



CANADIAN
PARENTS
FOR FRENCH

Annual Performance & Impact Report

2022-2023



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.

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 125 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 2022-2023, 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. The CPF Boards and staff leaders have continued their focus on learning and understanding the roots of the inequities and building an approach to transform how we work to fulfil our advocacy position of access for all. We are underway in an organizational transformative journey committed to the changes that are required to remain relevant and serve all those who call Canada home.

PRESIDENT'S MESSAGE



April 1, 2022 to March 31, 2023, what a year! This year continued to be a year of movement and growth for all the Canadian Parents for French Network. From pandemic to post-pandemic (are we there yet, who even knows), getting back to in-person *Concours d'art oratoire* events with thousands of students, and successful nationwide advocacy efforts to stop cuts to French immersion and other FSL programs by local school boards and even a whole province.

At the request of PCH Program Branch and with the approval of CPF, a review of the governance, communication and accountability processes implemented between CPF National and its Branches was undertaken and completed by the end of this year with the Report to be shared in the coming months. While this required much staff and volunteer time, it has been a good opportunity to review and standardize our processes as part of our efforts in optimizing collaboration as a pan-Canadian Network.

Our CPF Branches have piloted new structural models with CPF Alberta taking on the addition of the NWT for a period of three years to ensure programming is offered on the ground in the NWT; and CPF PEI and CPF NL have piloted sharing a single Executive Director managing the two Branches to increase on the ground impact; this, with CPF National working closely in supporting these Branches in digitizing and consolidating operational matters. We are seeing the fruit of these strengthened pan-Canadian collaborations. We also appreciate the extra hours that our Branch volunteer leaders put in to support transition of new employees as we welcome new Executive Directors onto the team.

Most importantly, we have a new path forward for CPF, a renewed CPF, through the creation of the CPF Network Affiliation Agreement. The current document stems from our time together in August 2022 in Edmonton when we established a clear path to significantly improve the first draft. I think back to the Dragon's Den Pitch exercise where 8 different table groups of CPF leaders pitched what an organization with the same goals as CPF would look like if they started from scratch. It was pretty telling that, when not a single group pitched the same structure as we currently have, that we were ready for change. I remember leaving that meeting feeling inspired. I went back and looked at the words we shared in terms of how each of us was feeling as we departed, and here are some highlights: Energized, Inspired, Optimistic, Hopeful, Engaged, Intrigued, Relieved, Connected, Invested, Impressed, Empowered, Motivated and Satisfied. The National Board was mandated to work towards the next and final draft. This work was not ours alone, but truly collective with multiple consultations, feedback sessions, explanatory videos, group meetings, individual follow-ups, and true collaboration to create a second version of the Network Affiliation Agreement. And we, all of us, we did it. We came together and finally put on paper how we want to work together. We will work hard to complete the final stages over the coming months, with a goal of signed agreements by our next national Annual General Meeting, in July 2023.

This Agreement will be our starting point, the official formalizing of the idea that we are a pan-Canadian Network and that we are stronger together. Still grassroots at the core, but our strength has always been in how we work together to achieve our mission. I am unbelievably excited for this next chapter, or perhaps even this new book that we are currently writing for ourselves. We are imagining CPF over the next three years and now we get to work turning this vision into reality. From membership and digital transformation to donorship to shared human and financial resources to the centralization of certain services to better results and impact to increased collaboration.

Thank you to my colleagues on the National board, the National and Network staff, the Branch presidents and their boards and their Branch staff teams – You are inspirations to all those around you! Your tireless work to support this organization, and to push forward with a new vision for CPF is a mark you will leave with the organization, but also Canada, for many years to come.

Derrek Bentley
President | Président
Canadian Parents for French (National)

YOUTH



Concours d'art oratoire 'Traditionnel', National Finals Video Edition 2022

Following the success of the 2021 edition, this year's competition was once again held virtually, this was also the case for the most part at the provincial level. The speech topics this year addressed women's rights, the possibility of a nuclear war, taxes for the rich, our education system and more. The top 3 videos in each home province or territory were registered to qualify for judging at the national finals, virtually, between June 1-10, 2022. **A total of 51 videos met the national competition criteria in one of five categories:** Core French, Extended French, Early and Late Immersion and Francophone. All 51 National Final *Concours* participants received a swag gift box: an award certificate, lunch bag, magazine, Building Linguistic Security brochure, Where Are They Now? postcard, Bescherelle book, glass water bottle, and an environmentally friendly bag and wheat drinking straw. The **15 national Concours Contest Winners** (1st, 2nd, and 3rd of the 5 categories) were selected from **5 provinces** and received a trophy and a cash prize: \$750, \$500, and \$250, respectively,

and are eligible for a post-secondary scholarship. Videos of the winners were posted on the CPF National website and featured on CPF National social media channels with several schools sharing their winning student on their own channels. To watch the winners' videos, visit: <https://cpf.ca/en/concours-dart-oratoire-2022>

There were 15 volunteer French-speaking judges who helped us evaluate the speeches. Judges included people from partner organizations like uOttawa, Alliance Française Ottawa, Portail Linguistique, l'Ambassade de France au Canada, Carleton University, TFO, CASLT, ACUFC and Experiences Canada. New this year, the Centre de la Francophonie des Amériques offered a prize of \$500 to a participant. This partnership was established due to the Centre's desire to recognize students' efforts to use and learn French. A participant from Alberta received the prize from the Centre de la Francophonie des Amériques.

Core French

Core Extended/Enriched/Advanced French

Late French Immersion

Early French Immersion

Francophone

1st 2nd 3rd

" Le Centre félicite Jasmin Dean d'Alberta (Canada) et les autres élèves pour les efforts consacrés dans l'usage et la pratique de la langue française ! Ce concours d'art oratoire de Canadian Parents for French contribue sans aucun doute à améliorer leurs compétences langagières tout en leur offrant l'occasion de s'adresser au public et d'y prendre un grand plaisir ! Bravo pour cette initiative !"
 – Sylvain Lavoie, CEO, Centre de la Francophonie des Amériques

CPF French Virtual Tutoring Program 2022-2023

The CPF Virtual French Tutoring Program was developed in the spring 2020 to assist in addressing immediate needs arising from the COVID-19 situation, providing students with homework support at a distance and supporting teachers who were adapting to the new realities of stay-at-home learning. At the time, our surveys indicated many students were unable to access a FSL program during the school year. We are pleased to report that we see those numbers reducing and more programs are returning and accessible. Our learners are enrolled in French Immersion, Core French, and Extended French programs across Canada. For 2022/2023, over three semesters (fall, winter, spring), **the tutoring program served a total of 410 students, between the ages of 6**



and 14 years of age, with the support of 557 volunteer tutors residing in all ten provinces and one territory. CPF National coordinated all volunteer screening and student/tutor matching protocols. Children spend one hour per week in a one-on-one session with their assigned French speaking volunteer tutor. This is not an academic program as the pairs work on whatever skills are identified by the learner as needing most improvement or the

homework of the week. This year, the focus of the volunteer work over the summer 2022 was as content creators and content reviewers. 80 volunteers worked on developing a bank of online resources, now reaching over 400 unique lessons, posted to our volunteer portal to support all tutors during their sessions. These include short French videos, books or articles, vocabulary words relating to the dialogues, a "pause" or break activity, as well as extra resources at the end of each presentation. **Over 2,360 hours of volunteer time was reported for the 2022-2023 school year in support of our French second language learners.**



"I felt the program was very organized. The tutor was always on time, had topics and activities prepared and encouraged my daughter to only speak French."

– Angie J., NS

"My daughter, Julia, had a great session with her tutor. The session was entirely in French with games, visuals, songs, and chit chats. She had a great time. Thank you again for running this program."

– Gloria L., BC

"Thanks for organizing such a wonderful program. I was really impressed with the organization of it all this year."

– Lanny S., SK

"The tutors from Monday's make-up session were wonderful with my son. Very engaging. Virtual can be difficult for him, but both tutors did a wonderful job and he didn't want to get off."

– Lisa R., ON



"I really enjoyed volunteering with CPF in the past! It is a great organization that is so filled with positivity and feels as if we are nearby when we are comfortable at home!"

– Elizabeth L. ON

"I would like to take this opportunity to sincerely thank you for all your support on a daily basis, you do an amazing job and the program will not go so smoothly if there was not a strong support and high level of professionalism underneath."

– Helene M., ON

Socio Cultural Activities and Projects

National Canadian Film Day / Virtual Film Events – April 2022

CPF National once again partnered with REEL Canada on NCFD on April 20, 2022 to host watch parties – some virtual and others in person. REEL Canada allowed us to offer access to the films for an additional week for schools. **Based on volunteer and CPF Chapter reports, we estimate our viewership number at 500 viewers this year.** CPF QCNU hosted, in partnership with RAWQ & Reel Canada, an interactive Family Movie Night on May 4th, 2022 which offered short films and interactive bilingual group activities by 2 moderators curated for families with elementary aged children. The CPF Morden Chapter in Manitoba was featured as part of the REEL Canada, National Canadian Film Day 2022 Highlights Report – photo and caption featured on page 44 of their report.

