



Annual Performance Report

**April 1, 2017–
March 31, 2018**



About Us

CPF was founded in 1977 by parents who wanted to ensure that children would have the opportunity to become bilingual in the Canadian school system.

Originally a small group of concerned parents who met in Ottawa, CPF has evolved into a proactive national network with 10 Branch offices and some 150 Chapters in communities nationwide.

Canadian Parents for French is a nationwide, research-informed, volunteer organization that represents 25,000 members across Canada and champions the opportunity to learn and use French for all those who call Canada home.

CPF National Office

1104-170 Laurier Ave. West
Ottawa, Ontario
K1P 5V5

Phone: 613-235-1481
Email: cpf@cpf.ca

cpf.ca

FOLLOW US

 @CanadianParentsForFrench

 @CPFNational

 cpfnational

 CPFNational

Key Highlights

- In June 2017, CPF welcomed the finalists of the National Concours d'art oratoire. 38 young people gathered together in the Ottawa-Gatineau region to show off their French speaking skills, while enjoying some quality time with peers from across the country.
- In April 2017, CPF hosted the 2nd annual FSL Awareness Breakfast on Parliament Hill in Ottawa. Bringing together more than 80 elected officials, partners and CPF representatives, the event offered an engaging opportunity to showcase some of the exciting work being done around French Second Language (FSL) education in Canada, and to identify priorities for the future.
- CPF continued to foster new partnerships, to explore opportunities for collaboration and to strengthen the efforts of a national Network of volunteers, members and staff, who are all dedicated to working together to enhance FSL and bilingualism in Canada.



President's Message



It has been my pleasure to have served as your National President this past year. With the support of strong leadership, Canadian Parents for French has become a respected advocate, a recognized research organization and a partner with others in the pursuit of language acquisition. Your National Board and your Branch Boards across the country have worked tirelessly this year to bring French Second Language issues to the surface on many levels; the local school, the regional school

board, the ministries of education, and government departments and representatives at the federal level.

I am proud to say that the ties between the National Office and the Branches are stronger than ever as we endeavour to renew our Network. As we work together, rather than in silos, we can accomplish much more. We learn from each other, we share ideas, we improve our governance and risk management models. And above all, we benefit the families and the youth that we collectively serve.

CPF is the best kept secret in the schools and the communities across Canada who promote second language learning. French Second Language programs - French immersion in particular - are not mandated. It is taken for granted that their success means they will always be here. We need to remain vigilant, to be reasoned and to arm ourselves with factual data that is research based as we move forward promoting French Second Language learning for youth across this country. As CPF members, we have a voice to make a difference and to fulfill our mission. Whether our children are in these programs, or we simply believe in the principle of bilingualism, we will make that voice stronger. We need to continue to spread the word and I am counting on your support to do so.

Nancy McKeraghan

President

Canadian Parents for French, National

Executive Director's Message



Much has changed in two years, since we held our last Member Conference and Network Leadership Meeting in Ottawa. During these gatherings, we reflected on the meaning of key words and their associated questions: Relevance - is CPF still relevant?; Engagement - How can we better engage with our volunteers?; Impact - How can we better tell our CPF story?

During the last year, CPF has grown in reach, breadth of programming and experience, with an ongoing focus on building a culture of trust. Research shows that change happens at the speed of trust - trust in ourselves and each other, in our strengths and in our expertise. This trust has helped build a more engaging work environment, which is leading to greater productivity and results for CPF. Organizational trust happens when our actions are intentionally aligned with the vision, mission and values of the organization in delivering services and programs. We have worked to demonstrate our sincere intentions, to remain focused on the priorities of the strategic plan and on staying reliable, consistent and supportive in all our activities and directions.

As I look back on another productive year, I wish to recognize the dedication of our CPF National Board of Directors - their proven integrity, professionalism, and vision; the ongoing support of the Council of Executive Directors (CoED) as a collective; the individual Branch Executive Directors and staff; the tremendous efforts of our National Committee members; and the hard work of the National office staff. I also wish to thank the members and volunteers who are at the heart of CPF's mandate, activities and *raison d'être*.

It has been an honor and a pleasure working with such a broad Network of dedicated individuals and communities across the country. Merci pour une autre belle année.

