

ANNUAL REPORT 2003-2004

Monthly Clinics

The clinic sessions are improving all the time. We have definitely gained the trust of the Pierrefonds CLSC staff and clients. A visit to the **le gout de lire / born to read** station on clinic days has become an anticipated part of the regular clinic routine. Volunteers are able to counsel parents about the importance of reading to their children and, with the participation of accompanying older siblings, to model reading techniques.

Improved strategies have been developed to track client families that should facilitate follow-up and eliminate duplication.

While fewer bags (75) were given out this year (part of the normal ebb-and-flow of the population according to clinic staff), the depth of the interaction with the client families indicates that our message is getting through.

Work has begun on revising the written materials provided in the bags.

Events - Promotion

Our first library event, entitled “Rhymes & Jingles - Songs & Dances”, took place in November at the Dollard-des-Ormeaux branch of the library. A booklet of rhymes in both languages was produced for families to take home. Response from the participants was enthusiastic. However, the participation of clinic families was not much better than last year. It was decided to hold the next library event in the spring at the Pierrefonds branch of the library, since it may be more accessible for our families.

The subsequent library event in May at the Pierrefonds branch was based on the same title and activity, but with a simpler format. The attendance of client families was much improved and the library staff were very keen to repeat the event.

A liaison has been established with the Cloverdale Multi-Resources Centre and with the Pierrefonds Community Project, which provide various social services to the same client families. There may be a possibility of presenting some workshops on reading to the parents.

A start-up donation and book bags have been provided to a **le gout de lire / born to read** project at Elizabeth House, and some surplus used books were donated.

Georgie Crawford spoke to a women’s group in the Eastern Townships who may be interested in forming a similar project to ours. Inquiries have been received from another women’s group in the Eastern Townships as well.

After the disastrous fire which destroyed the library of the United Talmud Torah School, we sent a box of good quality used books to them as a gesture of solidarity.

Funding & Support

An information kit for publicity and fundraising purposes was developed this year.

We were very fortunate to receive a substantial seed money grant from the Anglican Diocesan of Montreal outreach fund this year, which has enabled us to purchase some better quality books to include in the bags and to follow through on some of our plans.

A grant application to Literacy Partners of Quebec has been refused for the second year in a row. Two members of our committee will meet with the granters, since there seems to be some misunderstanding of our purpose.

Once again we received a gift certificate from the Quebec Centre for Literacy to select books at their Giant Book Sale.

A donation was received from the local Member of the National Assembly, Pierre Marsan, and donations from private individuals continue to provide support.

A French-language private school in the Montreal area collected used French books for us as a community service project for their students.

The steering committee held a meeting in May dedicated to fundraising. A number of strategies were discussed and will be followed up.

Organizational Framework

We have been made very welcome at St. Mark's Church in Dorval, where our inventory and supplies are stored. An article about our project was published in the parish newsletter in the spring.

For the moment, our financial arrangement with the Pearson Education Foundation is working well. Advice from some of our supporters indicates that we should be incorporated in order to enhance our ability to attract funding. A sub-committee was established this year to look into the feasibility of incorporation, and possibly the acquisition of a charitable number.

If we wish to continue to develop our project and to grow, the steering committee has recognised that more members are needed to share the workload. Recruitment for next year is a priority.

Goals for 2004-2005

- Continuing emphasis on fundraising
- Developing an illustrated booklet for inclusion in the bags about the importance of parents' reading to children
- Lobbying for governmental support
- Developing workshops for parents in the community
- Recruiting of volunteers for the project

