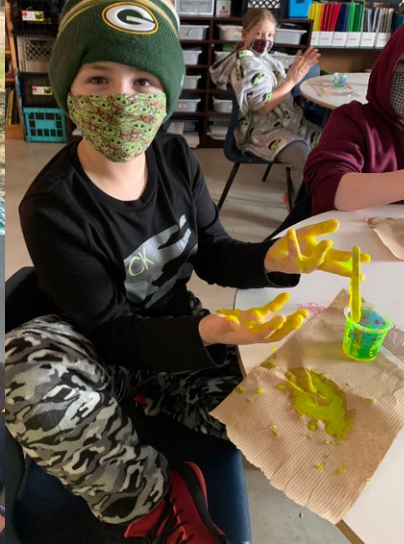


# Network Summary Report 2021-2022





## About Us

**C**anadian 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 140 Chapters, serving its members and educational stakeholders in communities nationwide.

We recognize that our CPF National office is located on the unceded lands of the Anishinaabe people, that our Branch offices are located on lands of over 24 Indigenous peoples whose contributions and historic importance must be connected to our collective commitment to the promise and challenge of Truth and Reconciliation in all our communities.

In 2021-2022, Canadian Parents for French worked together as a national network to lead governance initiatives in support of Canadian parents and FSL learners, with a focus to building strong, inclusive, equitable and shared leadership, supporting engaged membership and volunteers, and delivering relevant, quality programming to parents and youth learning and using French. Our work has, despite our advocacy position of access for all, brought to the forefront the acknowledgement how some voices and experiences are often missing from decision making processes exacerbating systemic inequities in our society. The CPF Boards and staff leaders have committed to take a learning and change journey. Our efforts focus on understanding the roots of the inequities and building an approach to change and transform how we work. We are undertaking difficult and challenging conversations, but we are committed to the changes that are required to remain relevant and serve all those who call Canada home. We promise you, our members, and stakeholders, to listen, share our learnings with you and engage you in this important and ongoing work.

## ABOUT THIS REPORT

**T**he 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 and Office Annual Performance Reports for the year 2021-2022 under the 4 Strategic Priority Pillars. 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.

**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

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** 

# CPF NETWORK BY THE NUMBERS

## YOUTH



**245**

YOUTH EVENTS,  
ACTIVITIES

**13,600**

YOUTH REACHED  
VIA CONCOURS

**95,726**

YOUTH REACHED VIA  
TOTAL YOUTH EVENTS

## MEMBERS VOLUNTEER ENGAGEMENT



**6,243**

ADULTS REACHED VIA

**146**

FAMILY EVENTS



**2,117**

ACTIVE CPF  
VOLUNTEERS



**106**

ACTIVE CHAPTERS  
OR TEAMS

## ADVOCACY



**540**

ADVOCACY  
STAKEHOLDER  
INTERACTIONS



**235**

SUPPORTED  
PARTNER EVENTS



**142**

MEDIA RELEASES,  
INTERVIEWS &  
MENTIONS

## ORGANIZATION LEADERSHIP EXPERTISE



**311**

AGM  
ATTENDEES



**422**

VOLUNTEER LEADER  
TRAININGS



**102**

BRANCH LEADERS  
ENGAGED IN  
NETWORK EVENTS



## Support for Partner Event, FFTF Forum

*Wow! It was so great to have an event in person again! All of my students loved coming and playing Family Feud en Français!*

– Calgary Catholic School Division, AB

## Concours virtuel 2021

*It was a fun experience. Not only was it a great opportunity for me to enhance my French skills, I was also able to learn more about video-making. While scripting my video, I learned a few words and rules of grammar. And this was also helpful in my speaking abilities as I got to practise my fluency in French. Participating in this contest increased my appreciation for Francophone cultures because I was able to watch the videos other participants made and got to recognize how talented these people who have come together in this tough time are.*

– Concours virtuel participant, BC-YT

## Concours Traditionnel Video Edition 2021

*Thank you for this opportunity. This was an educational and wonderful experience. It definitely helped students gain confidence and improve their speaking and writing skills.*

– Concours Coordinator, MB

*This was a great opportunity for my child to engage with French in a fun way. It was also wonderful to hear children from other areas speaking in French, as it gives a better sense of our bilingual country than we get in our small town.*