Nicole Thibault

Executive Director

Canadian Parents for French, National



2017-2018

Events & Activities

Concours d'art oratoire - National Finals

Gatineau, June 3, 2017

On June 3, 2017, thirty-eight of Canada's best and brightest French Second Language students from grades 11 and 12 met in the National Capital region to compete in the Canadian Parents for French 15th annual National Concours d'art oratoire finals.

The event, which offers its winners over \$500,000 in scholarships from the University of Ottawa, Université de Moncton, Université Sainte-Anne and Université de Saint-Boniface, is a reminder that Canadian youth want to be bilingual and that access to quality French second language programs is an important means to attaining this goal.

As the top 38 contestants from a total of 62,000 participants nationwide, the students competed in five categories ranging from Core French to Francophone. They spoke on topics such as the preservation of Indigenous languages, the qualities that make a good leader and the importance of French as a Second Language in Canada and abroad.

I have come to realize that learning French was the best investment I had ever made because it paid off with a scholarship to the university of my choice. I was at the point of dropping it 2 years ago and now I try to urge other students to invest in French so that they can reap the rewards.

- 2017 National Finals Participant

Thanks to everyone who made the 2017 Concours a success, and congratulations to our winners:

Level 1 [Basic French]

- 1st Place: Ayaan Virani (Markham, ON)
- 2nd Place: Ethan Edstrom (Moores Mills, NB)
- 3rd Place: Gabriella Niemczyk (Winnipeg, MB)

Level 2 [Core French Extended]

- 1st Place: Katherine Gotovsky (Thornhill, ON)
- 2nd Place: Mariia Nevoit (Winnipeg, MB)
- 3rd Place: Gavriel Arganosa (Saskatoon, SK)

Level 3 [Late French Immersion]

- 1st Place: Seong Gyu Jang (Richmond, BC)
- 2nd Place: Anna Gaudet (White Lake, NS)
- 3rd Place: Gabriel Avendano (Winnipeg, MB)

Level 4 [Early French Immersion]

- 1st Place: Matthew Wilson (Vancouver, BC)
- 2nd Place: Elizabeth Hua (Rosemere, QC)
- 3rd Place: Paul Bellerive (Regina, SK)

Level 5 [Francophone]

- 1st Place: Raphael Faiola (Toronto, ON)
- 2nd Place: Charlene Golsteyn (Lethbridge, AB)
- 3rd Place: Coralie Tcheune (Surrey, BC)





Events & Activities

The FSL Awareness Breakfast

April 11, 2017

On April 11, 2017, Canadian Parents for French held its 2nd French Second Language Awareness Breakfast on Parliament Hill in Ottawa. The event offered an opportunity to highlight the excellence of bilingual youth across the country and to celebrate #Canada150.

The event, hosted by the Honorable Andrew Leslie, Parliamentary Secretary to the Minister of Foreign Affairs, and Greg Fergus, Member of Parliament for Hull-Aylmer, brought together over 80 guests including key stakeholders from the Government of Canada, the Office of the Commissioner of Official Languages, corporations such as Air Canada as well as CPF partners, members and most importantly FSL youth advocates. We extend a special thank you to Mélanie Joly, Minister of Canadian Heritage, and Randy Boissonnault, Special Advisor to the Prime Minister on LGBTQ2 Issues, for their address to attendees as well as their ongoing support of FSL education.

As guests discussed the importance of bilingualism in Canada, the event also provided the opportunity to showcase Canadian Parents for French's ongoing commitment to the advancement of FSL education through projects such as the **French for Life** outreach campaign and the **Where Are They Now?** video series.

The event is also a reminder of the necessity for quality French Second Language programming, not only for Canada's youth but for the growth and solidarity of our nation from coast to coast to coast.



State of FSL Education

October, 2017

On Friday, October 13, Canadian Parents for French introduced the 2017 issue of its widely popular research series **The State of French Second Language Education in Canada**. Useful as a resource tool, the report helps inform decision makers, including federal and provincial/territorial authorities on the importance of equality of access for all students wishing to enroll in FSL programs. The 2017 report draws upon current French as a Second Language research findings to focus on FSL students' experience, proficiency and inclusion.

Canadian Parents for French was pleased to welcome guests from both the French First Language and French as a Second Language communities at the report launch in Gatineau, as well as partners and stakeholders working collaboratively to promote the advancement of official language bilingualism in schools across Canada.