Here are a few other photos from our hundreds of other community screenings:



Left: collage of photos from the Kineto Theatre, Forest, ON; top centre: Beams screening at the Centre for Social Innovation, Toronto, ON; bottom centre: Children's Hospital Foundation Manitoba, Winnipeg, MB; top right: Mississippi Mills, Almonte ON; bottom right: CPF Morden event at Landmark Cinema in Winkler, MB

Virtual French Cooking Classes with C'est moi le chef! – Summer and Fall 2022

CPF National offered virtual cooking workshops on Zoom taught by chef Karine Dessere Pezé of C'est moi le chef! (<https://cestmoilechef.ca>). Two sessions were offered, each to 10 families. Over six weeks, a French 1-hour cooking lesson, with a different bilingual recipe, was provided to families. Each group received the 6 recipes ahead of time to enable purchasing the ingredients and they were guided to prepare the food on the virtual platform while practicing their French skills. The sessions were so well received that we repeated the opportunity again in October 2022 to another two groups of ten families.

An additional one time, 1-hour cooking session was also included on October 15th, as part of our CPF Network members conference program. The students learned to make Bannock Bread which was easy and affordable. Kids could customize it with ingredients they wanted. CPF included an article in the CPF Magazine Winter 2023 issue to share the positive results of the project as an alternative to the Virtual Tutoring during the summer months.



"I enjoyed that the recipes were a variety of food types. Recipes were provided in both English and French and that the live instructions were in French, I was happily surprised that the kids were able to follow along as well as they did." – Sandra S., ON

"My kid loves it! She can practice her French language skills while also learning new recipes!" – Joanne S., NS

"We really enjoyed the sessions. My son looked forward to it every week." – Marie A., MB

Socio Cultural Activities and Projects

O'Poésie 2023 – CPF French Poetry Contest – Winter 2023

O'Poésie is our CPF national French-language poetry contest for students in grades 1 to 12 (CEGEP 1) enrolled in FSL programs across Canada. The contest is coordinated by CPF QCNU on behalf of the Network. O'Poésie 2023

launched on December 1, 2022 with the deadline date of February 9, 2023.

We received 283 entries from across Canada (an increase of 12% over the previous year) with 142 entries from Ontario, 66 from Newfoundland and Labrador, 37 from Quebec, and 25 from British Columbia. The top three winners in each of the eight categories receive gift cards (from \$25 to \$150 each) and donated books. 33 judges helped select the winning entries offering over 180 hours of their volunteer time. CPF has developed promotional posters, a companion kit with pedagogical resources for teachers, and a shareable judging rubric to motivate more students to participate in this opportunity. These 2023 winning poems are posted on the website for inspiration to future poets:

- Grade 1 to 3: *J'aime les chats*, Elizabeth M., AB
- Grade 4 to 6: *L'obscurité De La Nuit*, Sreeja K., ON
- Grade 7 to 9: *Le Papillon à Ailes Bleues*, Susie W., ON
- Grade 10 to 12 (CEGEP 1): *Mon Ami, Sammi*, Henry L., ON



Wherearetheynow.ca

Where Are They Now is a web-based initiative created to highlight stories of FSL graduates across Canada. The project unfolded in phases featuring Western Canada graduates to Atlantic Canada graduates, and now CPF National is completing its Central Canada phase. In summer 2022 three new videos were posted on the website. They were launched as part of the CPF Network Members Conference in October 2022. The videos continue to be regularly shared on CPF social media accounts.

- **Avery Rueb** – Affordance Games Studio / Pedagogical Expert – Quebec
- **Melissa Spensieri** – Dance Studio Teacher and Owner – Quebec
- **The Honourable Mahmud Jamal** – Justice of the Supreme Court of Canada



"J'ai été grandement impressionnée de la qualité des poèmes... J'espère que certains poèmes seront corrigés et publiés, ils le méritent." – P. Fortin, Juge

"It was a really great experience writing the poem and an honour entering the competition, I truly enjoyed it as a learning opportunity." – Student, Poet

"I am grateful for the platform you have provided for young writers to create and inspire. Your work means the world to many of us." – Student, Poet

Youth/Family Programming Supported by CPF QCNU in Quebec and Nunavut

Activities in Quebec and Nunavut are being delivered through the CPF National office. The QCNU Project Coordinator has focused on developing strong partnerships with locally based organizations to deliver timely programs for youth and their families. These partners include OCOL, LEARN, LBP School Board, Voice of English Quebec, and EPCAQ, English Parents Association. New partnerships have been established in Quebec with RAWQ, SSEN, Townshippers' Association and AFN in Nunavut. A series of monthly virtual activities are planned according to the school schedule each year. These activities are posted on the CPF QCNU website and promoted via their social media accounts.

OCTOBER

French Cooking Workshop:

A hands-on cooking experience
en français!

Target: 7-13 years old

"My daughter had a great time in the cooking class. The instructor is high energy and great with the kids. My daughter was able to confidently participate and made delicious food."

– Parent, QC

JANUARY

French Family Fun Game Night:

This Family-friendly Kahoot! tests French skills with featured questions about Winter Fun! Winter sports, clothing, activities, and weather.

Target: Families

"What a lot of fun with the Winter French Kahoot in January!! Our family had a great time and learned some new French words and facts about the Quebec Winter Carnival. Great job by the hosts with the Kahoot presenting as well!!"

NOVEMBER

French Family Fun Game Night:

This Family-friendly Kahoot! tests French skills with featured questions about Canada's 10 provinces and 3 territories.

Target: Families

"We had so much fun! A few of the answers (that we got wrong) surprised us and led to some interesting discussions. Thank you!"

FEBRUARY

Bilingual Magic Show:

Le magicien, Marc Tardif's fantastic illusions performance was offered on facts and anecdotes about the 10 provinces and 3 territories of Canada. **Target: Families**

"Wonderful family time to engage in the French language while learning about Canadian French culture! Virtual events are great as it is so accessible and easy to participate for bigger busier families like ours. More virtual events please."

DECEMBER

Bilingual Story Time:

This bilingual bedtime story session with children's author, Candace Amarante, reading *Le ciel me sourit*, a short poem in both English and in French was followed by an art activity, where participants were invited to draw and share the way they see the moon.

Target: 3-6 years old

"Wonderful reading, the host spoke clearly and in time with the on-screen visuals."

MARCH

Bilingual Virtual Guided Tour of Montreal:

Guided tour through the maze of narrow streets of Mile-End, a charming district of Plateau-Mont-Royal, typical Montreal outside staircases and fresh bagels.

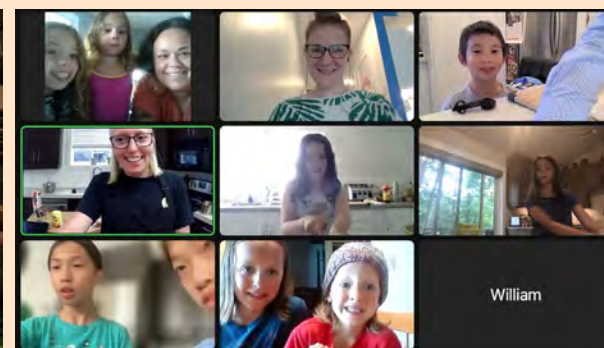
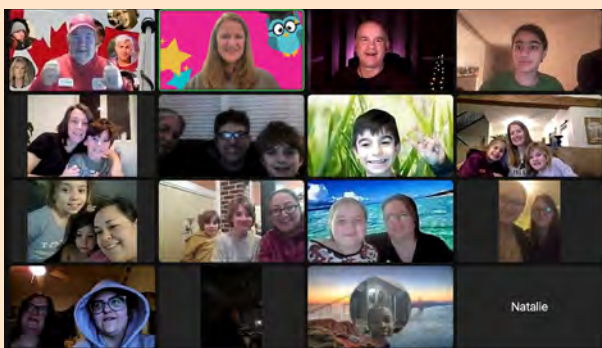
Target: 7-13 years old

"Thanks for organizing this amazing virtual tour. My daughter Alicia never had chance to visit Montreal before, now she is more than eager to visit the city and taste those delicious pastries, we probably will try to visit this coming Summer. All thanks to you for your wonderful organization."

