



CANADIAN
PARENTS
FOR FRENCH
NEW BRUNSWICK

Annual Performance & Impact Report 2021-2022



About Us

Canadian Parents for French is a nationwide, research-informed, volunteer organization that represents 35,000 members across Canada and champions the opportunity to learn and use French for all those who call Canada home. In New Brunswick, there are 4000+ members who are committed to this mission as part of the network.

Originally a small group of concerned parents who met in Ottawa founded Canadian Parents for French in 1977. These parents wanted to ensure that all children would have the opportunity to become bilingual in the Canadian school system.

Canadian Parents for French has evolved into a proactive National Network with 12 Branches and offices and over 140 Chapters, serving its members and educational stakeholders in communities nationwide. We recognize that our CPF National office is located on the unceded lands of the Anishinaabe people, that our Branch offices are located on lands of over 24 Indigenous peoples whose contributions and historic importance must be connected to our collective commitment to the promise and challenge of Truth and Reconciliation in all our communities.

In 2021-2022, Canadian Parents for French worked together as a national network to lead governance initiatives in support of Canadian parents and FSL learners, with a focus to building strong, inclusive, equitable and shared leadership, supporting engaged membership and volunteers, and delivering relevant, quality programming to parents and youth learning and using French. In New Brunswick, a focus has been on the review of the provincial Official Languages Act, which has also been looking at improving French Second Language Instruction, ensuring students and families had the resources they needed to continue learning French in a COVID-19 context, and by pivoting programming online to ensure that families still had opportunities to use French outside of the classroom.

We promise you, our members, and stakeholders, to listen, share our learnings with you and engage you in this important and ongoing work that CPF NB, as part of the CPF Network, is undertaking.

PRESIDENT'S MESSAGE



Our 2021-2022 fiscal year was another great success for Canadian Parents for French New Brunswick (CPF NB) with thanks to our dedicated staff, volunteers, partners, and stakeholders.

Similar to the last fiscal year, the majority of CPF NB programming required significant adaptation and pivoting to virtual programming. Several core CPF NB program elements, including our *Concours d'art oratoire*, were required to be held virtually. Our annual Snider Mountain Ranch (SMR) camp was not able to be held again in May 2021 due to the pandemic restrictions.

This year, CPF NB demonstrated the impact of our partnerships. A specific focus was placed on rapprochement, which was demonstrated in our partnership with the *Société de l'Acadie du Nouveau-Brunswick* (SANB) who collaborated with CPF NB to submit a brief on the Government of New Brunswick's review of the Official Languages Act (OLA) and French Second Language (FSL) learning.

In the latter part of this fiscal year, the Government of New Brunswick announced their release of their report on improving FSL. This was, and will continue to be, a focus point for the organization as we continue to move forward and seek to ensure a strong and equitable French Immersion system for New Brunswickers.

During this year, we also bid farewell to three long-serving board members who have contributed countless volunteer hours to CPF NB and have had an immeasurable impact on FSL in New Brunswick: Dorothy White, Greg Keith, and Robert Bernier. Each of these former Board members will continue to serve CPF NB in their new capacity as Advisory Committee Members. On behalf of the organization, and the many French Immersion students (including myself!) that you have positively impacted during your time on the board, thank you.

While this year was a great success, there are more challenges and opportunities that are ahead. CPF NB looks forward to continuing to work with network counterparts, stakeholders, students, families, and partners to continue our important work.

Sincerely,

Austin Henderson
President
CPF New Brunswick

Concours d'art oratoire

Concours d'art oratoire, is our signature public speaking event that showcases French Second Language (FSL) students' proficiency in French, not to mention their ability to weave a tale or present a compelling argument in front of a large live audience. Due to COVID-19 and related closures of schools, many classroom, school and district levels of the annual **Concours d'art oratoire** were not held.

CPF NB quickly pivoted to host our own **Concours virtuel** with over **60 students registered**, **28 volunteer judges**, and **4 guest speakers**.

