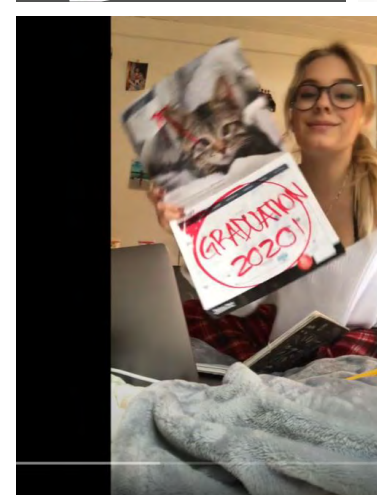
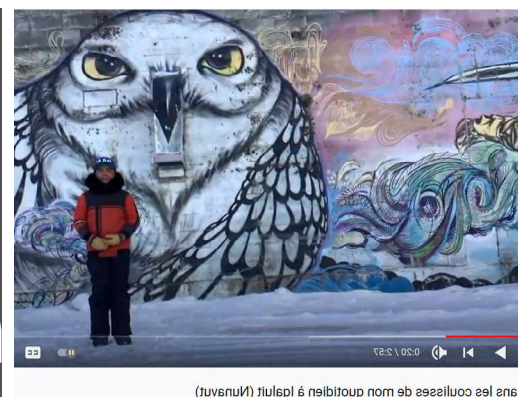




CANADIAN
PARENTS
FOR FRENCH



Network Summary Report 2020-2021

About Us

Canadian Parents for French 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, Canadian Parents for French has evolved into a proactive national Network with 11 Branch and Offices and 144 Chapters in communities nationwide.

Canadian Parents for French is a nationwide, research-informed, volunteer organization that represents 34,000 members across Canada and champions the opportunity to learn and use French for all those who call Canada home.

Our professional staff is governed by committed volunteer leaders serving on our Board of Directors, standing and ad hoc committees and working groups. Our programming and activities are complemented by countless local community volunteers working hard to organize and deliver engaging opportunities for young people to learn and use French. With this vast Network spread across the country, there is a wealth of information to be shared about our accomplishments as we transform the face of bilingualism in Canada – one child at a time.

About this Report

The Canadian Parents for French Network Summary Report shares the impact of the CPF Network working collaboratively to achieve our mandate across Canada.

It is the responsibility of CPF National to report on our progress yet this reporting relies heavily on the mutual cooperation of the individual CPF Branches and indirectly, the CPF Chapters, their willingness to share their impact data and their reports on results.

This collaboration enables us to compile a snapshot that reflects our progress on the commonly monitored performance indicators as identified in our CPF Network Strategic Plan 2020-2025.

The numbers gathered and shared here draw from the individual Branch Annual Performance Reports or their Report on Results to the funder and the National and Quebec Nunavut Office Annual Performance Report for the year 2020-2021. We believe these clearly demonstrate the return on investment expected that contributes to the achievement of long term results across Canada as a whole. We are proud to offer a snapshot of the amazing work that is being done all across the country, each and every day!

We remain ever thankful to our funders, sponsors, partners and collaborators and we look forward to working with them to ensure all those who call Canada home have equitable access to quality French second language learning opportunities.

.....

CPF National recognizes the important financial support we receive from the Government of Canada through the Department of Canadian Heritage (Enhancement of Official languages Branch).

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

Canada

NETWORK STRATEGIC PILLARS

Mission

To further bilingualism by promoting and creating opportunities for youth to learn and use French.

Vision

A Canada where French and English are an integral part of daily life.