– Parent, ON

## Spectacle de Noël

*My Students loved everything! The younger student, really appreciated that the story was told in both languages! La musique était incroyable aussi!!!!*

– Pembina Hills School Division, AB

## French Summer Camps

*My daughter was nervous about her first sleep-away camp being in French but she absolutely loved it. She was sad she had to wait for a whole year before she could go back again. She also said she felt more ready to go back to school.*

– Parent, NS

## Socio Cultural Opportunities

*I've watched my son's confidence speaking, understanding and conversing in French improve over the last two weeks. I only wish we could access this all the time to really reinforce French language development outside of the classroom.*

– Parent, ON

## Virtual French Tutoring

*Our tutoring sessions have been going great.... My daughter has made wonderful progress since starting with a tutor... My daughter is excited to learn each week.*

– Parent, NB

## French Goodnight Bags

*My daughter and I loved [the Goodnight Bags and the workshops]! So did my students. They talked about it all day at school the next day. The books were great and my daughter is insisting on using the checklist each night. Thank you for a wonderful workshop.*

– Teacher and Parent, QC

# YOUTH BY THE NUMBERS

**CPF BC & YUKON:** 33 youth events reaching 13,208 students of which 364 participated in *Concours*.

**CPF ALBERTA & NWT:** 21 youth events reaching 1,124 students of which 4 participated in *Concours*.

**CPF SASKATCHEWAN:** 13 youth events reaching 26,191 students of which 4,413 participated in *Concours*.

**CPF MANITOBA:** 13 youth events reaching 4,736 students of which 13 participated in *Concours*.

**CPF ONTARIO:** 32 youth events reaching 31,669 students of which 2,996 participated in *Concours*.

**CPF NOVA SCOTIA:** 29 youth events reaching 6,447 students of which 29 participated in *Concours*.

**CPF NEW BRUNSWICK:** 13 youth events reaching 730+ students of which 289 participated in *Concours*.

**CPF PRINCE EDWARD ISLAND:** 11 youth events reaching 957 students of which 17 participated in *Concours*.

**CPF NEWFOUNDLAND & LABRADOR:** 79 youth events reaching 6,203 students of which 17 participated in *Concours*.

**CPF NATIONAL & QCNU:** 11 youth events reaching 4,461 students of which 51 participated in *Concours*.

## TOTAL YOUTH NUMBERS

**245** YOUTH EVENTS      **13,600** YOUTH REACHED VIA *CONCOURS*

**95,726** YOUTH REACHED VIA TOTAL YOUTH EVENTS

# MEMBERS, VOLUNTEERS AND DONORS BY THE NUMBERS

**CPF BC & YUKON:** 3 family events and 3 adult focused activities reaching a total of 60 parents/adults.  
36 active CPF Chapters and Teams with 207 active registered volunteers participating.

**CPF ALBERTA & NWT:** 23 family events reaching a total of 60 parents/adults.  
27 active CPF Chapters and Teams with 167 active registered volunteers participating.

**CPF SASKATCHEWAN:** 30 family events and 20 adult focused activities reaching a total of 2,978 parents/adults.  
5 active CPF Chapters and Teams with 106 active registered volunteers participating.

**CPF MANITOBA:** 11 family events and 20 adult focused activities reaching a total of 131 parents/adults.  
8 active CPF Chapters and Teams with 53 active registered volunteers participating.

**CPF ONTARIO:** 9 family events and 1 adult focused activity reaching a total of 746 parents/adults.  
18 active CPF Chapters and Teams with 105 active registered volunteers participating.

**CPF NOVA SCOTIA:** 26 family events that reached 1762+ parents/adults.  
2 active chapters or teams with 64 active registered volunteers participating.

**CPF NEW BRUNSWICK:** 7 family events and 1 adult focused activities reaching a total of 150+ parents/adults.  
4 active CPF Chapters and Teams with 47 active registered volunteers participating.

**CPF PRINCE EDWARD ISLAND:** 4 family events that reached 150+ parents/adults with 5 active registered volunteers participating.

**CPF NEWFOUNDLAND & LABRADOR:** 8 family events and 6 adult focused activities reaching a total of 150+ parents/adults.  
4 active CPF Chapters and Teams with 47 active registered volunteers participating.