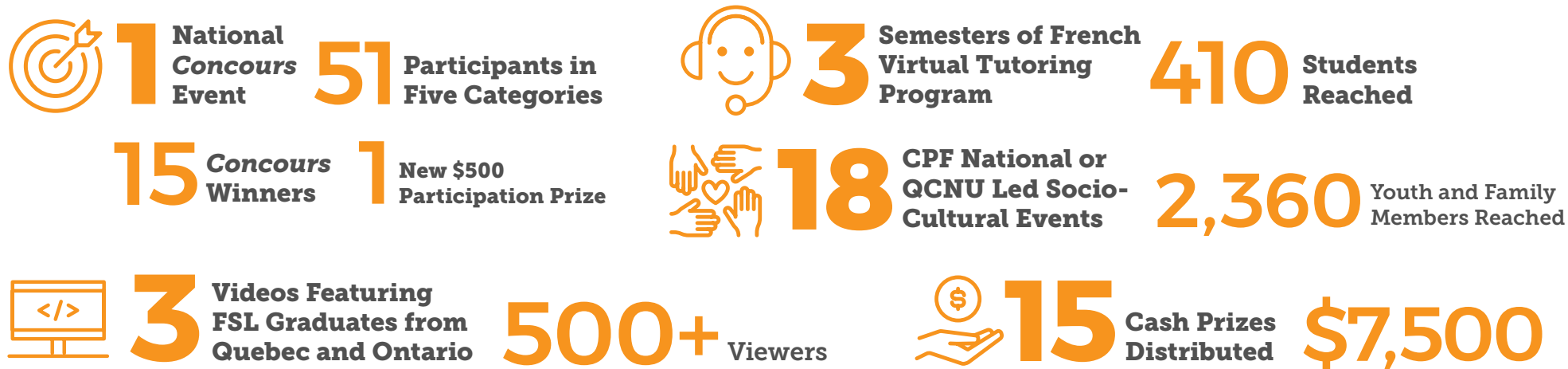
Youth/Family Programming Supported by CPF QCNU in Quebec and Nunavut, continued

CPF QCNU also regularly supports local partner youth and family activities and events:

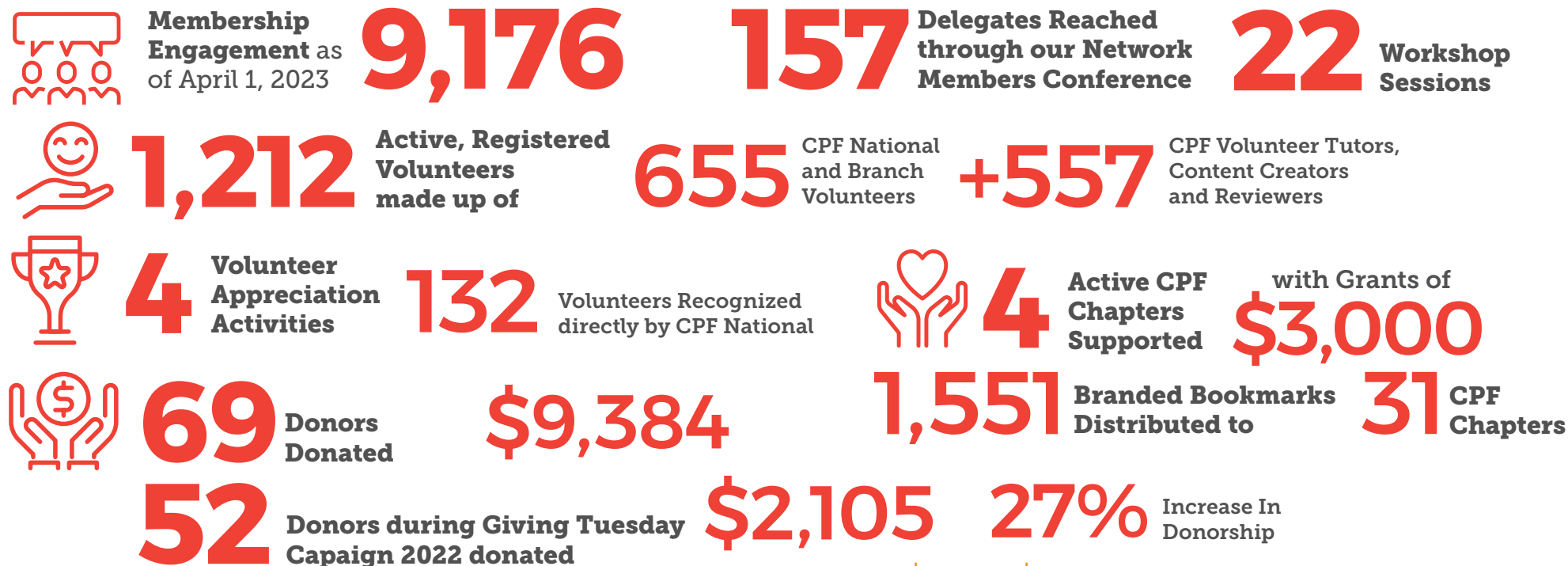
- *My French Goodnight, Bags* (with LEARN): **distributed 307 Goodnight Bags across the province.**
- *Silence, on tourne!* French film screenings (with AFN): **distributed a kit package of 8 short films** (58 minutes long) on USB sticks that introduces the world of French cinematography. This package comes with a glossary and an activity kit to facilitate understanding and learning.
- *Virtual French Cultural Tours* (with Jump Street Educational Tours): on April 12 and April 19, 2022, **hosted two free Virtual Tours of Montreal's Old Port.** One presented bilingually, targeted towards our beginner French learners, and one presented just in French for our more advanced learners.
- *My Future and French, Classroom Presentations* (with OCOL QCNU): **Offers an interactive workshop available to classes in grades 7 – 11** (Sec. 1 – 5) in Québec's English school boards to encourage students to talk about their challenges in learning French and to make them aware of the importance of continuing their learning beyond high school. Workshops are offered both in person and virtually.
- *Accent Québec* (with LPBSB, LEARN, OCOL): The website has been updated and a **new project is in the works called, *Employabilité Accent Québec* and *Mentorat Linguistique*.** The anglophone high school students learning French will be partnered with a mentor (a francophone colleague) and an employer who understands and supports them as they are taking a linguistic risk.
- *FSL Tutoring Project* (with Carrefour Nunavut): **sponsored "CAMP FRANCOFIER", an in-person after-school French tutoring program consisting of 8 one-hour sessions over 2 months,** for youth aged 4-11 years old, from the Iqaluit Anglophone community. The sessions were taught by an accredited teacher previously employed at l'école des Trois-Soleils.
- *Family French in Person Sing-Along Events* (with various local partners): This interactive workshop teaching and performing French-Canadian folk songs as a community, is specifically designed for French-learners and was presented both in English and in *français facile* to include parents as well as students and to create a safe, positive environment to interact with French culture.



YOUTH BY THE NUMBERS



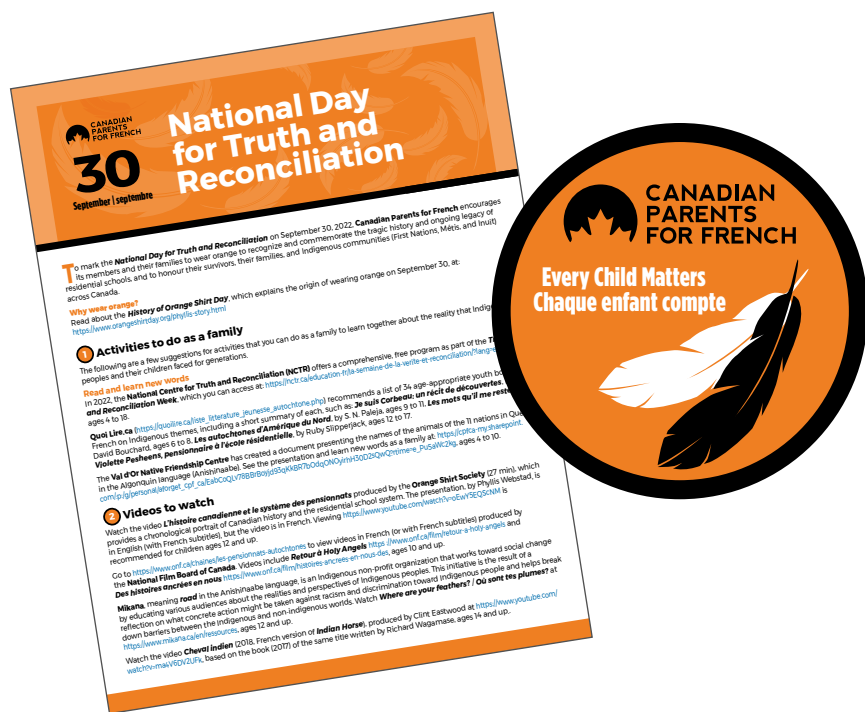
MEMBERS, VOLUNTEERS AND DONORS BY THE NUMBERS



MEMBERS, VOLUNTEERS AND DONORS

Truth and Reconciliation Day – September 30th

Once again, CPF changed its social media profile and cover pictures to observe and mark the Day and invited members and followers to reflect on the history as we created an educational resource, available in English and French. The Resource is posted on the CPF National website. Our content on social media focused on sharing resources *en français* to learn more about Indigenous people and the path to reconciliation.



Finding French Story and Learning Time Bilingual Ottawa Project

On Family Literacy Day, January 27th, 2023, CPF began a series of bilingual family story and learning time sessions across Ottawa to encourage reading and engagement in bilingual literacy-related activities as a family. The project introduces French in a positive way, as a part of the families' integration to Ottawa, helping increase dialogue between anglophone families, the local francophone community and French service providers while discovering French cultural events and services.

The initiative was made possible due to a Bilingual Ottawa microgrant from the Association of francophone communities of Ottawa (ACFO Ottawa) to support French language learning among English-speaking families with children in the transition stage to kindergarten. The five CPF Finding French booklets involve kids and their parents in learning new words together and about new places in their neighbourhood and across the city and are available via free downloads on the CPF website, cpf.ca.