Affiche ta Franco Social Media Contest

March, 2018

To celebrate International Francophonie Day on March 20th, Canadian Parents for French invited students from across Canada to post and share their "Francité". The Instagram and Twitter Contest **"Affiche ta Franco!"** celebrates and promotes French language and culture through an interactive learning activity that can be adapted to all ages and language skills.

CPF shares a calendar for the month of March, which indicates a daily challenge. Students are encouraged to share pictures via Instagram/Twitter related to their knowledge of French and using the contest hashtag #francoCPF2018. At the end of the month, a lucky winner received an iPad. Bravo @francofolles!

Mercredi	Jeudi	Vendredi	Samedi
	1 Partage une affiche publicitaire écrite en français	2 Partage la page couverture d'un livre français préféré	3 Partage une citation française préférée
7 Partage une photo qui représente en ton sportif	8 Partage une vidéo qui	9 Raconte une blague en	10 Partage un événement qui

Affiche u
de
remercie
avec une
d'une po
qui t'est :



AFFICHE
ta
FRANCO!
#francoCPF2018



2017-2018

Board of Directors & AGM



Thank you to the outgoing Board of Directors (2016-2017): Sharon Lapkin, Secretary; Karen Lynch, Member; Valerie Pike, Treasurer; Jane Keith, President; Heather Stauble, Member.



The 2017-2018 Board of Directors: 1st row: Nancy McKeraghan, Wendy Carr, Sharon Lapkin ; 2nd row: Valerie Pike, Derrek Bentley; 3rd row: Kate Peters and Richard Slevinsky.

Board of Directors and Committees

The 2017-18 Board of Directors is composed of the following members:

- Nancy McKeraghan, President
- Dr. Wendy Carr, Vice President
- Dr. Sharon Lapkin
- Valerie Pike
- Derrek Bentley
- Kate Peters
- Richard Slevinsky (as of October 2017)
- Kurt Inder (until October 2017)

The Board of Directors met 8 times during the year, in person and via teleconference.

Committees composed of Board members, representatives of provincial and territorial Branches, CPF volunteers and members and National office staff provide guidance on specific priority areas. Active committees during the 2017-2018 period were:

- Standing Committee
- Bylaws Committee
- Nominating Committee
- Network Collaboration Committee
- Membership Support Committee
- Public Policy Committee
- Research Support Committee

CPF National also takes part in the monthly meetings of the **Council of Executive Directors** and the **Council of Presidents**, and provides training to its members as per the priorities and issues identified by these bodies. Trainings offered during the year included: Understanding Performance Measurement; Building a Growth Oriented Organization; and Risk Management.



Leadership Networking Event & AGM

The **CPF Leadership Networking Event** and **41st Annual General Meeting** took place over the weekend of October 12-15 in Gatineau. The meeting gave CPF leaders and delegates the opportunity to gather together and effectively collaborate on organizational priorities as they pertain to the governance and operations of CPF. The weekend provided a venue to share ideas and to gain insight on progress made with priority initiatives, including the:

- Launch of the CPF State of FSL Education in Canada Report 2017;
- Response to the PCH Impact Study 2009;
- Enhancement of a Performance Measurement Strategy for CPF;
- Branch Bylaw Reviews and CPF Policies Development;
- Research, Public Policy and Membership Support;
- Building a Growth Oriented Organization.

In addition to electing new members to the Board of Directors and attending to other annual business, the AGM also offered an opportunity to celebrate the hard work of CPF staff and volunteers.

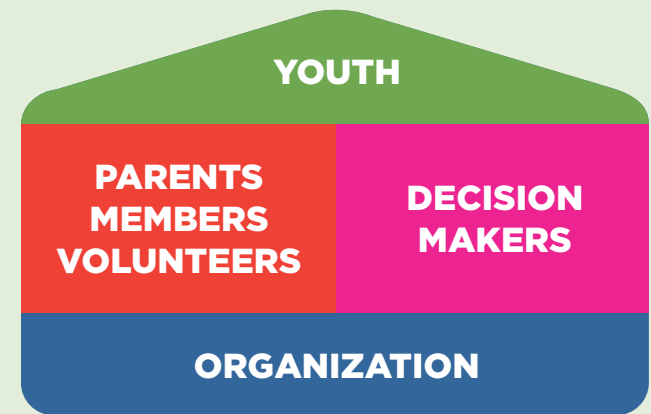
- Joan Hawkins, Research and Advocacy Coordinator (CPF National) was recognized for 17 years of service before her retirement;
- Hélène Pelletier, Executive Director (CPF NB) was recognized for 10 years of service;
- Karen Lynch, Outgoing President (CPF National) was recognized for her leadership as National President.