**CPF NATIONAL & QCNU:** 5 family events and 3 adult focused activities reaching a total of 206 parents/adults.  
2 active CPF Chapters and Teams with 1,316 active registered volunteers participating.

## TOTAL MEMBER, VOLUNTEERS AND DONORS NUMBERS

**6,243** ADULTS REACHED VIA **146** FAMILY EVENTS

**2,117** ACTIVE CPF VOLUNTEERS **106** ACTIVE CHAPTERS OR TEAMS



# CPF ADVOCACY IN ACTION BY THE NUMBERS

**CPF BC & YUKON:** Led **14** stakeholder advocacy meetings or events. Supported **4** advocacy activities.  
**16** media releases, interviews, mentions.

**CPF ALBERTA & NWT:** Led **103** stakeholder advocacy meetings or events. Supported **64** advocacy activities.  
**18** media releases, interviews, mentions.

**CPF SASKATCHEWAN:** Led **203** stakeholder advocacy meetings or events. Supported **26** advocacy activities.  
**22** media releases, interviews, mentions.

**CPF MANITOBA:** Led **15** stakeholder advocacy meetings or events. Supported **24** advocacy activities.  
**6** media releases, interviews, mentions.

**CPF ONTARIO:** Led **37** stakeholder advocacy meetings or events. Supported **14** advocacy activities.  
**10** media releases, interviews, mentions.

**CPF NOVA SCOTIA:** Led **69** stakeholder advocacy meetings or events. Supported **10** advocacy activities.  
**18** media releases, interviews, mentions.

**CPF NEW BRUNSWICK:** Led **24** stakeholder advocacy meetings or events. Supported **62** advocacy activities.  
**21** media releases, interviews, mentions.

**CPF PRINCE EDWARD ISLAND:** Led **11** stakeholder advocacy meetings or events. Supported **8** advocacy activities.  
**4** media releases, interviews, mentions.

**CPF NEWFOUNDLAND & LABRADOR:** Led **5** stakeholder advocacy meetings or events. Supported **5** advocacy activities.  
**11** media releases, interviews, mentions.

**CPF NATIONAL & QCNU:** Led **40** stakeholder advocacy meetings or events. Supported **26** advocacy activities.  
**16** media releases, interviews, mentions.

## TOTAL ADVOCACY NUMBERS

**540** ADVOCACY STAKEHOLDER INTERACTIONS

**142** MEDIA RELEASES, INTERVIEWS, MENTIONS

SUPPORTED **235** PARTNER ACTIVITIES

## CPF NETWORK: BUILDING LEADERSHIP EXPERTISE BY THE NUMBERS

**CPF BC & YUKON:** 29 attendees at the AGM. Held 64 meetings, trainings and events for CPF volunteer leaders and 4 Branch reps attending network events/meetings.

**CPF ALBERTA & NWT:** 44 attendees at the AGM. Held 65 meetings, trainings and events for CPF volunteer leaders and 10 Branch reps attending network events/meetings.

**CPF SASKATCHEWAN:** 8 attendees at the AGM. Held 86 meetings, trainings and events for CPF volunteer leaders and 6 Branch reps attending network events/meetings.

**CPF MANITOBA:** 44 attendees at the AGM. Held 73 meetings, trainings and events for CPF volunteer leaders and 11 Branch reps attending network events/meetings.

**CPF ONTARIO:** 39 attendees at the AGM. Held 54 meetings, trainings and events for CPF volunteer leaders and 16 Branch reps attending network events/meetings.

**CPF NOVA SCOTIA:** 30 attendees at the AGM. Held 39 meetings, trainings and events for CPF volunteer leaders and 10 Branch reps attending network events/meetings.

**CPF NEW BRUNSWICK:** 21 attendees at the AGM. Held 1 training for CPF volunteer leaders and 28 Branch reps attending network events/meetings.

**CPF PRINCE EDWARD ISLAND:** 7 attendees at the AGM. Held 21 meetings, trainings and events for CPF volunteer leaders and 2 Branch reps attending network events/meetings.