Following the provincial **Concours**, the top three speeches from each category continued to the National **Concours**, with one New Brunswick student, Sameen Saeed, winning first place in the Post-Intensive French (PIF) category. **45 recorded speeches from New Brunswick were also included in the CPF National Virtual Concours.**



\$4800 was generated in sponsorships for our Concours virtuel with thanks to our generous sponsors:

- ACUFC
- French for the Future
- Uni
- Cox & Palmer
- Office of the Commissioner of Official Languages of New Brunswick
- Government of New Brunswick



"Soyez fière de parler le français! C'est une langue qui vous ouvrira plusieurs portes dans la vie."

"Be proud of your abilities to speak French! It's a language that will open many doors for you in your life."

– **Shirley MacLean**
Commissioner of Official Languages of New Brunswick during her address at the virtual **Concours**



"En 11^{eme} année, j'ai décidé d'essayer quelque chose de nouveau, donc je me suis inscrit dans le concours d'art oratoire... ca m'a également aider avec ma confiance parce que je viens de Sussex, qui es tune communauté ou on ne parle pas beaucoup le français."

"In grade 11, I decided to try something new and decided to enroll in CPF's Concours. This also helped me with my confidence, because as someone who grew up in Sussex, I wasn't surrounded by people to speak French all of the time."

– **Emily O'Donnell**
former **Concours** participant and immersion student, and panelist at the 2021 **Concours**

French Camps & Virtual Programming

In light of the COVID-19 pandemic, CPF NB had to re-think our usual youth programming since our Snider Mountain Ranch camp, another signature event, could not take place.

CPF NB created and strengthened partnerships with organizations that could engage students in programming and virtual camps, such as with *Kids Code Jeunesse*, an organization that teaches how to code, and Snapology, another STEM (Science, Technology, Engineering and Math) organization that was able to immerse students in this experience in their second language.

These programs were ran with a number of community partners, including schools, the Nutrien Civic Centre (Sussex), and local Girl Guide Chapters.



"The kids have had a blast & we are getting great feedback from parents! One mom even commented to me that she thought it was really neat that we were incorporating the French! Thank you so much for partnering with us once again for this great program! We are really excited to start preparing for our summer camps & hope we have the opportunity to continue working with you throughout the summer!"

– Nutrien Civic Centre



YOUTH

Bursaries

CPF NB is proud to offer a number of bursaries each year in addition to those that are offered by partners at our events, such as *Concours*.

2021 Richard Rice Memorial Bursary:

Annually, CPF NB awards a \$1000 bursary to a New Brunswick student pursuing post-secondary education in French in memory of Richard Rice, a long-time advocate for French Immersion and a long-serving volunteer of CPF NB. The 2021 winner was Amy Lorette, who will be pursuing studies in Education at *l'Université de Moncton*.

"Richard was an incredible man and very dedicated teacher!!! He was very kind, funny and motivational!!! He inspired and supported many teachers with their French teaching careers as well as many students!! I'm happy to see his legacy lives on!! I had the opportunity to study French in les îles de la Madeleine thanks to him! It was an incredible experience in a gorgeous area!!"

– Kerry Underhill, former CPF NB Participant, commenting on the impact of Richard Rice

In addition to this bursary, the Canadian Parents for French New Brunswick/FAÉUNB bursary, provided annually to a *Université de Moncton* student following a \$10,000 donation from CPF NB to the University in 2017, was once again offered this year. This was offered to Virginia Wilson, originally from St. Stephen, who is pursuing her Bachelor of Education degree at *l'Université de Moncton*.



French Tutoring

CPF NB saw a significant increase in demand for French tutoring opportunities throughout the COVID-19 pandemic. We continued to offer our tutor subsidy to members, which allows members to access French tutoring sessions with Apprendre-Franco Fun for free, with CPF NB paying for the courses. These courses are offered by retired teachers, current educators, and education students.



"I really appreciated the program very much when I was doing a lot of teaching from home for my children. I find as French immersion students the hardest part for them is getting comfortable speaking the language so I appreciated the 1 on 1 opportunity to practice speaking and conversing in French. One of my children is still having a hard time and I plan on starting up his lessons again as soon as we can fit it into our schedule."