Network Impact

- > Optimize value to members and stakeholders
- > Inform and influence decision makers
- > Increase our capacity to innovate and mobilize

CPF Network Position Statements

Issues related to French as a Second Language (FSL) education practice, policy, and/or professional development:



**Universal
Access**



**Effective
Programs**



**Recognized
Proficiency
Levels**



**Leadership
Accountability**

Strategic Priorities

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

SUMMARY *By the Numbers*

2025 Targets

2020-2021 Results

2022-2023 Targets

YOUTH



367

YOUTH EVENTS,
ACTIVITIES

42,551

YOUNG PEOPLE REACHED



500+

YOUTH EVENTS,
ACTIVITIES

85,000

YOUNG PEOPLE REACHED

MEMBERS VOLUNTEERS DONORS



167

PARENT / FAMILY
EVENTS, ACTIVITIES

5,980

PARENTS / ADULTS
REACHED



1,323

ACTIVE REGISTERED
VOLUNTEERS

341

VOLUNTEERS
RECOGNIZED



109

ACTIVE CHAPTERS /
TEAMS



200+

PARENT / FAMILY
EVENTS, ACTIVITIES

15,000

PARENTS / ADULTS REACHED



1,000

ACTIVE REGISTERED
VOLUNTEERS

250+

VOLUNTEERS
RECOGNIZED



100+

ACTIVE CHAPTERS /
TEAMS

ADVOCACY



261

PARTNER ADVOCACY
MEETINGS & EVENTS

124

EXISTING
PARTNERSHIPS

16

NEW
PARTNERSHIPS



223

MEDIA RELEASES,
INTERVIEWS & MENTIONS



150+

PARTNER ADVOCACY
MEETINGS & EVENTS

60+

EXISTING
PARTNERSHIPS

30+

NEW
PARTNERSHIPS



125+

MEDIA RELEASES,
INTERVIEWS & MENTIONS

ORGANIZATION LEADERSHIP EXPERTISE



217

MEMBERS
ATTENDING
AT AGM

14

COED AND COP
MEETINGS ATTENDED
BY BRANCH LEADERS

102

LEARNING
OPPORTUNITIES (STAFF
& BRANCH BOARD)



119

ACTIVE
DONORS

MEMBERSHIP
RETENTION RATE

35%



300+

MEMBERS ATTENDING
AT AGM

100+

LEARNING
OPPORTUNITIES (STAFF
& BRANCH BOARD)