Following the successful close of the 41st AGM, CPF underlined the culmination of its 40th anniversary celebrations.





CPF Network Strategic Pillars



The work of CPF is structured around four pillars, which represent the stakeholders who are touched by and involved in our work.

AS AN ORGANIZATION, WE STRIVE TO:

- ➔ Create and promote opportunities for **YOUTH** to learn and use French as an official language
- ➔ Support a collaborative network of **PARENTS, MEMBERS AND VOLUNTEERS**
- ➔ Inform and influence **DECISION MAKERS** on the value of official language bilingualism
- ➔ Work together as an **ORGANIZATION** to continue building a dynamic, strong and effective pan-Canadian Network



CPF Network Strategic Pillars

YOUTH ➡ *Creating and promoting opportunities for youth to learn and use French as an official language*

WORKING ACROSS THE NETWORK TO ENGAGE YOUNG PEOPLE

In addition to organizing activities such as the national finals of the Concours d'art oratoire and the Affiche ta Franco social media contest, CPF National works to facilitate the sharing of information, ideas and lessons across the country.

With **10 Branches, 1 provincial project, more than 150 Chapters and countless volunteers** working hard to organize engaging opportunities for young people to learn and practice French across the country, there is a wealth of information to be shared!

During the year, CPF National worked with these stakeholders to review and streamline the provincial and territorial Concours d'art oratoire; to explore the possibility of expanding the Quebec project's **Virtual Choir** initiative and the **French for Life** class presentations, which are currently being offered in Manitoba, to other areas of the country.

This year also witnessed the expansion of the **Frenchstreet.ca** website, developed and spearheaded by the CPF Ontario Branch, to Alberta, Prince Edward Island, Quebec and Manitoba.



SUMMER CAMP LISTING

Published annually and shared in late February, the **Summer Camp Listing** offers an array of ideas for children and families who are interested in attending summer camp *en français*.

150 print copies of the listing were distributed at family expos in Ottawa and Montreal, and an electronic version of the document was shared with over 6,000 subscribers.



SCHOLARSHIPS AND INCENTIVES

During the year, CPF held meetings with existing and new collaborators to expand the incentives that are available to students who wish to continue their French language learning with post-secondary institutions.

In addition to ongoing partnerships with the University of Ottawa, Université de Moncton, Université Sainte-Anne and Université de Saint-Boniface, CPF National secured an annual summer student bursary from Centre linguistique / Cégep de Jonquières, and confirmed a scholarship with Concordia University for June 2018.



PARENTS, MEMBERS & VOLUNTEERS ➔ *Supporting a collaborative network*



I volunteer for CPF because ...
"I want to ensure that my children have access to the opportunities that will benefit them for life."

Hello!
Bonjour!

I volunteer for CPF because ...
"I believe in a bilingual Canada and I want to do all I can to support French language learning for my kids and for future generations!"

MEDIA MONITORING

CPF provides information to parents through a variety of means. In addition to individual requests for information, we communicate with the general public by monitoring media coverage, attending to requests and completing interviews on relevant topics such as the popularity of FSL programming, the recruitment and retention of FSL teachers and the perception of French in Canada. Our vibrant social media platforms offer another means to receive and share information on FSL, linguistic duality and activities happening across Canada and within the CPF Network.

MEMBER PUBLICATIONS

10 **Communiqués** are sent to Network leaders every year, who share the information with their Chapters, members and volunteers through their Branch newsletters and communiqués. The **CPF Magazine**, which is published twice a year, offers a colorful and information-packed resource for parents and families on French Second Language acquisition. It features articles on a range of topics and celebrates the successes of young people and FSL educators, who are working towards making Canada a bit more biligual.

VOLUNTEER SUPPORT AND RECOGNITION

A **Chapter Feedback Survey** was sent across the Network to collect the ideas and suggestions of Chapter leaders and 150 thank you cards were sent to CPF volunteers during **Volunteer Appreciation Week** in April 2017.



