

2013-14

Canadian
Parents for
French
Annual
Report

Message from the President

If I were to sum up Canadian Parents for French's last year in one word it would be: Focus. As CPF sets its sights on achieving bigger and better things we do so by acknowledging the need to focus on our vision and work diligently towards it. Nearing our 37th year as an organization means it's time to adapt to the fluctuating landscape around us and make decisions that will continue to position us as a leader in the French second-language movement. Over the last year CPF has been working persistently on all fronts to see this dream to fruition – a dream that we hope you will join in and support us on as we keep moving forward.

CPF takes pride in the resources and services that we are able to provide not only to our members but Canadian communities at large. Of special importance was this year's O'Canada Project; a touring pan-Canadian bilingual performance piece which featured complimentary youth-led workshops; as well as the national CPF Concours d'art oratoire competition held specially in Prince Edward Island to commemorate the year of Canada's Confederation. Programs like these, made possible only through the generous support of our members and sponsors, speak to the heart of who and what CPF does – providing Canada's youth with opportunities that reveal the true value and importance of French second-language learning through education.

Another key focus of CPF's 2013 fiscal year has been membership and the ways in which we as an organization can work to better serve our members. A healthy membership model is critical to CPF's success. Our members are our advocates, volunteers, ambassadors, cheerleaders, and who we remain committed to in achieving our mandate. Like many organizations, CPF felt it was time to look at its model and think about how we can grow and engage our membership. Led by the CPF Strategic Planning Committee, in consultation with Nayar Consulting, the review sought to illuminate the challenges and recommendations necessary to move forward while sustaining a healthy membership model. The review confirms that our organizations members contribute to our continued success and identified ways we can build on that strength and commitment.

In keeping with the spirit of change this year saw CPF took on one of its biggest initiatives – the Branding Initiative. We wanted to find ways that will help us better communicate our messages including how we can better leverage social media. A new brand will give all members the tools we need to tell our compelling story and better advocate our position to decision makers across Canada.

Personal Perspective

It is a very humbling experience having been elected to such a strong member-driven organization full of dedicated individuals, families, teachers, supporters, and partners as CPF. As someone who benefited personally from this organization's early advocacy efforts as a French Immersion student, I am thrilled to have been able to give back and pay it forward.

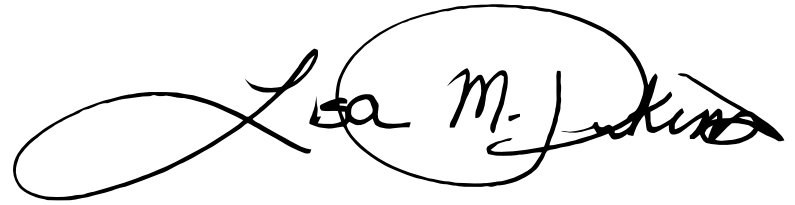
To ensure CPF's mandate thrives we need to recommit ourselves to the possibility of a Canada where both language groups live together in mutual respect, and where all people can be proud of a country that is officially bilingual. I hope that we can all stand for a new generation of CPF: one that has been here through decades of successful campaigning and is now taking its place as a national leader.

CPF's mandate continues to succeed due to the energy and hard work of our many volunteers, sponsors, and donors who have dedicated time and money to the organization's mandate. Each of our 170 chapters is run entirely by volunteers whose passion for official bilingualism fuels CPF activity in their communities. Furthermore, it is thanks to the generous financial support and efforts of hundreds of individuals nationwide that CPF's work and national services continue to be made possible. These members include, of course, my fellow directors on our National Board, and the directors and presidents at the branch level across the country; it has been a pleasure to have called myself your colleague. As you move forward I trust you will continue working with one another to improve access to FSL education on a pan-Canadian level.

This year has truly emerged as one of renewal and change- opening the door for new beginnings while regrettably closing the door to a few more. It is with a heavy heart that I bid a final and gracious farewell to the inimitable Robert Rotheron. Robert has been an inspiration to us all with his passion and enthusiasm for CPF's work. Robert may be leaving us and bidding CPF his final adieu, but his spirit of collaboration and devotion remains with us; I personally thank you, Robert, for being the leader we all needed, and for leaving CPF with the tools to becoming a stronger organization for years to come.