MEMBERS, VOLUNTEERS AND DONORS

CPF Network Members' Conference – French: More Than Words!

Every 2nd year, a family focused event has been presented within a Conference format and since 2020 taking advantage of a virtual delivery platform to reach a larger audience. From October 13 to 16, 2022, **CPF National coordinated 30 different inspiring sessions free of charge reaching over 157 conference delegates and 36 exhibitors who had interactive virtual booths within the conference portal.** The program was divided into 4 categories, giving participants the chance to customize their experience.

- **Youth Opportunities to Learn and Use French**
- **CPF Volunteers and Chapters Sharing Program Ideas and Networking**
- **CPF Members and Chapters Sharing Advocacy Experiences**
- **Parenting, Wellbeing and Resiliency**



Keynote Sessions

- **Peter Katz** – Why I Seek Discomfort
- **Brandon Love** – Taking Chances and Making Magic
- **Jennifer Menard-Shand** – The Power of Bilingualism



Cultural Musical Performances

- **La Famille Pendergast:** Mike Pendergast, PEI-born Acadian folk singer, shared some traditional history and well-loved French songs.
- **Le Groupe Raffy:** An interactive live-stream concert with this well-known Montreal-based band, with bilingual lead singer Caroline Leblanc.
- **Twin Flames:** A recorded performance from multi-award winning, chart-topping Indigenous artists, Chelsey June and Jaaji.



Interactive Youth Focused Sessions



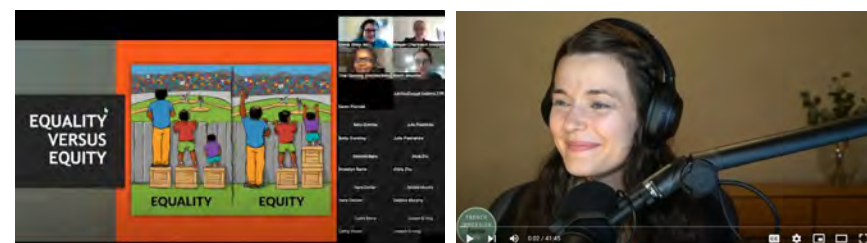
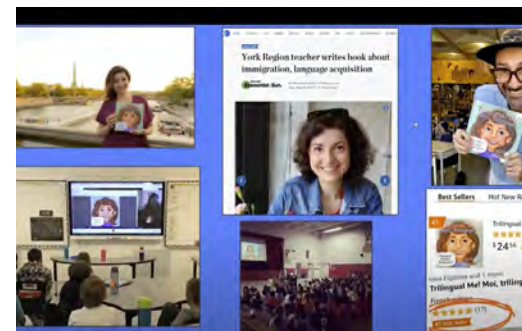
- **Cooking Bannock en français with C'est moi le Chef!** Youth participants learned about the history and made Bannock bread.
- **Bilingual Magic Show with Max Magie:** Max shared many tricks and spoke about his autism and how it makes him unique and encouraged participants to think about what makes them unique and special.



MEMBERS, VOLUNTEERS AND DONORS

22 Workshop Sessions

- Helping your Child to Learn and Read in French
- Helping your Child use their French Outside of the Classroom & Why it's Important!
- Learning at Home: Strategies for a Successful Homework System for Your FSL Child
- Evolving from Colour Blindness
- French Identities Youth Roundtable Discussion
- Planning and Delivering Virtual Programs through Chapters and Community Partnerships
- Proven Fundraisers: A CPF Success Story
- Your Advocacy Voice Matters!
- How to Boost a Membership Drive in a Rural Community: Awareness and Engagement



"I thoroughly enjoyed so many sessions. Those that support parents and showcase opportunities for the youth in general. I also really enjoyed the entertainment segments, (magic tricks, music); they were awesome."

– T.P. (Parent)

"It seemed to be a very good layout and variety. I appreciated all the links to different resources and websites."

– L.L. (Parent)

"Really enjoyed the keynote on Friday. Peter Katz had a great message that everyone could relate to."

– T.R. (Member)

"I was not able to attend all the sessions. The flexibility of watching the session in my home, or in one case, I listened to it during my daily walk, gave me the chance to participate in sessions that I might not otherwise have been able to attend. I would encourage more virtual sessions as well as accessibility to archived versions as that works best for most people."

– D.T. (Parent)

"The Colorblindness Workshop session was incredibly transformative and thought-provoking. A session where we paused and reflected together!"

– J.T. (CPF member and parent, ON)

MEMBERS, VOLUNTEERS AND DONORS

National Volunteer Week (April 24 – April 30, 2022)

CPF National recognizes the important role our volunteers play in our ability to achieve our mandate. Each year during National Volunteer Week, the CPF Network office proudly recognizes volunteers from across Canada for their dedication to advancing French second language education for the benefit of youth across Canada. CPF National asks each Branch to submit 10-15 names of volunteers for the CPF National President to recognize directly.

Additionally, the CPF Network office coordinates a Chapter Grant Funding Contest, to recognize CPF Chapter Volunteers. **Chapters submit an activity proposal and grants to a total of \$3,000.00 are distributed.** The 2022 Chapter Grant Funding Contest winners were:

- **CPF CASTLEGAR, BC** – who hosted an outdoor French Freedom Arts Program and Barefoot Caravan Performances.
- **CPF ROCKY MOUNTAIN HOUSE, AB** – who supported a French Summer Camp.
- **CPF TORONTO WEST, ON** – who offered summer Virtual French art classes.
- **CPF LLOYDMINSTER, SK** – who coordinated a French Movie Night.

The four Volunteer / Chapter Virtual one-hour sessions as part of CPF Virtual Member Conference 2022, taking place in October 2022 allowed our CPF volunteer leaders to share their experiences, strategies and success stories with other volunteers and interested members. The CPF Chapter Chat had volunteers in a roundtable discussion on the chapter model in past, present and future and to examine how CPF has changed and where we are going. CPF Chapters who offered to present sessions received a grant from the Network Office to thank them for sharing their expertise and support them in continuing their important local work. Most pertinent and appreciated topics included struggles to recruit and retain volunteers; changes in volunteering habits in Canada; current advocacy issues including current struggles in Marystown, Newfoundland and Labrador and in the province of New Brunswick.

CPF National acknowledged both International Volunteer Manager Day on November 5, 2022, and International Volunteer Day on December 5, 2022 with media releases.

In winter 2023, CPF National coordinated to print and mail personalized CPF branded bookmarks to interested Chapters. **A total of 31 CPF Chapters mainly located in Alberta, Manitoba and BC received these bookmarks.** CPF National followed up by coordinating 'Chapter Resource Boxes' with print materials and promotional items for all active CPF Chapters that provided us with a postal mailing address enabling for improved and direct communications.



"It will be nice to hand something professional out & hopefully raise some more awareness for CPF. Thanks again!"
– Chapter located in Alberta

MEMBERS, VOLUNTEERS AND DONORS

CPF National Awards of Recognition – August 2022

Every two years, CPF National solicits nominations for its National Awards of Recognition to appreciate three individuals who have contributed significant service to the organization and who have demonstrated a strong commitment to the CPF mission, vision and values. The Awards were conferred during the CPF National Annual General Meeting, August 21st, 2022.

- The CPF National Volunteer of the Year was awarded to **NANCY TAYLOR**, (President, CPF BC-YT Branch)
- The CPF Distinguished Life Membership was awarded to **NANCY MCKERAGHAN**, (Past President, CPF National Board)
- The J. Elmer Hynes Staff Excellence in Leadership Award was awarded to **KAREN POZNIAK**, (Executive Director, CPF SK Branch)

These individuals were noted by their positive influence on others, having made significant contributions to advancing bilingualism and French as a second language education. It is because of our committed CPF Network volunteer leaders and professional staff that we can deliver our services and carry out our vital mandate work. A sincere congratulations to these outstanding CPF leaders!

CPF National is grateful for each one of our volunteers and for the dedication and commitment they show to CPF and the people we serve. We see the impact of working collaboratively as a network. The energy each volunteer and staff leader bring in achieving our goals is invaluable!



"Congratulations to all three recipients, it is with committed individuals like you that we can fulfill our mission of advancing FSL education in Canada. We remain grateful for our volunteers and professional staff as we rely on them to deliver quality programs, advocate for French as a second language and be our first point of contact with parents and students." – Derrek Bentley, CPF National President

MEMBERS, VOLUNTEERS AND DONORS

Giving Tuesday Campaign November 2022

Giving Tuesday is an international day of giving that follows Black Friday and Cyber Monday. It presents an opportunity for CPF to engage potential donors to support the Mary Joyce Booth Fund, More French, S.V.P.! As we continue to build a culture of philanthropy at CPF, the success of the annual campaign is measured by the overall increase of the number of CPF donors annually. **In 2022, there were 52 donors from across Canada raising \$2,105 as part of this campaign, a 26.8% increase in donors.** CPF National recognized CPF BC-YT with the highest number of member donations and CPF SK for their significant increase in number of donors in 2022.