CPF Network Strategic Pillars

DECISION MAKERS → Informing and influencing decision-makers on the value of official language bilingualism

ENGAGING DECISION MAKERS

In addition to the FSL Awareness Breakfast on Parliament Hill, CPF National had the opportunity to organize individual meetings with various decision makers, including: PCH Minister Mélanie Joly; FSL Partner Network; OCOL; FCFA; Senator René Cormier; MP John Aldag, Cloverdale –Langley City, BC; and Alliance française. Stakeholder receptions were held in May 2017 in Toronto, ON and August 2017 in St John's, NL.

Over the year, meetings focused mainly on FSL teacher supply issues and opportunities to work collaboratively to seek out solutions and promising practices. CPF National met the Minister prior to the release of the new federal Action Plan for Official Languages and attended its launch at the end of March. Dialogue has also begun with various government officials on Modernizing the Official Languages Act with the upcoming anniversary of the Act in 2019.



While researching for my master's thesis on French immersion teachers in BC, CPF has been an invaluable resource. In addition to the useful information and links available from their website, their research database allowed me to locate indispensable reports, articles, and other documents that have informed my work ... and greatly impacted the ease with which I have been able to undertake this research. CPF staff have also been more than willing to offer further support and have helped connect me to others working in this field.

– Emily, British Columbia



COLLECTING AND SHARING EVIDENCE

To support informed decision making, CPF conducts, collects and shares evidence on various issues that pertain to French Second Language education in Canada. In October 2017, CPF published the **State of FSL Education in Canada Report**. Guided by a Research Support Committee comprised of key experts in the field, the report offers an extensive review of current FSL education literature, with a focus on FSL students. The next two editions will focus on FSL teachers and FSL programs respectively.

White papers, fact sheets and advocacy pamphlets offer tools that can support decision makers, individual and communities as they strive to foster an FSL-friendly environment across Canada. During the year, CPF published the new brochure "**10 Answers for Parents on French Immersion**" and three new white papers:

- **CPF Position Statements**
- **FSL Teacher Supply and Demand in Canada**
- **Enrolment of Students in FL1 Education**

The CPF website provides another venue to share up-to-date information, including research bibliographies, FSL enrolment statistics, tools and activity booklets.

ORGANIZATION Working together to continue building a dynamic, strong and effective pan-Canadian network

VOLUNTEER SUPPORT AND TRAINING

CPF National works hard to support the volunteers who are at the heart of the organization's work. During the year, we offered training sessions to CPF National and CPF Newfoundland Board Leaders, and two days of skill-building workshops to the 40 participants who attended the CPF Leader Networking Event.

GOVERNANCE TRAINING

CPF National supports governance training for Branches by defraying registration costs for Branch President and Executive Director to attend the CSAE Leadership Symposium. To date, 9 CPF Branches and National have now completed this training opportunity.

BRANCH AND NETWORK SUPPORT

CPF National continues to coordinate human resources and insurance services centrally on behalf of the Network, as well as supporting the Network with website and other technological matters.

FUNDING DIVERSIFICATION

To build on the initiatives undertaken as part of the 40th anniversary celebrations, CPF National coordinated a **Giving Tuesday** campaign in November 2017 and a **Valentine's Day T-shirt Campaign** in February 2018. Advertising revenues continue to grow steadily and attention is being given to revitalizing our donor programs.

PARTNERSHIPS

We would like to thank our partners, collaborators and funders for their support:

- Alliance française
- Association canadienne des professionnels d'immersion (ACPI)
- Association des auteurs et auteures de l'Ontario
- Canadian Association of Second Language Teachers (CASLT)
- Office of the Commissioner of Official Languages (OCOL)
- Centre linguistique / Cégep de Jonquières
- Concordia University
- Experience Canada
- Fondation Dialogue
- French for the Future
- University of Ottawa
- Université de Moncton
- Université Sainte-Anne
- Université de Saint-Boniface

Merci beaucoup!

The work of CPF National is made possible through project funding received from the Department of Canadian Heritage under the Enhancement of Official Languages program, Promotion of Linguistic Duality component.