200+

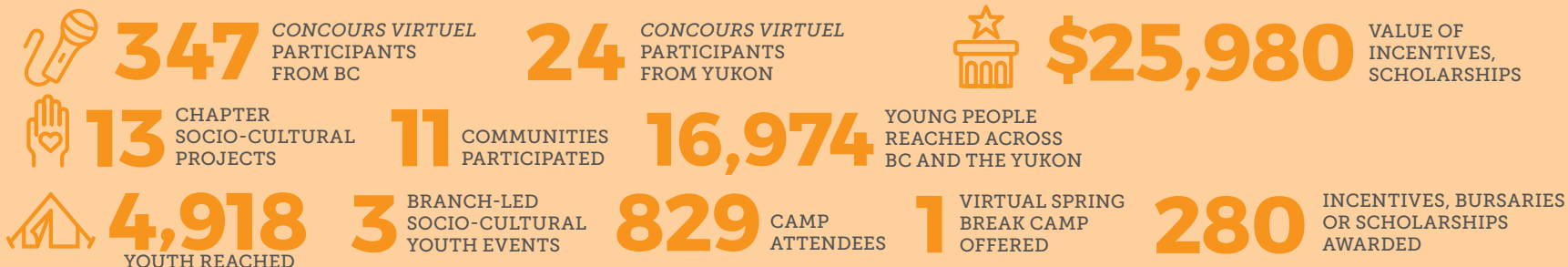
ACTIVE
DONORS

MEMBERSHIP
RETENTION RATE

45%

CPF BC & YUKON *By the Numbers*

YOUTH



MEMBERS VOLUNTEERS DONORS



ADVOCACY



ORGANIZATION LEADERSHIP EXPERTISE



CPF ALBERTA & NORTHWEST TERRITORIES *By the Numbers*

YOUTH



320

LITERACY
ACTIVITIES

2,463

YOUTH
PARTICIPANTS



4

VIRTUAL CAMP
SESSIONS OFFERED/
SUPPORTED

1,200

YOUTH CAMP
PARTICIPANTS



80+

PARTNER EVENTS
SUPPORTED



28

INCENTIVES, BURSARIES
OR SCHOLARSHIPS AWARDED

\$1,300

VALUE OF INCENTIVES, SCHOLARSHIPS

MEMBERS VOLUNTEERS DONORS



2,448

NEW
MEMBERS



4

VOLUNTEER
APPRECIATION
EVENTS



162

VOLUNTEERS

5

ACTIVITIES FOR
VOLUNTEERS

4,044

VOLUNTEER
HOURS



5

PARENT / FAMILY
EVENTS, ACTIVITIES

12

VOLUNTEERS
RECOGNIZED

135

PARENTS/ADULT
PARTICIPANTS
REACHED



4

VIRTUAL MEETINGS
WITH CHAPTERS /
OUTREACH

29

ACTIVE
CHAPTERS
OR TEAMS

ADVOCACY



11,386

INQUIRIES
FIELDIED



6

PARTNER
VIRTUAL
EVENTS

10

EXISTING
PARTNERS

8

JOINT
INITIATIVES



5

EDUCATION, STAKEHOLDER
EVENTS, MEETINGS



3

VIRTUAL BRANCH
ADVOCACY
EVENTS

34

STAKEHOLDER
MEETINGS OR
ACTIVITIES



10

MEDIA RELEASES
& OPEN LETTERS

204

STAKEHOLDER/
INDIVIDUALS REACHED

12

MEDIA
INTERVIEWS

12

NEWSLETTERS

3,449

TOTAL RECIPIENTS

ORGANIZATION LEADERSHIP EXPERTISE



4

LEARNING OPPORTUNITIES
(STAFF AND BRANCH BOARD)