– Parent of Apprendre Franco Fun Tutoring Program

YOUTH BY THE NUMBERS



1 Branch / Provincial
Concours
(Literacy Event)

100s Students
Reached



2 Chapter
Socio-cultural
Events



4 Student Incentives,
Bursaries or
Scholarships Awarded



8 CPF NB
Youth Camps
Offered/Supported

\$28,000+ Value of Incentives,
Scholarships

MEMBERS, VOLUNTEERS AND DONORS BY THE NUMBERS



**Membership
Engagement**
As of April 1st

2020

6,403

2021

4,645

2022

249



Engagement
As of April 1st

6 Communiqués
Sent

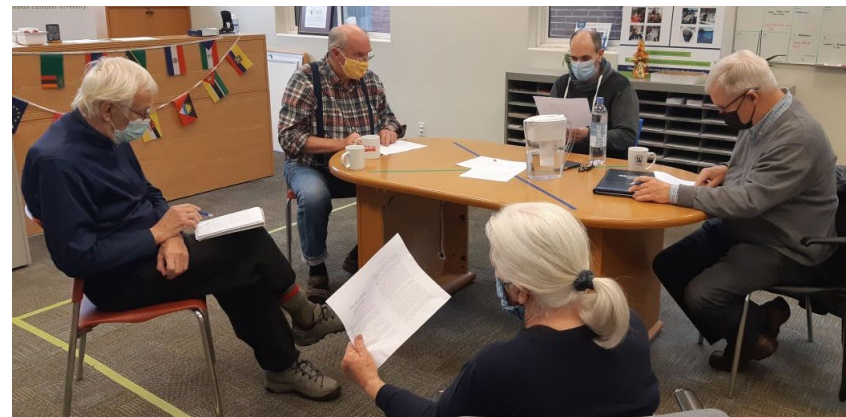
1,719 Opens/Clicks on
Resources

14 Resources Sent Out
Through Communiqués

MEMBERS, VOLUNTEERS AND DONORS

Members

CPF NB, in partnership with the Multicultural Association of Sussex, continued to offer French courses for adults looking to learn or improve French. There are nearly **70 participants** in this program across different levels (beginner, intermediate, and advanced).



FSL Mythbusters

We all know that, like anything, there are many myths about learning a second language. In light of many New Brunswickers continuing to stay home due to the COVID-19 pandemic, CPF NB promoted a myth-busting campaign on social media to promote official languages, bilingualism, and FSL.

The Mythbuster campaign consisted of:

- 10 posts
- 1443 people reached
- 35 engagements



Partnerships

CPF NB has over 20 partnerships with stakeholders, programming partners, and more! This ensures that we offer support, resources, and programming to our members who are committed to the mission of the CPF Network. Here are some partners that have collaborated with CPF NB this year:

- Université de Moncton
- Snapology
- Nutiren Civic Centre
- GNB
- French for the Future
- Kids Code Jeunesse
- Snider Mountain Ranch
- Epelle Moi
- SANB
- Apprendre Franco Fun
- Idélo
- TVO
- GNB



MEMBERS, VOLUNTEERS AND DONORS

Diversity, Equity, and Inclusion

In 2021-2022, Canadian Parents for French worked together as a national network to lead governance initiatives in support of Canadian parents and FSL learners, with a focus on equity. Across the Network, CPF Boards and staff leaders have committed to take a learning and change journey. Our efforts focus on understanding the roots of the inequities and building an approach to change and transform how we work. We are undertaking difficult and challenging conversations, but we are committed to the changes that are required to remain relevant and serve all those who call Canada, and New Brunswick, home.

National Day for Truth and Reconciliation

On September 30, 2021, CPF NB staff and President attended an event in Sussex in recognition of the first National Day for Truth and Reconciliation.



Ensuring Equity

In 2021-22, CPF NB participated in dialogues as part of Network-wide conversations to centre equity at the core of CPF programming and work.



Board Member Recruitment

In March 2022, we welcomed two new members to the CPF NB Board of Directors: **Alexia Forsythe**, a French Immersion teacher who graduated from *l'Université de Moncton* and a previous CPF NB *Concours d'art oratoire* participant and **Jane Keith**, former Executive Director of CPF NB and President of the CPF National Board of Directors.

We also bid farewell to three long-serving Board members:

Dorothy White, Robert Bernier, and Greg Keith, all of whom have joined the CPF NB Advisory Committee to continue their involvement.

Thank you to each of you for your countless volunteer hours for CPF NB. We look forward to your future involvement in improving FSL in New Brunswick!