Funded by the Government of Canada
Financé par le gouvernement du Canada





2017-2018

By the Numbers





By the Numbers: FINANCIALS

REVENUE

Grants and contributions	
Canadian Heritage	\$ 950,000
Self-generated	
Advertising	\$ 36,110
Other (publications, products, sub-lease, etc.)	\$ 31,875
Contract with OCOL	\$ 21,750
Memberships	\$ 17,476
Donations	\$ 10,943
Interest	\$ 1,208

TOTAL \$ 1,069,362

EXPENSES

Salaries and benefits	\$ 496,635
Travel and accommodation	\$ 192,274
Advertising and promotion	\$ 84,979
Rent	\$ 50,171
Administration	\$ 44,986
Insurance	\$ 39,526
Licenses and membership	\$ 25,786
Telecommunications	\$ 17,047
Recognition & Awards	\$ 8,055
Staff development	\$ 7,785
Professional and consulting fees	\$ 82,938
Interest and service charges	\$ 7,253
Amortization of capital assets	\$ 6,516
Amortization of intangible assets	\$ 3,897

TOTAL \$ 1,067,848

EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES \$ 1,514

ASSETS

CURRENT ASSETS

Cash	\$ 199,202
Guaranteed investment certificate - 0.8%	\$ 88,794
Accounts receivable	\$ 88,738
Prepaid expenses	\$ 21,670

CAPITAL ASSETS

\$ 5,603

INTANGIBLE ASSETS

\$ 9,768

TOTAL \$ 413,775

LIABILITY

CURRENT LIABILITY

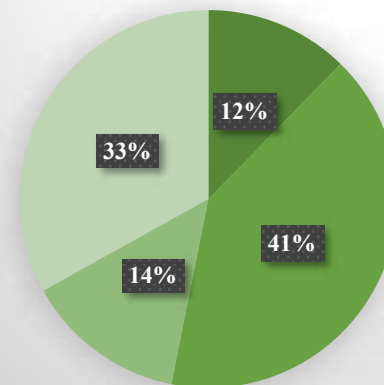
Accounts payable	\$ 80,888
------------------	-----------

NET ASSETS

Unrestricted	\$ 244,093
Internal restriction - Mary Joyce Booth Reserve	\$ 88,794

TOTAL \$ 413,775

Expenses by Pillar



■ Youth - \$ 111,712
■ Parents, Members and Volunteers - \$ 369,420
■ Decision Makers - \$ 124,745
■ Organization - \$ 299,348

By the Numbers: WEBSITE & SOCIAL MEDIA



Website

Unique Visitors	55,374
Visits	83,925
Pages	804,003
Page Views	74,612
Hits	3,989,825

Social Media

FACEBOOK

Number of followers	5,823
Number of likes	5,113 (4.3% increase)
Reach	70,416 (24% increase)
Engagement	87,571 (360% increase)

TWITTER

Number of followers	2,183
Number of likes	1,924 (10.9% increase)





Looking Ahead

Moving into a new year of work and activities, CPF National will continue to organize events and meetings to engage the varied stakeholders who represent the 4 pillars who are at the core of our organization. In addition to furthering efforts to strengthen the CPF Network as a whole, areas of focus will include:

- Enhancing a performance-based culture of monitoring, evaluation and reporting at the National office and accross the Network, to ensure that we are capturing our successes and the impact of our work;
- Assessing and addressing technological issues, capacities and needs across the Network by conducting a technology audit and supporting Branches, volunteers and members to more effectively use the technological platforms that are available to support their work;
- Exploring new opportunities for funding diversification;
- Working toward the creation of a Linguistic Duality Network;
- Implementing a national volunteer registration process to ensure a more rigorous process to screen, retain and celebrate the volunteers who are at the heart of Canadian Parents for French.