"I want my children and grandchildren to learn and use their French – speaking French makes productive citizens."
– Parent, Manitoba

**GIVING
TUESDAY**

Nov
30

Mary Joyce Booth Grants Awarded to CPF Branches More French S.V.P.!

CPF National continues to proudly offer \$1,000.00 grants for additional youth programming initiatives to CPF Branches across the CPF Network. Each CPF Branch may earmark the grant's use to best serve their jurisdiction. **In 2022-2023, \$9,000 in grants were distributed benefiting 5,131 students from 9 provinces and territories.**

- CPF Nova Scotia Summer Pop Up Events – 8 weeks of pop-up activities between July 5 and August 20th; Ages 3-18 benefiting 99 youth.
- CPF Manitoba Community Activities such as grade 7 and 8 French Immersion students participating in a winter fun day, purchased French classroom books for several schools and hosted a French film night for families with kids in FSL programs benefiting 1,211 students in 8 communities.
- CPF Prince Edward Island, Bursary and Gifts for Graduating Grade 12 French Immersion Students.
- CPF Saskatchewan Fête de soleil Storytime Online Summer Camp Program, 8-week program benefiting 1,799 students, primarily targeting K-5 students.
- CPF British Columbia & Yukon, Graduation Pins recognizing students who achieved the Double Dogwood high school graduation; 2,000 pins distributed to 2,000 students, in 31 school districts.



"Thank you for the great movie night! Our family had a great time together watching this lovely film. We also met parents with other kids in French Immersion. It was great to connect and collaborate on our children's education."

"Your generous support allows us to recognize students and makes it possible to award prizes to many FSL students."

"I am writing to thank you for believing in the potential that Island youth have to offer. Thank you for your commitment to investing in younger islanders, who are today's students and tomorrow's leaders." – Senior, Three Oakes High School, Summerside PEI

MEMBERS, VOLUNTEERS AND DONORS

Impacts of Mary Joyce Booth Fund (MJB) in Quebec

CPF Mary Joyce Booth Fund (MJB) is administered through an open application process in Quebec. CPF National usually distributes two bursaries of \$500 each annually. The two winners selected for 2022-2023:

Pierre de Coubertin Elementary School (Saint-Léonard)

This "Connexion Quartier" project promoted collaboration, leadership and reading, giving students the opportunity to communicate with students from a French-speaking school in the neighborhood, École Gabrielle-Roy. The Grade 1 class was paired with a Grade 4 class and each pair of classes met three times at the Saint-Léonard library.



Centennial Park School: The "French Book Renewal" Project

The school has books called GB+ to evaluate the students' level in French. However, they needed to renew these books that are old and need to be available for all French teachers. The purchase of new sets of books will motivate students to read more at an appropriate level with recent books all year long.



"Le projet connexion quartier a permis à nos élèves de développer leur altruisme à travers les différentes activités ludiques proposées. Les élèves de 4^e année ont pu aider des élèves de 1^{ère} année dans leur apprentissage de la langue française tout en tissant des liens précieux avec des élèves d'un autre milieu."

– S.C., Enseignante de 4^e année, École Gabrielle-Roy

Donor Outreach – Fundraising with *Panache!* Guide to Support CPF Volunteer Leaders

CPF National has focused on the importance of individual donations including the role of Branch Board of Directors in supporting staff in philanthropy. This new resource guide was made available to all CPF Network leaders and posted to download on the CPF National website.



CPF ADVOCACY IN ACTION

Cross Canada Official Languages Consultations 2022 CPF Network Participation on the National Stage

From May through August, CPF Branch and National Volunteer and Staff Leaders participated in both virtual and in-person consultations across the country for the Next Official Languages Action Plan 2023-2028. CPF National coordinated the CPF National, Branches and Offices' participation, prepared briefing notes for all CPF participants for both the in-person events and virtual thematic meetings and encouraged participation among its membership in the online survey open to the public.

Over the summer, CPF shared photos on our social media channels to demonstrate our CPF Network's presence and advocacy impact. **The CPF Network participated in 12 of the 15 events.**

There were three virtual 'thematic' meetings of particular interest to CPF and FSL programming: Official languages, diversity and inclusion; Second-language learning and promotion, French immersion; and Protection and promotion of French.

We thank Lucie Lamoureux-Newson, CPF PEI Branch Executive Director, and Nicole Thibault, CPF Network CEO, for representing the Network on two panel discussions.

The current Action Plan was set to expire on March 31st 2023. On March 28, 2023, the Federal Government released the Budget 2023 which included over \$4 billion over five years for official languages, more than \$1 billion in new investments for the 2023-2028 Action Plan. It appears details of the new 2023-2026 Action Plan will be announced in April 2023.



Canada's Official Languages Day – September 8th, 2022

Once again, this year, the Linguistic Duality Network, which is made up of Canadian Parents for French, French for the Future and the Canadian Foundation for Cross-Cultural Dialogue, partnered with the Council of the Network of Official Languages

Champions to organize a virtual web event to mark and celebrate this important date throughout Canadian society. Formerly known as Linguistic Duality Day, this year's theme was "A Spotlight on Official Languages and Linguistic Dynamics". The event is open to the public and brings together public service employees, community stakeholders, youth and artists, among others! Canadians have been marking Linguistic Duality Day since 2009.



CPF ADVOCACY IN ACTION

CPF at the National Table for French as a Second Language

The NTFSL is a forum of the organizations and departments responsible for the delivery of FSL learning services across Canada. It is composed of 23 permanent members who meet twice a year and welcome observers, ad hoc members and resource people. The Table aims to discuss common issues related to learning FSL; to facilitate the sharing of information, expertise, winning practices and solutions; and to promote consultation and collaboration among its members. CPF National sits as a member at the Table and contributes by offering presentations to inform the group. In Fall 2022, CPF National offered two presentations:

- **Universal Program Access:** Sharing the CPF Advocacy Position, presentation with Betty Gormley, CPF ON Branch Executive Director, to review the purpose of the collected statistics with the Departments of Education and how CPF uses them in our advocacy role and how these may be helpful in setting “aspirational goals” to improving access to French programs for all students across Canada. We discussed how to improve the collection and the types of data available and increase collaboration with Statistics Canada.
- **Learning French in the Early Years:** For a Bright Bilingual Future! CPF National shared the findings of the CPF Advocacy Brief and its recommendations to help align different groups’ thinking as they submit proposals for French in the Early Years pilot projects.

CPF National Virtual Advocacy Event 2022 *Starting Early for a Brighter Bilingual Future*

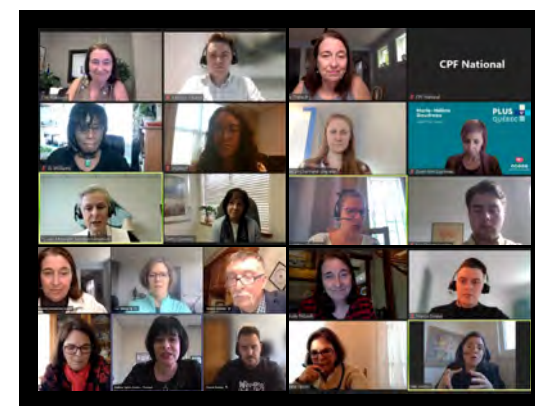
The Virtual Advocacy Event Portal opened on April 28th, and this year’s program included Greetings and a Toast from the Minister of Official Languages, Ginette Petitpas Taylor, the CPF National President, Derrek Bentley, and video presentations and web spreads on these topics:

- Learning French in the Early Years: CPF Advocacy-Oriented Research Brief 2022.
- *My Raison d’Être:* CPF Network FSL Teacher Recruitment and Retention Campaign.
- Meet the 2021 Recipient of the *Idéllo* National FSL Teacher Award sponsored by CPF National.
- *More French, S.V.P.!* Promoting French during Canada’s National Giving Day.
- Meet the *Concours d’art oratoire* winners 2021.

CPF featured two main partner sponsor groups: the University partners providing Concours Scholarships as well as the ACUFC Bursaries for FSL students.

CPF National continued the tradition of coordinating advocacy stakeholder meetings attended by Network leaders between April and June 2022.

CPF National led 24 virtual stakeholder meetings during this period, including with 4 Senators, 3 Cabinet Ministers and a Bloc Québécois MP for the first time. The meetings involved the participation of 54 CPF volunteer leaders or staff.



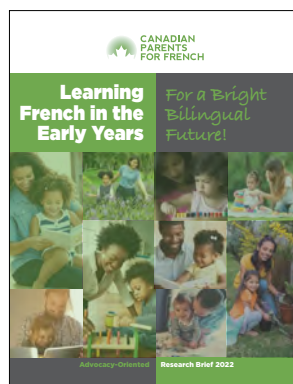
CPF ADVOCACY IN ACTION

French in the Early Years – For a Bright Bilingual Future! Advocacy-Oriented Research Brief April 2022

The new advocacy-oriented research brief was launched to coincide with the CPF Virtual FSL Awareness Event. The report was made available in both English and French on the CPF National website [here](#).