CPF ADVOCACY IN ACTION

Government of New Brunswick Review of French Second Learning

In 2020, two commissioners, Judge Yvette Finn and John McLaughlin, were appointed to undertake a review of the NB Official Languages Act and find ways to improve second-language learning. They were mandated to oversee the review process, to consult with the public and key stakeholders, to review suggestions and recommendations submitted during the process and to present a final report with recommendations to the provincial government.

In September 2021, CPF NB submitted a brief on improvements that could be made to our system. The Commissioners' final report was published in December 2021.



CPF ADVOCACY IN ACTION

In September of 2021, CPF NB released its position paper submitted to the Government of New Brunswick during their consultation on the modernization of the provincial Official Languages Act, which also looked at reviewing French Second Language in the province.

- **Brief was co-submitted by 2 partner organizations**
- **5 aspects of FSL Programs were studied**
- **26 Recommendations were tabled**
- **46 pages**

CPF NB worked with Dr. Joseph Dicks, the retired Director of the Canadian Institute for French Second Language Learning at the University of New Brunswick, to produce the research-informed report. The full report was also translated into French.

It was also endorsed by, and co-submitted with, our Francophone counterparts, *la Société de l'Acadie du Nouveau-Brunswick*, a great example of both rapprochement between our linguistic communities and advocacy in action!



“Now, more than ever, improving access to effective second language learning in New Brunswick is critical. Bilingualism is one of our greatest assets in the province in every sense: economic, social, cultural, educational, and much more. Effective French Second Language training programs, for both students and adults, is imperative to building a more bilingual New Brunswick, a pillar to our provincial identity.”

— **Austin Henderson**
CPF NB Board of Directors,
in the CPF NB submission
to the Commissioners

CPF ADVOCACY IN ACTION BY THE NUMBERS



1 Advocacy Event or Activity

6 Meetings with Elected Officials

3 Meetings with Government Stakeholders

3 Meetings with Government Stakeholders



62 Partner Meetings

22 Active Partners

2 Partner Events/ Joint Initiatives Attended



2 Teacher Awards



3 Media Releases

3 Media Interviews

10 Media Mentions

CPF NETWORK: BUILDING LEADERSHIP EXPERTISE BY THE NUMBERS



5 Branch Board Meetings and Special Meetings



6 Meetings Between CPF NB President/Vice-President and CPF National Counterparts

1 Branch Committee Meeting

11 CoED, CDO and CoP Meetings

15 Attendees at Branch AGM

4 Education Sessions for Board/Staff

CPF New Brunswick Board of Directors

Austin Henderson President (2021-Present)

Jane Keith Vice-President (March 2022-Present)

Tara Thorne Treasurer (March 2022-Present)

Carole Noel Secretary (November 2020-Present)

Debbie Melanson Director (2017-Present)

Alexia Forsythe Director (March 2022-Present)

Branch Committees:

CPF NB Advisory Committee:

Greg Keith, Dorothy White, Robert Bernier

CPF NB By-laws Committee:

Austin Henderson

CPF NB Nominations Committee:

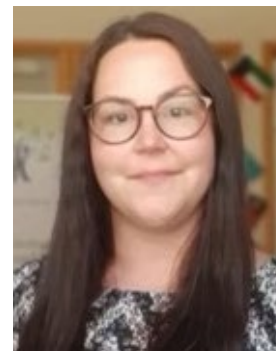
Austin Henderson, Greg Keith, Jane Keith



Austin Henderson



Jane Keith



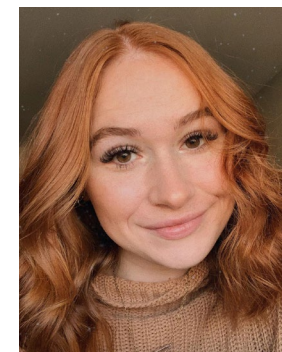
Tara Thorne



Carole Noel



Debbie Melanson



Alexia Forsythe

BY THE NUMBERS

WEB & SOCIAL MEDIA

Website (using Google Analytics)	Apr 1, 2020 - Mar 31, 2021	Apr 1, 2021 - Mar 31, 2022
Number of users	3,185	708
Number of new users	2,112	325
Average session duration (in minutes)	6:48 mins	6:01 mins
Facebook		
Number of page likes	59	155
Total Reach	2,946	31,615
Engagement (likes, comments, shares)	381	608