CPF BRANCHES & OFFICES ACROSS CANADA

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



CPF National Office

1104-170 Laurier Ave. West
Ottawa, Ontario
K1P 5V5

Phone: 613-235-1481

Email: cpf@cpf.ca

cpf.ca

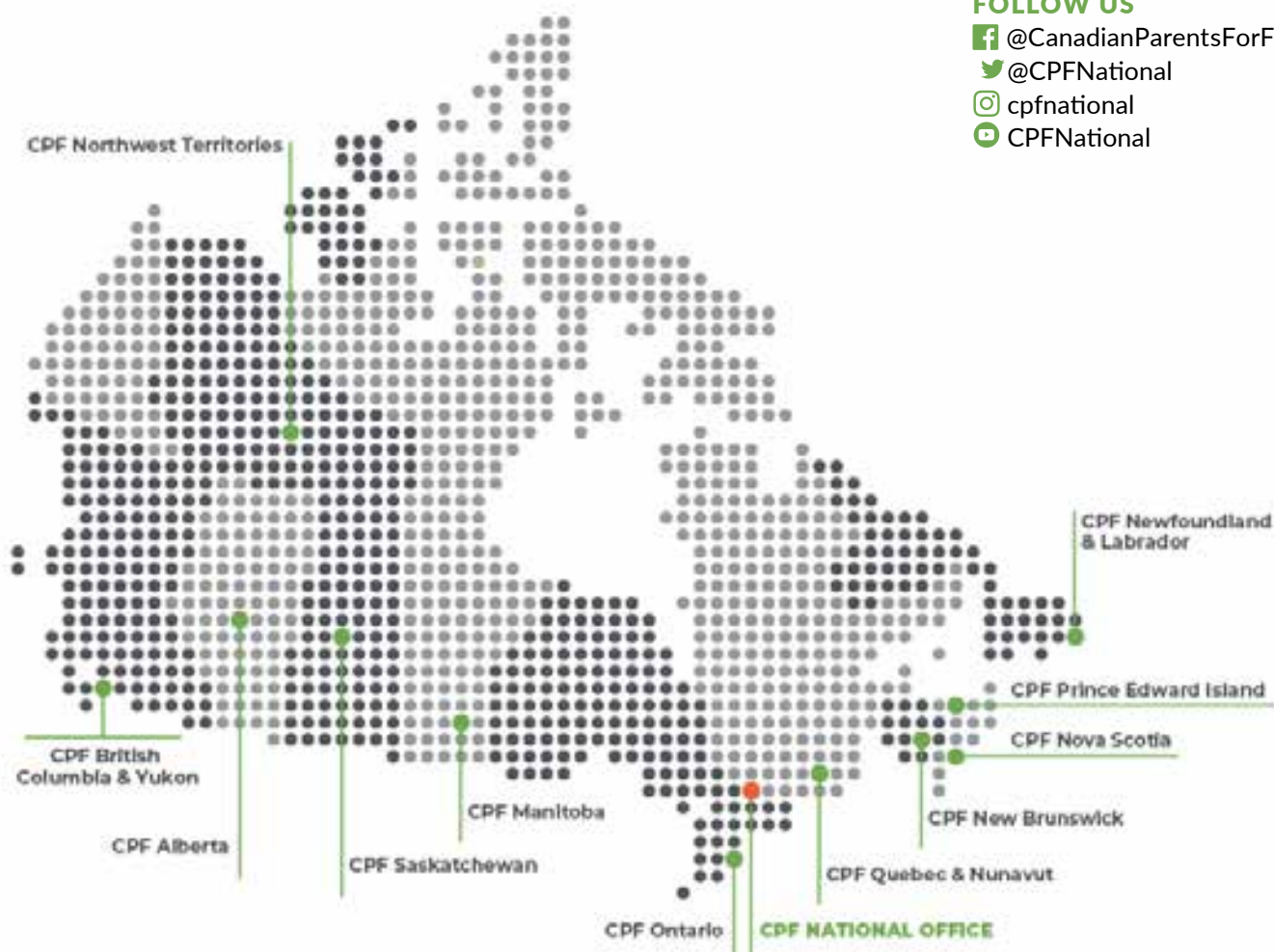
FOLLOW US

 @CanadianParentsForFrench

 @CPFNational

 [cpfnational](https://www.instagram.com/cpfnational)

 [CPFNational](https://www.youtube.com/CPFNational)



STAFF DIRECTORY

Nicole Thibault, Executive Director
nthibault@cpf.ca

Cathy Stone, Director of Operations
cstone@cpf.ca

Debbie Murphy, Member Services and Office Administrator
dmurphy@cpf.ca

Shaunpal Jandu, Public Policy & Government Relations Coordinator
sjandu@cpf.ca

Cheri Nixon, Member Services Coordinator
cnixon@cpf.ca

Sophie Wertheimer, Program Monitoring, Evaluation and Reporting Manager
swertheimer@cpf.ca

Maryanne Bright, Coordinator Communications