32

ATTENDEES AT BRANCH AGM

7

BRANCH BOARD AND
SPECIAL MEETINGS

8

COMMITTEES

22

ACTIVE
DONORS

CPF SASKATCHEWAN *By the Numbers*

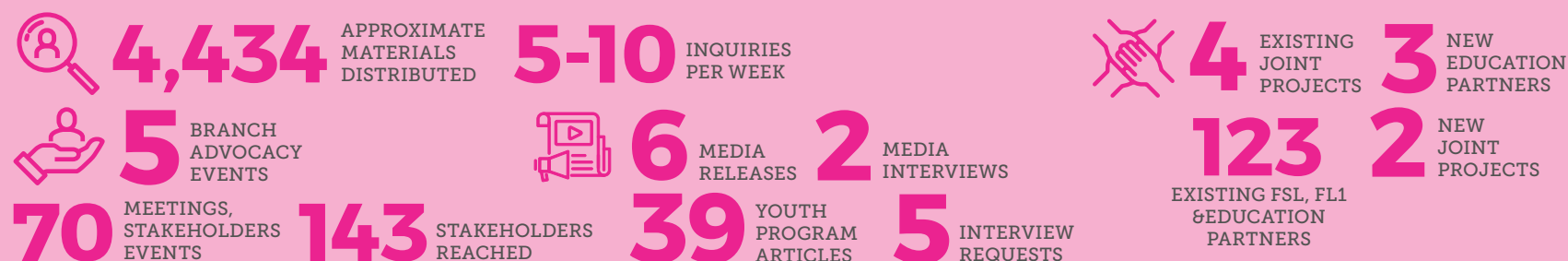
YOUTH



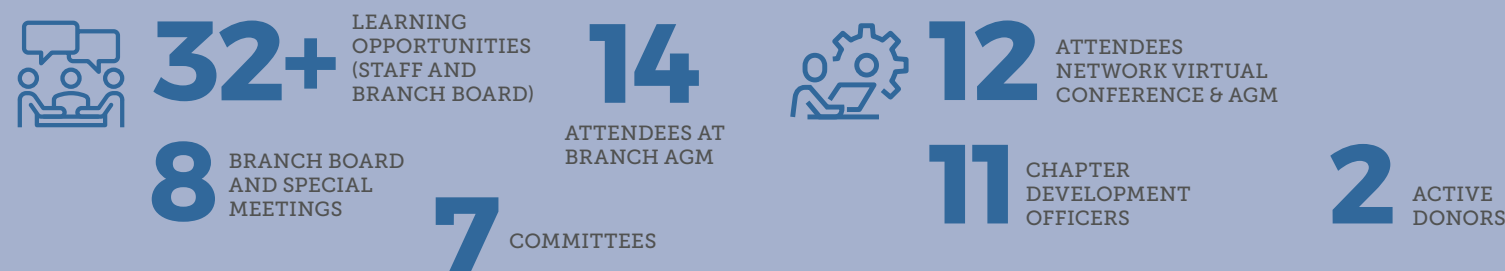
MEMBERS VOLUNTEERS DONORS



ADVOCACY



ORGANIZATION LEADERSHIP EXPERTISE



CPF MANITOBA *By the Numbers*

YOUTH



MEMBERS VOLUNTEERS DONORS



ADVOCACY



ORGANIZATION LEADERSHIP EXPERTISE



CPF NEWFOUNDLAND & LABRADOR *By the Numbers*

YOUTH



25

STUDENTS PARTICIPATED IN CONCOURS VIRTUEL

3

JUDGES WERE RECRUITED FROM NEWFOUNDLAND AND LABRADOR



70

CLASSES WERE REACHED WITH OUR KAHOOT CHALLENGE



2

VIRTUAL WELLNESS PRESENTATIONS TO GRADE 8 AND 9 FRENCH IMMERSION STUDENTS



17
6

APPLICATIONS RECEIVED IN 2020 FOR PROVINCIAL AWARD CATEGORIES

PRIZES AWARDED

5,667

STUDENTS PLAYED THE GAME THIS MANY TIMES

18

FRENCH LEARNERS TOOK PART IN THE O'POESIE COMPETITION

MEMBERS VOLUNTEERS DONORS



1,396

NEW MEMBERS IN APRIL 2020

+331

INCREASED MEMBERSHIP FROM 2020 TO 2021

1,727

NEW MEMBERS IN APRIL 2021



7

PARENT/FAMILY EVENTS

ADVOCACY

ORGANIZATION LEADERSHIP EXPERTISE



4
13

MEETINGS OF THE ATLANTIC BRANCHES 2020-2021

BRANCH BOARD & SPECIAL MEETINGS

10

ATTENDEES AT BRANCH ANNUAL GENERAL MEETING

CPF NEW BRUNSWICK *By the Numbers*

YOUTH



88

STUDENTS PARTICIPATED
IN CONCOURS VIRTUEL



14
2,000

SOCIO-CULTURAL
YOUTH EVENTS

YOUNG PEOPLE
REACHED

MEMBERS VOLUNTEERS DONORS