The CPF Brief reviewed current early language learning literature to support the value of introducing languages during the formative years before school starts. These main themes were featured: Benefits of early bi/multilingualism, Influence of at-home support for language learning, Daycare and pre-school centres having an impact on early language learning, Dual language programs supporting language learning, and Specialized training as essential for early childhood educators. The recommendations suggest to:

- Include learning French as a second or additional language within its early learning mandates.
- Increase investments in the inclusion and expansion of bilingual options for daycare and preschools.
- Prioritize and fund recruitment, training, and retention of early childhood educators, particularly those able to deliver service in French and English.
- Prioritize specialized training programs for early childhood educators with specialized pedagogical preparation to support early language learning.
- Launch public awareness campaigns about the importance of accessible, high quality early childhood education with options for language learning.
- Include FSL programming in planning, funding and policy related to early childhood learning.



French Footprints – French in the Early Years, New CPF Network Initiative!

An exciting new initiative got underway late in the 2022-2023 year focused on French in the Early Years, aimed to develop and disseminate evidence-informed resources, provide training opportunities to increase capacity and confidence to deliver early French language learning by individuals who are not fluent in the language, and to pilot virtual family French learning programming.

In partnership with Families Canada, the national association of family support centres, with a network of over 500 community organization members and frontline family service workers across Canada, CPF is developing an online Training Portal for early-childhood educators/ practitioners. The self-paced learning courses led by Madame Amy of the 123 Petits Pas virtual learning approach, also include podcasts, videos, and resource lists to support practitioners. This portal will be accessible via the Families Canada website.

Additionally, an on-line Parent Support Resource Hub will be created on the CPF website to offer key information and tools for English-speaking parents, to take on activities in French at home with their pre-school children. Participating families will have access to virtual learning opportunities, and Bébé bilingue resource kits. CPF Chapters will have access to micro-grants to support additional early learning activities in their communities.

We look forward to sharing more news on this new initiative!



CPF ADVOCACY IN ACTION

FSL Teacher Recruitment and Retention Initiatives

My Raison d'Être National Awareness Campaign

Throughout the year, CPF National has coordinated a very successful digital and outdoor public advertising campaign to support FSL Teacher Recruitment and Retention focused on real stories from real teachers, the positive impacts of a career in teaching and teaching French in particular.

Three photoshoots took place to capture the authentic motivational stories of FSL teachers in all regions of the country - in Atlantic Canada during the summer, and in Western Canada and Ontario during the fall. These were in addition to two previous sessions completed in Central Canada in the previous year.



In addition, CPF participated as an exhibitor in two major language teacher conferences – the ACPI Conference in November 2022 in Ottawa and the CASLT /OMLTA conference in March 2023 in Toronto.

The feedback from delegates about the interactive campaign photobooth opportunity was tremendous!

It was wonderful to see so many smiling teacher faces, feeling validated for their important contributions in supporting official languages bilingualism in Canada.



CPF ADVOCACY IN ACTION

National FSL Teacher Award 2022

Since 2020, CPF has been the title sponsor of the *Idéllo* National prize category to recognize a FSL Teacher in an English School in Canada. The prize recognizes dedicated teachers committed to their students, working in French immersion, core French, and extended French programs as part of the *IDÉLLO* National Awards which is a celebration of the Francophonie across Canada and a token of appreciation for the work accomplished by teachers to bring the French language to life across the country.

Congratulations to this year's deserving recipient announced on November 15th 2022.

The 2022 award recipient is madame Tanya Campbell, core French teacher at Mary Jane Shannon and Lena Shaw Elementary Schools in Surrey, BC.

Tanya's zest for life, generosity, and dedication to the power of nature set her apart from the other nominees. Watch the VIDEO [here](#)



CPF Network FSL Teacher Awards Brochure 2020-21

Canadian Parents for French recently published a brochure celebrating outstanding FSL teachers across Canada. On behalf of the entire CPF Network, we thank them for all that they do!

CPF National is encouraging all CPF Branches to recognize FSL teachers and champions in their respective regions. We will continue to share the names of CPF Branch award recipients by expanding this brochure to tell their unique impact stories.

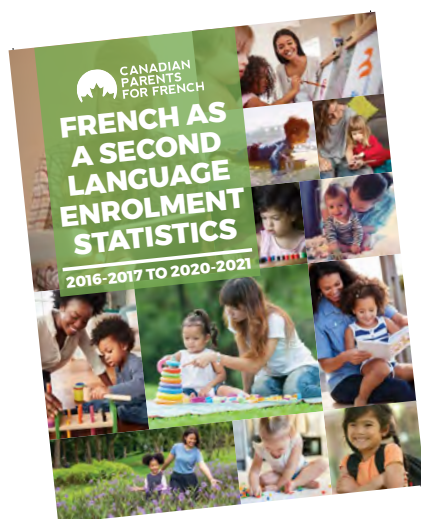


CPF ADVOCACY IN ACTION

Equitable Access to FSL Programs

French as a Second Language Enrolment Statistics for the 2020-2021 School Year

This document published every year provides a quick analysis of national trends of enrolment in FSL programs, the data is presented by province/territory and by type of FSL program. The statistics reflect the period from September 2020 to June 2021, as it compiles data collected directly from ministries of education from across the country which report after the end of the academic year. The publication depends heavily on the cooperation of the Departments of Education. This year the document was published in November 2022. A media release was distributed for promotion on December 1st, 2022



CPF Network-Wide Letter Writing Campaigns

The CPF Network supported three advocacy letter writing campaigns this year. In spring 2022, the CPF Marystown Chapter (Burin Peninsula, Newfoundland and Labrador) reported pending cuts by the NL Department of Education to their French Immersion program in the fall 2023. Letters of concern were sent to the Premier and Minister of Education, a meeting was coordinated with the Commissioner of Official Languages, Raymond Th  berge, and a public letter writing campaign was launched in late May 2022 and ran through to early September 2022. **Thanks to CPF members across Canada, the Minister of Education received 600 letters in protest of that decision, directly in his mailbox!**

In September, CPF National launched the next letter writing campaign, this time to ask each Member of Parliament to support Bill C-13 to modernize the Official Languages Act as for the first time, this proposed amendment includes explicit recognition to help ensure all Canadians (language rights and non-rights holders) can learn French and address barriers that limit equitable access to quality French learning programs.

In October 2022, the CPF Network supported CPF NB Branch as they reported the NB Department of Education intended plan to cut their Provincial French Immersion program as of the Fall 2023. CPF National office offered financial support as well as staff support in writing and sharing NB Branch media releases and social media posts, completing interviews in French and acted as liaison to staff of the Federal Minister and the Commissioner of Official Languages. **A Network-wide public letter writing campaign was launched in mid-October 2022 to end in January 2023. At it's end, 1,200 letters were sent in protest of this plan.** The CPF Network involved its members, partners and other stakeholders in this issue, as the crisis in New Brunswick transcended the province and it became a matter of interest for the whole country. Overall, the result was positive, with the reversal of plans by the provincial government announced in late January with the registration for kindergarten underway for September 2023. CPF continues to monitor the communications shared by the NB Department of Education.



CPF ADVOCACY IN ACTION

CPF in the Media

The CPF Network Strategic Plan recognizes the importance of increasing the general public's knowledge and understanding by sharing current, relevant and fact-based information. A priority is set to build relationships and coordinate with the media as key partners to highlight our common stories and positions.

CPF National works closely to support CPF Branch volunteers and staff in developing skills in media relations by offering Branch support in both editing and writing media releases or articles as requested, as well as responding to requests from a variety of media outlets. **This year, in collaboration with CPF Ontario, CPF National supported the writing of an article that was featured within the Global Heroes insert published by the Toronto Star.**

Each year, CPF National publishes media releases about our programs as well as to mark key dates in recognition of World Teachers' Day, International Day of the Francophonie and International Volunteer Day, as well as to state our support for government actions benefitting FSL learning such as welcoming the strengthened language within the Bill to modernize the Official Languages Act. This year, media interviews featured our National FSL Teacher Award Recipient, our French in the Early Years initiative and our *Concours d'art oratoire* winners in newspapers such as *La Liberté* (Manitoba), *Le Droit* and *Journal Le Nord*, as well as stories on French traditions such as *la Galette des Rois* in the *Ottawa Business Journal*.

Young Bilinguals Make French in Canada Thrive

There are many reasons to support bilingualism: our two official languages are a fundamental element of the Canadian identity. English and French are part of our society, our culture and our history; both languages are also a tool of inclusion as it allows new immigrants to fully integrate into their new country. And the list goes on!

A vast majority of Canadians support official bilingualism and the Official Languages Act, as published recently in a survey by the Office of the Commissioner of Official Languages. In Ontario, year after year, parents look to enroll their children in a French as a second language (FSL) program. French immersion, for instance, is proven to be a successful path to bilingualism. Enrollment in this program has been growing steadily at an average of 5.3 per cent per year.



programs, as there are not as many available spaces as there is demand. Organizations like Canadian Parents for French Ontario (CPFO) have been advocating and working for more than 40 years for universal access to ensure every Canadian has the opportunity to learn French and has access

As of the 2020-2021 school year, there are more than one million students enrolled in a FSL program in Ontario. About a quarter of these students – approximately 250,000 – are enrolled in French immersion. This program, delivered by English school boards, provides the highest



On March 28, 2023, Canadian Parents for French Network CEO, Nicole Thibault's contributions to the advancement of French as a second language education in Canada were recognized with her investiture as a Knight (*Chevalier*) in the *Ordre des Palmes académiques* bestowed by the French Republic as one of the oldest civil honours. The order is an honour that recognizes excellence in teaching and promotion of the French language and culture. The honour was awarded by His Excellency, the Ambassador of France to Canada, Mr. Michel Miraillet, in an official ceremony held at the Embassy of France in Ottawa. The ceremony was attended by colleagues, CPF leaders, staff and partner organizations as well as her spouse and children.