As I step down as CPF president, I would like to thank you all of your unwavering support throughout the years. CPF's unbridled passion and energy towards FSL education not only continues to ignite confidence at all levels but remains a shining example

that great advocacy is possible. It has been my pleasure providing leadership to a cause that benefits and supports individuals, families, communities and our country. Any success I have had was made possible through the steadfast commitment of our team across the country. My belief in CPF and the ability of its members, staff and partners to help create a strong, and bilingual nation remains as we continue to build up communities in support of linguistic duality for all.



Message from the Executive Director

2013-14 saw Canadian Parents for French pursue its drive to become a more modern, responsive organization as it approaches its 40th anniversary. One of the greatest challenges for a middle aged organization like ours is renewal while maintaining continuity – to remain true to its grassroots origins and culture while using cutting edge technology, contemporary best practices and expert outside resources to advance its goals.

2013-2014 was a year of accomplishment for the National tier of the organization as it oversaw the launch of CPF Magazine, a huge improvement in our corporate communications; reformed our bylaws through an extensive and transparent consultation process; undertook a much overdue membership model study; laid the groundwork for a re-branding of Canadian Parents for French; facilitated a sociocultural project, O Canada, that played to thousands of children in Ontario, Saskatchewan, Alberta, British

Columbia and Yukon; ran two multi-year projects in Quebec, including one designed to put Canadian Parents for French on a new footing after the dissolution of its Quebec branch in our country's only minority English-language jurisdiction; began a much-needed research project to determine the startup costs of Early French Immersion programs; and led a difficult and still ongoing discussion with branches on developing a safe environment for children and youth policy and protocol so that our chapter, branch and National-level sociocultural activities retain their insurance coverage by meeting increasingly stringent standards of child and youth safety; and negotiated a new partnership agreement with Nova Scotia's Université Ste-Anne which includes a pan-Canadian offer of post-secondary scholarships through CPF Branches and the National office.

Business-wise, the National office continues to find ways to be more efficient and effective while focusing on improving internal communications, shortening membership processing times, revising and improving membership materials such as welcome packages and renewal notices, and testing new ways of encouraging donations and sponsorships. One of the areas the National Board and organization has identified is a need for fund development. Our goals and objectives require increasing resources and we must look at alternatives to our traditional funding stream. While contributions to the National tier (and overall to CPF) continued to decline, advertising sales increased substantially. On the sponsorship front, CPF did not attract any new sponsors, or rather, the sponsors it did attract directed their support directly to French second-language learners rather than our organization. In that regard, CPF – specifically *Concours* – did very well, with participants and winners acquiring post-secondary scholarships worth half a million dollars from five Canadian post-secondary institutions.

Canadian Parents for French remains a work in progress as it seeks to evergreen itself to ensure its future.

To end on a personal note, at the time of writing this report covering the 2013-2014 fiscal year, I gave notice to the National Board of Canadian Parents for French, thus ending a six year association with the organization, first as a Project Manager, then as a Branch Executive Director and finally as National Executive Director. Any success I may have had in the last three years is due to the strong support I received from National Board members, National staff and my branch colleagues. While it may be invidious to single out certain individuals from such a broad pool of support, I do wish to give my particular thanks to the following: Lisa Marie Perkins, Jordan Wright, Carole Ancil-Michalshyn, Vincent Portal, Cathy Stone, Michael Tryon, Betty Gormley and Josée Martel.



2013-2014 Financial Statements

Statements for the year ending March 31, 2014

STATEMENT OF OPERATIONS

Revenue

Advertizing	18,640
Conference/Concours Registration	13,600
Department of Canadian Heritage	1,040,297
Donations	5,108
Interest	2,858
Membership Fees	16,568
Miscellaneous	1,345
Provincial branch contributions	10,540
Sales	20,140
School performance fees	64,290

Total Revenue \$ 1,193,386

Expenses

Amortization of capital assets	5,277
Programs, projects and national office	1,175,835

Total Expenses \$ 1,181,112

Total Revenue 1,193,386

Total Expenses 1,181,112

Excess (Deficiency) \$ 12,274

STATEMENT OF FINANCIAL POSITION

Assets

Current

Cash	49,488
Short-term investments	250,000
Accounts receivable	131,740
Government remittances receivable	34,077
Prepaid expenses	17,175
	<u>482,480</u>

Tangible Capital Assets \$ 24,152

Current

Capital Assets 482,480

24,152

Total Assets \$ 506, 632

Liabilities & Net Assets

Current

Accounts payable and accrued liabilities	168,226
Government remittance payable	-
Deferred revenue	7,814