**CPF NEWFOUNDLAND & LABRADOR:** 21 attendees at the AGM. Held 2 meetings, trainings and events for CPF volunteer leaders and 5 Branch reps attending network events/meetings.

**CPF NATIONAL & QCNU:** 44 attendees at the AGM. Held 17 meetings, trainings and events for CPF volunteer leaders.

## TOTAL NETWORK LEADERSHIP NUMBERS

**311** AGM ATTENDEES

**422** VOLUNTEER LEADER TRAININGS

**102** BRANCH LEADERS ENGAGED IN NETWORK EVENTS





### Speakers Series

*I would like to congratulate you on the session yesterday, which was so well planned and organized. I was absolutely fixated on the presentation for the entire hour and being part of it not only made me feel like a proud Canadian but proud to be part of the CPF Network! A well-deserved 5 stars!! Thank you so much for sharing!*

– Participant, SK

### Virtual Branch Conference

*You always put on great virtual conferences. I love that it's laid back and so informative. I love being able to see and hear from other chapters about their successes and challenges. I always leave these virtual conferences feeling a sense of renewal and excitement!*

– Participant, BC

### Kahoot French Family Trivia Night

*On Saturday I saw one of the winners (Duran) at our sugar shack event and he was so proud of himself for participating and even more so winning the third place! This is the reason I love my job. So again, thank you all.*

– Newcomers Coordinator, VEQ, QC

### Adult French Classes

*Chère Elia (the teacher), J'ai apprécié le cours car vous étiez sympathique et serviable. Merci et salutations.*

– Adult student, QC

### Testimonials from TUTORING Volunteers

*I had a wonderful experience with the kids and improved my way of teaching as well.*

– Volunteer, AB

*This training has prepared me and given me confidence to run volunteer programs for the younger kids in French in my community.*

– Youth Volunteer, ON

### Membership

*I was excited to see CPF offer online programming for my children. Hybrid learning has been hard on them; so, events like Kahoot were great for my children... I'm happy with my CPF membership.*

– CPF Member

### CPF Magazine

*Good morning! Thank you, the CPF Winter 2022 is probably the best issue in a long time. Bravo !!! Spring is around the corner, and I want to leave my devices at home and read about French updates with CPF with a nice magazine and a cup of coffee on the patio or beach.*

– CPF Member

### Advocacy

*My child's language skills helped to differentiate him from other candidates when he applied for a job at our local bookstore.*

– Myth Busters advocacy campaign, NS

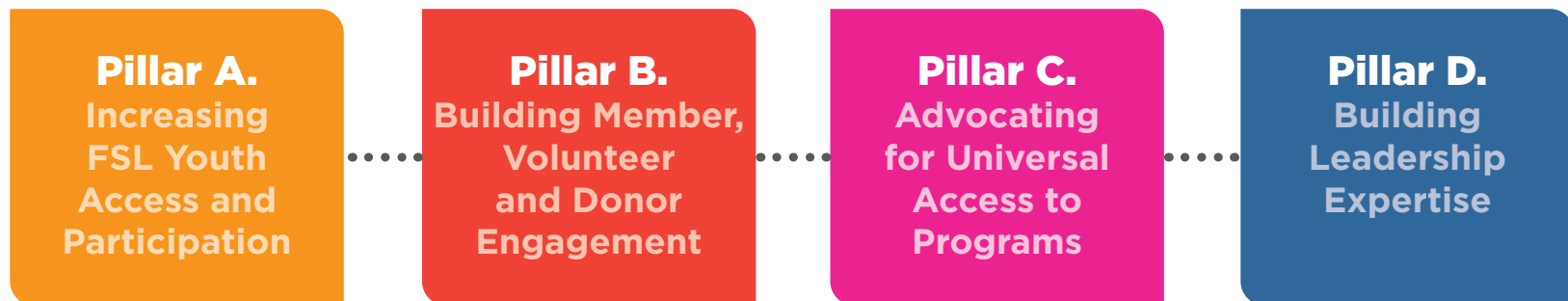
# LOOKING AHEAD, CLOSING IN ON 2025

**M**oving 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.

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:



### Network Brand Vitality and Growth

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



### Attraction, Engagement and Retention

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



### Communication, Relationship Building and Storytelling

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



### Collaboration and Talent Capacity Building

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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