CPF ADVOCACY IN ACTION

CPF Communications, Web and Social Media Metrics

CPF Magazine continues to be a mainstay in sharing articles, important official languages findings and news with our CPF members. Our partners appreciate the valuable vehicle to share their new products and offer updates to interested readers. We have featured the Office of the Commissioner of Official Languages, *Portail linguistique*, *Idéllo*, Let's Talk Science, and Ducks Unlimited.

We publish 3 issues per year, reaching 9,000 online subscribers, and distributing 1,750 print copies. Starting with the Spring 2022 edition we have been including an Advocacy Worksheet for our members.

Spring – May 2022:

- Dyslexia in French Immersion: Believe It or Not, it is Still Okay
- Celebrating 41 years of French Immersion in the Yukon!
- Meet the Parents Where They Are: Culturally Responsive Approaches to Family Engagement

Fall – September 2022:

- Perceptions of French Immersion in British Columbia
- Postsecondary Studies in French. They made it!
- Adventures in Language Learning: Gamifying French Immersion
- Foster the Love of Reading in French at Home, with the Boukili App!

Winter – February 2022:

- Advocacy in Action: Saving French Immersion in New Brunswick
- Literacy through Food Storytelling
- Trilingual Me, Celebrating Multilingualism



"I enjoy receiving the virtual copy of the CPF Magazine. It helps to inform me on what is happening around French across Canadae."

– Member, Newfoundland & Labrador

"I hope all is well with you and everyone at CPF as well. I used this article I wrote as part of a writing portfolio that has gotten me a position as staff writer for one of McGill's international relations journals."

– Eric, CPF Summer Student

CPF National April 1, 2022- March 31st, 2023

Number of users	59,428
Number of sessions	87,743
Number of page views	453,818
Number of Twitter followers	3,337
Number of Twitter impressions	92,000
Facebook Page likes	7,067
Total Facebook Reach	237,881*
Facebook Engagement	516,684

*Includes paid posts

CPF QCNU April 1, 2022- March 31st, 2023

Number of users	3,599
Number of sessions	5,233
Number of page views	20,186
Number of Twitter followers	N/A
Number of Twitter impressions	N/A
Facebook Page likes	1,097
Total Facebook Reach	30,434
Facebook Engagement	322

CPF ADVOCACY IN ACTION BY THE NUMBERS



1 CPF Virtual Advocacy Event

24

Meetings with Stakeholders

54

by Network Staff and Volunteers



1

National Digital Media and Outdoor Advertising Campaign



1

National FSL Teacher Award Presented (2022)



3

Advocacy Support Resources Published



3

Advocacy Letter Writing Campaigns



12

Media Releases by CPF National

5

Support to CPF Branches

7

Media Interviews

2

Media Mentions

1,800

Letters Sent



20+

Existing Partners

5

New Partners with Joint initiatives

CPF NETWORK: BUILDING LEADERSHIP EXPERTISE BY THE NUMBERS



8

National Board and Special Meetings



5

Network, National Education or Training Sessions

+2

Sets of

9

National Committee Meetings

46

Attendees at National AGM, August 2022

56

Attendees participating on behalf of Branches

10

Consultation Interviews

CPF NETWORK: BUILDING LEADERSHIP EXPERTISE

The Canadian Parents for French National Board has led important discussions in the light of removing barriers, valuing the lived experiences of others and outreach to underrepresented communities. They set clear Governance Priorities and Advocacy Priorities for the year 2022-2023 discussed at each of the 4 in-person and 4 virtual Board meetings. Along with the Standing Committees for Bylaws and Nominations, an Advocacy Research Working Group and a Philanthropy/Revenue Diversification Working Group were established and met at least three times over the year.

CPF Network Governance Priorities 2022-2023

- Diversity, Equity, and Inclusion in Succession Planning
- Governance / Operational Restructuring for Equity and Optimizing Opportunities for Network Collaboration
- Membership Engagement & Philanthropy (Donorship) – Pilot of New Models and Revenue Diversification
- Impact Delivery – Technology Innovations, Advocacy and Programming across the Network

CPF Network Advocacy Priorities 2022-2023

- Passing Modernized Official Languages Act – Bill C13
- Inclusion of FSL in New Action Plan for Official Languages 2023-2028
- French Learning in the Early Years
- Equitable Access to FSL Programs / Addressing the FSL Teacher Shortage

CPF National Annual General Meeting August 2022, in Edmonton, Alberta

On Sunday, August 21, the 46th Annual General Meeting for members was completed with 41 members attending in person and 5 attending virtually. At the end of the business portion of the meeting, this year's CPF National Awards of Recognition were remitted to the three deserving recipients. The election of Ms. Salma Al-Saquaf of Calgary, Alberta, to the National Board of Directors, was announced as was the re-election of Derrek Bentley and Kate Peters as President and Vice-President, respectively. Sincere thanks were extended to Dr. Richard Slevinsky (AB) and to Past President Nancy McKeraghan (ON) for their terms on the National Board of Directors.

- **Derrek Bentley**
– President
- **Kate Peters**
– Vice President
- **Dr. Wendy Carr**
- **Diane Tijman**
- **Larry Vaters**
– Treasurer
- **Salma Al-Saquaf**
– New Director to the Board as of August 2022

CPF National Board of Directors 2022-2023



Derrek Bentley



Kate Peters



Dr. Wendy Carr



Diane Tijman



Larry Vaters



Salma Al-Saquaf

CPF NETWORK: BUILDING LEADERSHIP EXPERTISE

CPF Optimizing Opportunities for Collaboration Governance Review Exercise

CPF National engaged strategic advisor, Yves Savoie, in 2022 to guide a consultation process to hear from CPF Branches and explore the ways in which we collaborate currently, to make Branches aware of some of the current pilots that are being tested, and how we might build for the future. The yearlong process allowed us to explore how to increase our performance via measured indicators in correlation to investment, to look ahead with fresh eyes, open minds and consider how we can amplify our impact and optimize the ways in which we collaborate. It set the stage for the establishment of the CPF Network Affiliation Agreement to clarify the relationship between CPF National and Branches.

A preliminary discussion paper was circulated in April 2022 to set the direction of conversations, 23 participants attended the virtual launch meeting; it was followed by 10 meetings with respective Branches in May and June, and the summary report was shared in July, in time for in-depth discussion at the CPF Network Leaders Event in Edmonton, in August 2022. A virtual wrap-up meeting with the strategic advisor took place on September 15th, to review the big ideas having surfaced in the report and the pathways proposed for moving forward in the broader context of the rapidly changing landscape in which we work. Thank you to the 35 Network leaders and staff that participated in the meetings.



CPF Leaders Networking Event August 2022 in Edmonton, Alberta

'**Optimizing Opportunities for Collaboration**' was the theme for the CPF Leaders Networking Event program. The 40 participants reviewed in detail the preliminary report, Summary Report : Key Informant Interviews, received from the strategic advisor and completed a SWOT exercise for better understanding our partners, our competitors, and funder expectations. Time for working groups allowed leaders to consider different organizational structural models and the importance of embracing technological advances to engage our members and to mitigate organizational risk. A Branch strategic plan midpoint review exercise was completed considering progress made on strategic priorities, the tactics necessary for success by 2025 and how best to move forward during our upcoming funding cycle 2023-2026. In the words of Jim Collins, the discussions launched us on a journey from 'Good to Great.' All CPF Branch Leaders looked ahead with fresh eyes, open minds and considered actions on how we could amplify our impact and optimize the ways in which we collaborate.

The CoED and CDO Education and Peer Exchange Meetings

were scheduled to take place with a hybrid model, in person from Edmonton, AB, as well as accessible via Zoom for virtual attendance. CPF staff set Network collaboration priorities in the areas of Communications and Outreach, People Support, and Youth and Member Program Support.





CPF NETWORK: BUILDING LEADERSHIP EXPERTISE

CPF Network Affiliation Agreement Re-imagining CPF 2.0

In August 2022, CPF National received a clear mandate by all CPF Branches to pursue the formalization of a CPF Network Affiliation Agreement as we strive to increase our CPF Network impact and optimize opportunities for collaboration. CPF National was encouraged to retain Yves Savoie to complete this exciting next phase of the reimagining of our CPF Network. The duration of the agreement will be aligned with the timeframe of the core program funding contribution agreement, April 2023 to March 2026. The Agreement aims to formalize the roles and obligations of the parties to the Agreement (the backbone organization and all Branches) while making explicit ways to deepen our collaboration.