BY THE NUMBERS

2021-2022 FINANCIALS

Revenue

PCH Core Program Support	364,512
Projects or Other Support	94,191
Membership Fees	19,589
Other Revenue (product sales, advertising, rent, contracts)	37,749
Total	516,040

Expenses

Coordination	308,700
Socio-cultural	30,563
Membership rebates to chapters (recovery)	16,657
Operating expenses	38,366
Other expenses	13,307
<i>Concours d'art oratoire</i> (French-speaking contest)	34,637
Travel	11,032
Newsletter/updates/brochures	10,625
Promotion materials	7,615
Awards	4,267
Website	300
Total	476,069

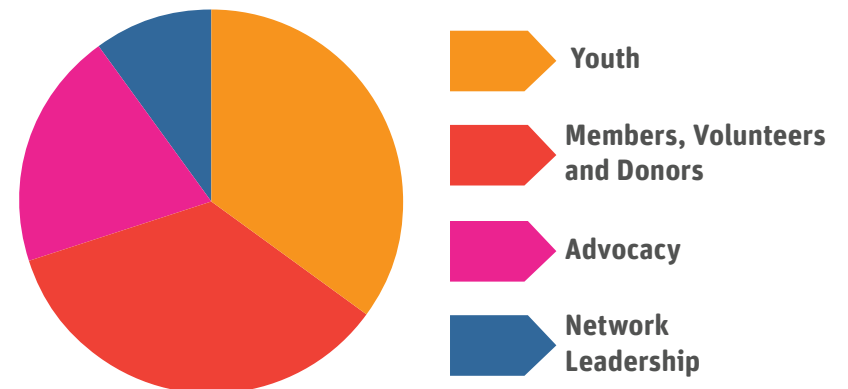
CPF Branch Statement of Operations

Revenue	516,040
Expenses	476,069
Excess or deficiency of revenue over expenses for the year	39,971

Expenses broken down into the pillars

% Youth	35%
% Members, Volunteers and Donors	35%
% Advocacy	20%
% Network Leadership	10%
Total	100%

Spending By Pillar



CPF Mary Joyce Booth Grant Awarded in 2021-22

2021 Mary Joyce Booth Grant was used to help cover the cost of tutoring for FSL Students in New Brunswick.

This was done through an online tutoring subsidy of \$125.00 per student.

19 students benefited from funding: ages ranging from 6 to 14.



CPF Funding Diversification Efforts

Thank you - Merci

CPF New Brunswick Branch acknowledges the important financial support of the Government of Canada.

CPF New Brunswick acknowledges receipt of a \$1,000 grant, provided as part of the More French, S.V.P! Mary Joyce Booth Fund

Funded by the
Government
of Canada

Financé par le
gouvernement
du Canada

Canada 

*S.V.P.
More French!*

LOOKING FORWARD

2021 – 2022

PILLAR A: Increasing FSL Youth Access and Participation

Although in-person activities were not possible for a large part of the year, CPF New Brunswick was successful in promoting and encouraging participation in a large variety of virtual French Language Learning & Cultural Activities. The promotion of these activities ensured that youth had access to participate in French language activities to enable them to better understand the benefits and value of French language learning and official language bilingualism.

PILLAR B: Building Member, Volunteer and Donor Engagement

After a very quiet start to the year, our Chapters began to offer opportunities to youth in their communities. Despite the challenges, our volunteers are our strength and we are so fortunate to have such a dedicated and inspiring group of people supporting our mission.

PILLAR C: Advocating for Universal Access

CPF New Brunswick strengthened existing partnerships and continued to pursue opportunities to establish new partnerships in the effort to increase coordination and build alliances with key partners.

PILLAR D: Building Leadership Expertise

CPF New Brunswick met administrative, financial, legal and governance obligations. The CPF Network offered opportunities for leadership learning/capacity-building opportunities regularly to staff and volunteers.

Canadian Parents for French across Canada

The **Canadian Parents for French** Network collaborates by working together, demonstrating strong leadership and true impact across the country.