2,393

MEMBERSHIP INCREASE FROM
MARCH 2020 TO MARCH 2021



3
33

PARENT/FAMILY
EVENTS

PARENTS/ADULT
PARTICIPANTS REACHED

ADVOCACY



209

INQUIRIES



21

PARTNERSHIPS



20

PARTNER
ADVOCACY
MEETINGS /
EVENTS

5

PARTNER
EVENTS

6

JOINT
INITIATIVES



8

MEDIA
RELEASES

1

MEDIA
MENTION

5

INTERVIEWS

ORGANIZATION LEADERSHIP EXPERTISE



18

VIRTUAL WEBINARS /
MEETINGS ATTENDED

15

ATTENDEES AT
BRANCH AGM

1

SPECIAL BOARD
MEETING ON BYLAWS

CPF NOVA SCOTIA *By the Numbers*

YOUTH



110

SOCIO-CULTURAL
YOUTH EVENTS

3,023+

YOUNG PEOPLE REACHED



4

PARTNER EVENTS
SUPPORTED



25

VIRTUAL CAMP
& WORKSHOP
SESSIONS OFFERED /
SUPPORTED

165

YOUTH
PARTICIPANTS

MEMBERS VOLUNTEERS DONORS



2,611

MEMBERS
IN 2021



64

VOLUNTEERS

6

ACTIVITIES FOR
VOLUNTEERS

615

NEW
ORGANIZATIONAL
MEMBERS



3

VOLUNTEERS
RECOGNIZED

500+

VOLUNTEER
HOURS

204

NEW INDIVIDUAL
OR FAMILY
MEMBERS



11

PARENT/FAMILY
EVENTS/
ACTIVITIES

4,000+

FAMILIES
PARTICIPATED



4

ACTIVE
CHAPTERS
OR TEAMS



12

E-BULLETINS
TO MEMBERS

6,616

NEWSLETTER
SUBSCRIBERS

ADVOCACY



5

INFO BOOTHS/
PRESENTATIONS

100+

EDUCATION
STAKEHOLDERS
REACHED



12

EXISTING
PARTNERS

7

JOINT
INITIATIVES

9

NEW
PARTNERS



4

MEDIA
RELEASES

13

MEDIA
MENTIONS



2

BRANCH
ADVOCACY
EVENTS

35

STAKEHOLDER
MEETINGS, EVENTS
OR ACTIVITIES

300

STAKEHOLDERS
REACHED

ORGANIZATION LEADERSHIP EXPERTISE



38

LEARNING
OPPORTUNITIES (STAFF
AND BRANCH BOARD)