A detailed agreement was circulated for Branch feedback in winter 2023. The Agreement includes clear parameters to improve decision-making effectiveness and ensuring consistency of practices in areas which involve significant risk and costs related to isolated instances of non-compliance. These mechanisms reflect the need for networked organizations to be better equipped to satisfy public and funder expectations. It also proposes a mechanism to protect the intellectual property of CPF including our common name and logo and the name and logo of key pan-Canadian initiatives. The legal tool used to do this is a license agreement which is in a separate schedule to the Agreement.

The strategic consultant prepared a brief video recorded session to guide Branches in their understanding of the document and to support their discussions. A virtual session to walk through the document and reply to questions is being scheduled for April 2023. A final version, incorporating Branch feedback will be shared, allowing CPF Branches to sign the agreement at their convenience, up until June 30th, 2023.

Transformed Approaches to CPF Membership

Part of the strategic advisor's work was to propose a new CPF membership structure with a goal of increasing direct member engagement using a digital member/donor strategy. This digital member/donor strategy will be elaborated further through consultations with Branches and Chapters in the 2023-2024 fiscal year with the goal of increasing member engagement and fundraising income.

A membership and chapter structure work team will be established to guide the pilot process for a 'transformed approach for CPF membership, chapters, and digital fundraising' to be shared in spring 2024, for a summer launch and fall implementation.

Beyond the Network Affiliation Agreement

The signing of the Affiliation Agreement will be but a first step in the reimagining of our Network. Work on the Affiliation Agreement has uncovered the need to complete a review of CPF bylaws. We appreciate the time and high level of commitment of the CPF Leaders involved in this process. We look forward to completing this initial formalization phase which will allow us to direct our attention outward, increasing our CPF Network impact to champion the opportunity to learn and use French for all those who call Canada home.

CPF NETWORK: BUILDING LEADERSHIP EXPERTISE

Network Learning and Training Opportunities

CPF National offered several in person and virtual education opportunities for CPF Network leaders, staff and volunteer leaders throughout the year. Sessions were led by experts in the field to address updates to our policies in areas such as respectful workplace and diversity, equity and inclusion. For each session, there were 20+ participants engaging in the opportunity.

- A session called, **Creating Respectful and Inclusive Workplaces - Part 2**, was presented by Robin Turnill, HR Consultant, Pivot HR Services in April.
- To ensure understanding of the Report on CPF and Diversity, Equity and Inclusion and establish next steps, an interesting recorded session, **Building Diverse and Equitable Nonprofit Boards: A Panel Discussion** was shared via Senator Ratna Omidvar's website as well as additional resources to enrich the understandings.
- Two meetings with the governance advisor, an introductory meeting in April and a follow up meeting for next steps in September 2022.

CPF Partnerships

CPF National continues to collaborate with key like-minded organizations, participating in joint projects, participating in consultations, and helping support a strong voice for linguistic duality and official languages bilingualism across Canada. Such as our support for the Idéllo National Prize; initiating the development of the Early Years Training Portal with Families Canada; locating the CPF QCNU office space within the Blue Metropolis offices; and, initiating virtual programming with les Editions 400 coups.

CPF National attends many events in support of our partners, whether the launch of *Les Rendez-vous de la Francophonie* each March, *la fête de la Bastille* on July 14th each year, or in celebrating the 25th anniversary of French for The Future.



PCH Review of CPF Governance, Communication, and Accountability Processes

In spring 2022, CPF was informed that *Patrimoine Canadien/Canadian Heritage*, as our major funder, would conduct a review of processes with the CPF National office and a sampling of 3 CPF Branch offices – CPF NB Branch, CPF NWT Branch and CPF MB Branch were selected. The questionnaire was circulated in November 2022 and the selected CPF offices were requested to reply and provide supporting documents by mid-January 2023. The questionnaire has been shared with all Branch Executive Directors for their information. Interviews with the 3 Branches and National office have been completed and as of March 2023, the draft review report is in development.

While such exercises are time-consuming, they offer an excellent opportunity to remind our organizational leaders of the importance of strong oversight roles, of regular review of risk management practices to continue to ensure a strong, equitable and resilient CPF Network. We encouraged each Branch to review the questionnaire as an opportunity to discuss considerations to improve oversight and accountability practices.

Once the Final Report is received, it will be shared with the whole CPF Network, considering informing next steps to clarify expectations and improve our overall processes and practices.

BY THE NUMBERS

2022-2023 FINANCIALS

Revenue

PCH Core Program Support	1,229,896
Projects or Other Support	682,052
Membership Fees	12,142
Donations	11,369
Other Revenue (product sales, advertising, rent, contracts)	101,190
Total	2,036,649

Expenses

Salaries	784,734
Honoraria	294,585
Travel & Accommodation	192,975
Publicity	375,575
Operational Costs	204,133
Other	129,804
Total	1,981,806

Approximately 1/4 of the CPF National Core Budget is allocated for support to CPF Branches (administrative, insurance, legal, financial, and human resources support). In 2022-2023 the amount equalled \$299,864.

CPF National acknowledges the important financial support we receive from the Government of Canada.

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

Canada

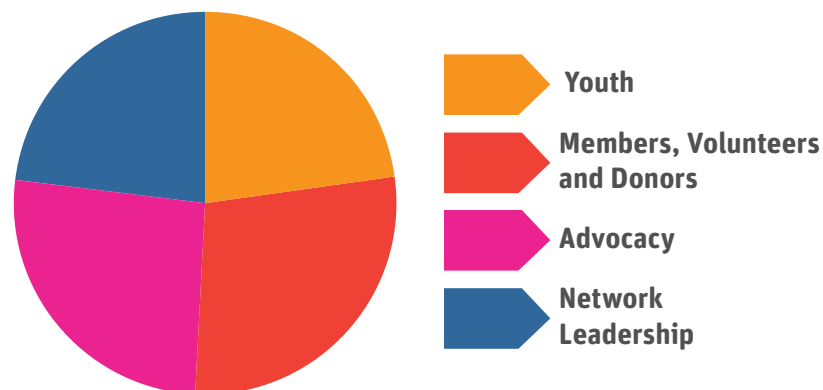
CPF National Office Statement of Operations

Revenue	2,036,649
Expenses	1,981,806
Excess or deficiency of revenue over expenses for the year	54,843

Expenses broken down into the pillars

% Youth	23%
% Members, Volunteers and Donors	28%
% Advocacy	26%
% Network Leadership	23%
Total	100%

Spending By Pillar



LOOKING FORWARD

MID-POINT CHECK-IN ON CPF NETWORK STRATEGIC PLAN 2020-2025

Pillar A.
Increasing
FSL Youth
Access and
Participation

Pillar B.
Building Member,
Volunteer
and Donor
Engagement

Pillar C.
Advocating
for Universal
Access to
Programs

Pillar D.
Building
Leadership
Expertise



In the last year, we have made important progress in building common baselines and pursuing opportunities to deepen our network collaboration in the creation of the CPF Network Affiliation Agreements. These agreements will propel us forward into creating stronger connections as a pan-Canadian organization clarifying the backbone role for CPF National and allowing CPF Branches to focus on relevant programming and advocacy in their respective jurisdictions.

We are continuing our work to better distribute our resources, both human and financial, to support a safe, equitable workplace and clearly outline role expectations, for both volunteer leaders and staff, across the organization.

Our reflections on transforming our approaches to membership and donorship will strengthen our outreach efforts with members, volunteers and donors alike.

CPF is taking a leadership role in advocacy as we await the release of the next Action Plan for Official Languages and the final passing of the newly modernized Official Languages Act. Both can have positive impacts on CPF achieving its mandate to increase equitable access to French second language learning for all those who call Canada home.

The Canadian Parents for French National Board has a vision for a strong, equitable and resilient Network, focused on building shared leadership, supporting engaged membership and volunteers, and delivering relevant, quality programming to parents and youth learning and using French.

Nicole Jubault



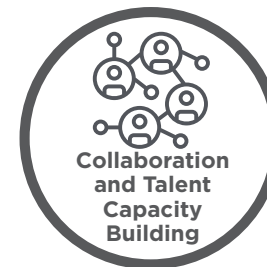
Network Brand
Vitality and
Growth



Attraction,
Engagement and
Retention



Communication,
Relationship
Building and
Storytelling



Collaboration
and Talent
Capacity
Building

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**

Network CEO	Nicole Thibault
Network Director of Operations.....	Cathy Stone
Network Director, Finance.....	Sylviane Pichardie
National Manager, Communications, Projects & Government Relations.....	Marcos Salaiza
Network Manager, Human Resources	Debbie Powers
Network Manager, IT Services.....	Jon MacDougall
Network Coordinator, Member, Volunteer, Donor Services	Marin Hawley
Network Coordinator, Member, Branch & Office Support	Debbie Murphy
National Coordinator, QCNU Project	Megan Chartrand
National Coordinator, Virtual Tutoring Program	Ruhi Kalia
Network Administrator, Human Resources	Joe ElHajj
Network Webmaster	Shannon Downey

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CONNECT WITH US!
 @CanadianParentsForFrench
 @CPF

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.