**CANADIAN
PARENTS
FOR FRENCH**
NEW BRUNSWICK

Executive Director H el ene Pelletier

Outreach Coordinator Allison Davis



**Canadian Parents for French
New Brunswick**

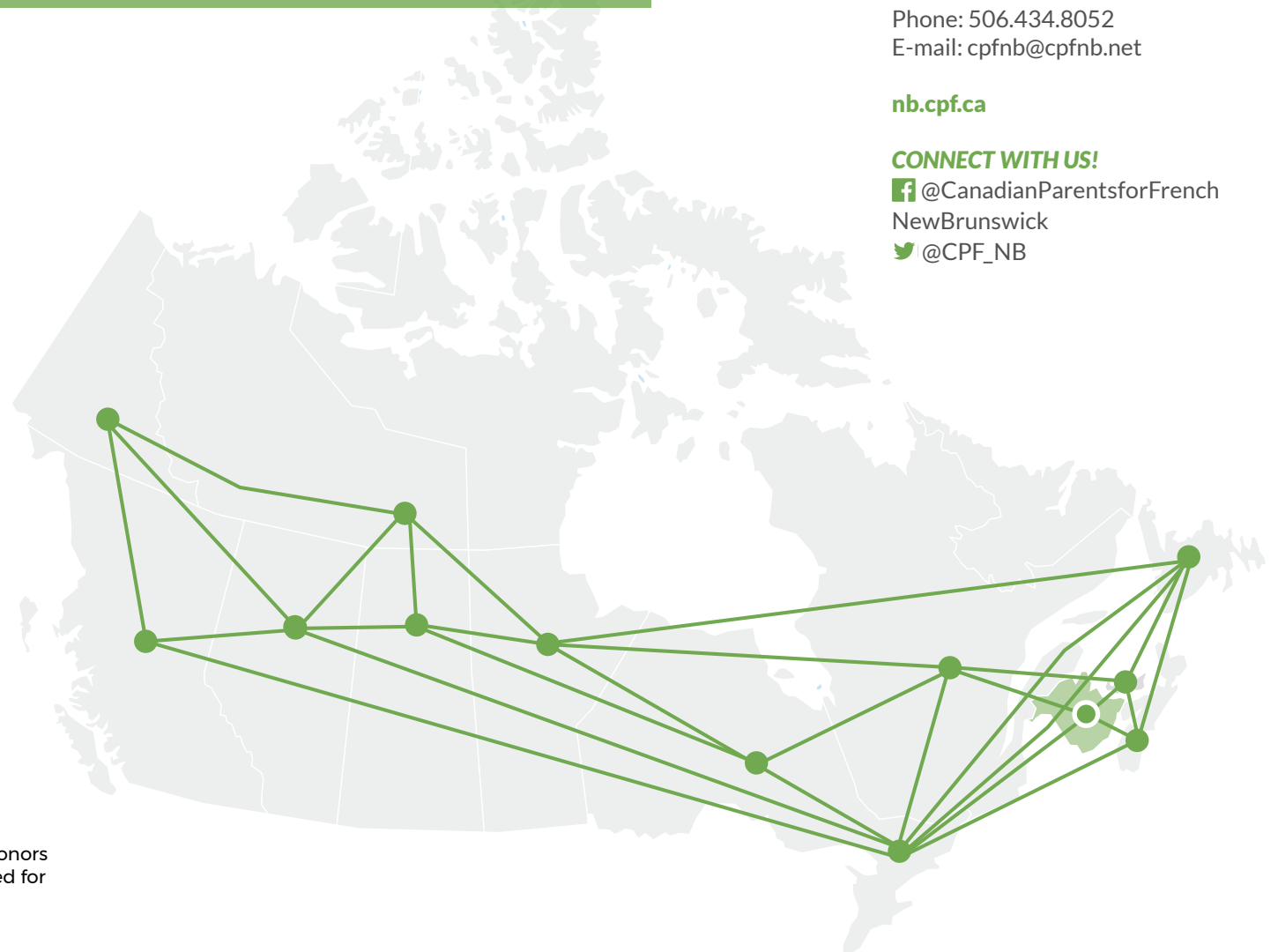
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CONNECT WITH US!

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CPF is a registered charitable organization
(Charity Reg. No. - 118835131 RR0001).
As an organization, we remain truly grateful to donors
for their ongoing generosity. A tax receipt is issued for
donations of \$20 or more. To give, visit cpf.ca.