12

ATTENDEES AT
BRANCH AGM

14

BRANCH BOARD
AND SPECIAL
MEETINGS

9

PARTICIPANTS AT
NETWORK/NATIONAL
MEETINGS

1

COMMITTEE

2

ACTIVE
DONORS

CPF ONTARIO *By the Numbers*

YOUTH



MEMBERS VOLUNTEERS DONORS



ADVOCACY



ORGANIZATION LEADERSHIP EXPERTISE



CPF PRINCE EDWARD ISLAND *By the Numbers*

YOUTH



MEMBERS VOLUNTEERS DONORS



ADVOCACY



ORGANIZATION LEADERSHIP EXPERTISE

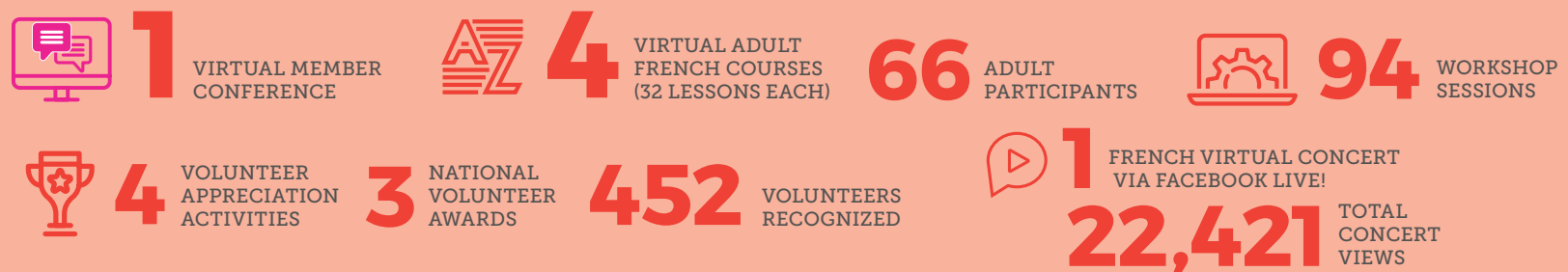


CPF NATIONAL/QUEBEC & NUNAVUT OFFICES *By the Numbers*

YOUTH



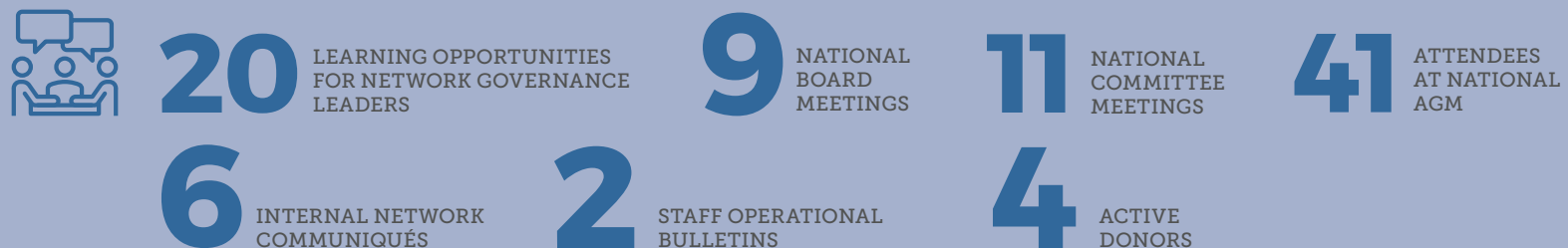
MEMBERS VOLUNTEERS DONORS



ADVOCACY



ORGANIZATION LEADERSHIP EXPERTISE



LOOKING AHEAD

Moving into a new year of work and activities, Canadian Parents for French will continue to engage and support young people in Canada as they learn French as a second language, **offering diverse opportunities to explore life in French.**

Canadian Parents for French will organize events, activities and meetings to **engage the stakeholders who are represented within the 4 pillars at the core of our organization.**

Our oversight and risk management initiatives are focused on equity, diversity and inclusion as part of our succession planning, updating our human resources management practices; and technology management and cybersecurity considerations. Our revitalized websites include member exclusive content and a dedicated space for volunteers to locate additional internal support and resources.

In addition to furthering efforts to **strengthen the Canadian Parents for French Network** as a whole, areas of focus will include:

- **Enhancing a performance-based culture of monitoring, evaluation and reporting** 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 technology audits 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** to develop relationships with possible donors, and expand our outreach to corporate sponsors;
- **Analyzing some of our cornerstone events, activities and initiatives** with an inclusionary and equity lens, to harmonize and modernize them to most effectively meet the needs of ALL Canadian FSL learners;
- **Examining how we can best support and celebrate existing volunteers and recruit new ones**, so that we can continue to offer unique community-based services and activities whether by virtual means or with in-person opportunities.

DESIRED RESULTS BY 2025

Excerpt from the CPF Network Strategic Plan

The CPF Network will have:



Strengthened the CPF Network brand, increased vitality and growth of local youth, parent and family focused programming.



Improved rates of attraction, engagement and retention of members, volunteers and donors, and addressed succession planning at all levels of the organization.



Coordinated Network communications and storytelling and built targeted relationships with educational authorities and the media.



Nurtured a culture of learning through collaboration and talent capacity building to implement sound governance, risk management and philanthropy practices.

Success Indicators:

- > **500+** youth events completed reaching **85,000** young people.
- > **15,000** parents reached through **200+** parent events.
- > Improving CPF member retention rate to **45%**.
- > Increasing donorships and sponsorships by **10%** annually.
- > **100+** active Chapters/Teams reporting volunteer activities, with **250+** volunteers having been recognized for their service from among the approximate **1,000** 'registered' CPF volunteers.
- > **60+** media releases, **30+** media interviews and **35+** CPF media mentions annually.
- > **150+** partner meetings, **60+** active, existing partnerships while establishing **30+** new partnerships annually.

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

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CONNECT WITH US!

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