176,040

Net Assets

Mary Joyce Booth endowment reserve	116,144
Unrestricted net assets	214,448

330,592

Current

Net Assets 176,040

330,592

Total Liabilities and Net Assets \$ 506, 632

Honorarias

Patron

His Excellency The Right Honourable David Johnston
C.C., C.M.M., C.O.M., C.D.
Governor General of Canada

Distinguished Life Members

Carmeta Abbott	<i>Paule</i>	Brendan Holden	<i>Kate Merry</i>	<i>Roderick Simpson</i>
<i>Carolle Anderson</i>	<i>Desgroseilliers</i>	<i>Dorothy</i>	Marilyn Miller	Jean Swindells
Carole Barton	Denham Dingle	<i>Joy-Lothian</i>	<i>Beth Mlacak</i>	<i>Karen Taylor-</i>
<i>Pat Brehaut</i>	<i>Thomas Dingle</i>	Patrick Kinnear	David Morris	<i>Browne</i>
David Brennick	Jan Finlay	<i>Hildi Konok</i>	<i>Mary Lou Morrison</i>	Margaret Terry
<i>Eileen Callaghan</i>	<i>Berkeley Fleming</i>	Marion Langford	Joan Netten	<i>Huguette Tricker</i>
Helen Campbell	Judy Gibson	<i>Hilaire Lemoine</i>	<i>William Oxley</i>	Laura Van Loon
<i>Paul Caron</i>	<i>Victor Goldbloom</i>	Susan Levesque	Patrick Poulin	<i>Pat Webster</i>
Jeanne Collins	Stewart Goodings	<i>Pam Lewis</i>	<i>Janet Poyen</i>	Deborah Whale
<i>Trudy Comeau</i>	<i>Paul Hayes</i>	Ronald Manzer	Susan Purdy	<i>Marie-Beth Wright</i>
George Cooper	Carolyn Hodych	<i>Hulda McGillivray</i>	<i>Ian Richmond</i>	Maxwell Yalden
	<i>Marsh Hoke</i>	Sharon McInnes	Kathy Silverstein	

Friends of CPF

Graham Fraser Commissioner of Official Languages 2006-Present	Dr. Victor Goldbloom Commissioner of Official Languages 1991-1999	Maxwell Yaladen Commissioner of Official Languages 1977-1984
Dr. Dyane Adam Commissioner of Official Languages 1999-2006	D'Iberville Fortier Commissioner of Official Languages 1984-1991	Keith Spicer Commissioner of Official Languages 1970-1977

Honour Roll

The Right Honourable Jeanne Sauvé, Governor General of Canada 1984-1990	J. Elmer Hynes Kathryn Manzer W. Russ McGillivray, Educator	Jos Craven Scott Robin Wilson
---	---	----------------------------------

National Board of Directors

Lisa Marie Perkins <i>President</i>	Carole Anctil-Michalyshyn <i>Board Member</i>	Sharon Lapkin, PhD <i>Board Member</i>
Jordan Wright <i>Vice-President</i>	Rita Parikh <i>Board Member</i>	Valerie Pike <i>Board Member</i>
	Heather Stauble <i>Board Member</i>	

Donor List

Gifts of \$500 or more

Robert Rothon

Gifts of \$250 - \$499.99

Wendy Nicholls

Janet & Jock Poyen

Pat & Norman Webster

Gifts of \$100 - \$249.99

Arlene & John Armstrong
Denham & Joanne Dingle
Robert Kennedy

Valentina Lazovskaya
Ron Manzar
Sherry Podulsky & Lon Bird

Julie White & Edward Roy
Jordan Wright

Gifts up to \$99.99

Ita Achmadsjah &
Patrick McLarnon
Susan Aggiss
Carole Anctil-Michalyszyn &
Peter Michalyszyn
Mariane Armstrong
Jackie Astrom
Catalina Baciú
Renee & Jeff Bailey
Christine Banage
Barb Beaton & Gene Hugo
Marnie Beaudoin
Sarah Belanger
Angie & Jason Bellingham
Richard Berrow & Cynthia Haines
Beverley Biggar
Lori & Eric Bolay
Elena Borodina
Brandy Brandt
Jennifer Brasch & Kirt Cushnie
Jessica Budzyk & Ryan Sergerie
Leta Burechailo & Chris Morwood
Philip & Tracey Burke
Tabitha Burrridge-Macdonald &
Jason MacDonald

