving in more than one capacity. A database has been set up to keep track of recipient families. Book purchases were made as needed. Donations of used books continue to come in, with a considerable number of good quality discarded books coming from the Baie d'Urfe Library. In May, due to space restrictions at Literacy Unlimited, St. Mark's Anglican Church in Dorval graciously offered storage space. The Lester B. Pearson School Board and the Pearson Educational Foundation continue to provide their invaluable support.

Over the twelve months at the CLSC Pierrefonds Well-Baby Clinic a total of 128 bags of new books (77 French and 51 English) were distributed to families. The relationship with the clinic staff and client families continues to strengthen. The role of the volunteers has evolved to include not only presenting the bags but reading to the children attending the clinic and, modelling for the parents suggestions about reading to their children.

MNA Pierre Marsan, when approached to give financial support to the project, expressed his intention to speak to this matter in the National Assembly. Unfortunately a quick election call intervened, but this will be followed up now that he has been re-elected.

Applications for grant funding have been made to the *Montreal Gazette* Raise a Reader Fund through LPQ and to the Social Outreach Fund of the Anglican Diocese of Montreal to supplement our core financing from individual donors. These grants will allow us to extend the project, while the search continues for a permanent sponsor.

The month of June ended with a goal-setting meeting, drafting and planning the project's activities for the coming year... and beyond!

Georgie Crawford, Chair

June 30, 2003