Trina & Craig Campbell
Nadia Carraro
Dorothy Carson & Rob Crabtree
Emily Chian & Gilbert Chao
Michael & Johanna Clarke
Christina & Jason Collins
Emanuel Corthay &
Emily Thorn Corthay
Juliet Craig & Shawn Radcliffe
Ken Crozier
Jean & David Cruickshank
Jean Delaney
Catherine & Mike Derrick
Dee & Lillo DiFrancesco
Hang Do
Stephen Dobson
Gordon & Angela Dodd
Kelly Donovan
Cheryl Dowler & Karl Flanagan
Lynne Dunn
Julie Duval
Stephen Edson
Bryan Evans
Elizabeth & Dave Faber
Mariya Farhan

Sherri & Luigi Fiorino
Caroline Forester
Carla Fox
Emily & Mathieu George
Melanie & Steve Glanville
Tanya & Darren Gordon
Lisa & Paul Hanna
Laura & Chris Haugen
Mary Hawes
Suzanne & Gilbert Henley
Mary Heubi & Eric Marr
Joy Hillier
Adam Howe
Jennifer Hryniv
Simone Hg
Brendan Hunt & Kassandra Grant
Mona Izadnegahdar &
Kamran Alam
Robert Jarvis & Sylvie Dufour
Jan Jensen & Darrell Bardua
Joanne & Ian Johnson
Wendy & Brent Karstad
Kathy Kimpton & Greg Beckford
Carolyn & Francis King
Maja Kulic

Gifts up to \$99.99 (continued)

Edita Laberinto <i>Carrie Lafournaise</i> Sylvain Langlois <i>Sharon Lapkin</i> Kelly Lault <i>Bukky Lamale</i>	Richard Melanson <i>Melanie Mele</i> Jennifer Mercier & Geoff Wingate <i>Lynnette & Brad Meulenbeld</i> Myriam & Darren Miller <i>Jackie Millington</i> Helen Moore & Andrew Mayer <i>Janine Morgan & Andrew Mayer</i> Ryan Moseley & Diana Fort <i>Joy-Anne Murphy & Darryl Dewalt</i> Marjan Naghieh <i>Amie & Simon Nowak</i> Doreen & Jason Oakes <i>Adeyemi & Abiodun Olusoji</i> Bernadette Osioy <i>Angie Ostromska & Marc Schmitz</i> Christine Pennell <i>Jen & Kyle Penner</i> Erika & Jordan Peters <i>Stephen Petrucci</i> Kathy Petts & Russ Lemp <i>Deborah & Todd Pope</i> James Randall <i>Jeannine Ray & Visti Mosumgaard</i> Stacey Reid <i>Christina Rose</i> Leslie & James Rowse	<i>Francis & Aneta Saldanha</i> Patti & Paul Schulte <i>Mary Shouldice</i> Delynn & Suki Sohi <i>Erin & Steve Stanyer</i> Julia Staub-French <i>Gailyn Strauss & James Greer</i> Shannon & Rob Tait <i>Lizbeth Tellez-Hernandez &</i> <i>Jose Tellez</i> Happie Testa <i>Michael & Joyce Tryon</i> Susan Tyrrell & Brian Mills <i>Chris Vainio & Kim Graw</i> Lisa & Ken Van Osch <i>Ariann Vermeulen</i> Paulette Vielfaure Dupuis & Gilbert Dupuis <i>Donald Vrooman &</i> <i>Wendy Solway</i> Miles Welsh <i>Peter & Elisabeth Willett</i> Colleen Willoughby <i>Damian Yap & Eva Yap-Todos</i> Shannon Yoner Knysh & Shane Knysh <i>Paula Zecchini Mitton & James Mitton</i>
--	---	--

Monthly Donor Gifts up to \$150

Yvette M Adam <i>Michelle Alexander & Rick Lewis</i> Peter David <i>Rachel French De Mejia</i>	<i>Laurie Halfpenny-MacQuarrie & Blaine</i> <i>MacQuarrie</i> Joan Hawkins <i>Christine & James Ikeakhe</i>	Mary Innes & Gary Lawless <i>Maureen McEvoy & Peter Childs</i> Marilyn Shaw <i>Bruce & Gill Starke</i>
---	--	---

The Proud of Two Languages Circle is a monthly giving program to support CPF's work in providing solid, research-backed advocacy efforts which can be the key to making school administrators understand that bilingualism isn't just a nice dream: it deserves to be a reality for your child and others in your community.

CPF thanks the Government of Canada's
Department of Canadian Heritage for its
continued support



Canadian
Heritage

Patrimoine
canadien