



CANADIAN
PARENTS
FOR FRENCH
ALBERTA

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 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 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

I am pleased to present my report as the President of our provincial organization, reflecting on our continued efforts to advance French education and cultural enrichment across Alberta.

Advocacy remains at the forefront of our mission, and this year has seen substantial progress in this regard. We have been tirelessly engaging with government officials, educators, and other stakeholders to underscore the importance of French education in our province. Our commitment to advocacy has yielded remarkable results. After years of dedicated efforts across the entire Canadian Parents of French network, we are proud to announce the launch of the new Action Plan for Official Languages 2023-2028. This plan is a testament to our collective advocacy and underscores the crucial importance of official language protection and promotion in our country. Moreover, we're delighted to report that the Senate has adopted Bill C-13, representing the first major reform to the Official Languages Act in over 30 years. This milestone has been long-awaited by CPF members and signals a significant step forward in our mission to advance French education and linguistic diversity. We will persist in our commitment to ensuring that every student in Alberta has the opportunity to learn, embrace and thrive in Canada's official languages.

Our programs continue to thrive, serving as pillars of support for students, parents, and educators across Alberta. These initiatives not only foster a deep appreciation of the French language and culture but also empower our youth with valuable skills and knowledge. As we embark on a new year, we remain steadfast in our belief in the importance of French education and its role in shaping informed, engaged, and global citizens. Our mission also extends to revisiting the structure and purpose of our organization, aligning it with the evolving needs of our community and ensuring that we remain at the forefront of promoting plurilingualism in Alberta. Our commitment extends to the broader Canadian landscape as well, with a focus on Truth and Reconciliation. CPF is working closely with indigenous communities and organizations to foster understanding and support the preservation and revitalization of indigenous languages.

I would like to extend my appreciation for our Executive Director, Michael Tryon, whose unwavering dedication continues to drive the success of our network, supported by our devoted staff and volunteers who invest their time and energy into our mission. Together, we celebrate these accomplishments and look forward to the exciting opportunities that lie ahead.

Thank you for your enduring commitment to Canadian Parents for French and for being an integral part of our journey.

Emma Piayda
President | Présidente
Canadian Parents for French Alberta

YOUTH

“C’est un petite monde”

Roger Dallaire, in partnership with CPF Alberta, toured his “C’est un petite monde” tour across Alberta. There were a total of **47 performances** that provided entertainment for **5,356 youth** and **286 adults!**



“Classes really enjoyed the music, the videos that went along with the stories and being able to play some music themselves! Phenomenal presentation overall!”

– École Springfield School – Peace River AB

“Son énergie, sa créativité, sa musique unique. L’ambiance et le sens de fierté d’être Francophone, de notre héritage. L’énergie positive qu’il a amené et qu’il a laissé. Merci pour ce magnifique spectacle.”

– Les petites abeilles – Cochrane, AB

Daniel Richer Tour

CPF Alberta partnered with the French Language Resource Centre to bring this French-speaking Indigenous performer from Gatineau. He shared his people’s stories in French with students and teachers. There were a total of **26 performances** that provided entertainment for **3698 youth** and **271 adults!**



French for the Future Forums



CPF Alberta was contracted to plan, coordinate, and deliver **three (3) community forums** for middle and high school students.

Forums are an opportunity for youth to connect with why they are learning French as a second language and the benefits that they can gain.

Students spend the day learning about exchange programs, bursaries and scholarships, They get to choose engaging workshops to participate in and meet students from all over southern Alberta. Forums took place in person in Calgary.

Total Youth Participants: 731



YOUTH BY THE NUMBERS



561

Youth Events

16,799

Youth Reached



141

Socio-cultural Events



8

CPF Youth Camps offered / supported

1,382

Camp Attendees Reached



7

CPF Student Incentives Bursaries or Scholarships Awarded



29

CPF Supported Youth Partner Events

2

Partners

\$800

Value of incentives, scholarships

MEMBERS, VOLUNTEERS AND DONORS BY THE NUMBERS



Membership Engagement

As of April 1st

2021

4,091

2022

1,426

2023

843



5

Volunteer Appreciation Events, Activities

82

Volunteers Recognized



34

Parent / Family / Adult Activities, Resources

14

Public Displays, Info Booths / Open Houses

1,064

Parent / Adult Participants Reached



123

Active, "Registered" Volunteers

1,623

Volunteer Hours



Donor Engagement

On March 31st Each Year



27

Active CPF Chapters or Teams

37

Activities to Support or train CPF Volunteers

2021

1

2022

1

2023

6

MEMBERS, VOLUNTEERS AND DONORS

Volunteer Appreciation Month

Each February we celebrate Volunteer Appreciation Month and recognize all of our amazing volunteers! Special recognition was awarded to several volunteers in Alberta:

- Heather Crook
- Nicole Lydiard
- Erin Lerouge
- Peggy Holroyd
- Christina Koyman
- Marie Marsh
- Dennis Donkers
- Jennifer Woynoroski
- Dionne Rognvaldson
- Erin Friesen
- Rachel Kruchten



French Family Fun 2023

Our members enjoyed a weekend of fun and French programming for kids in the majestic Rocky Mountains in Jasper, Alberta. This is an ideal setting for our members to relax and enjoy meeting other families from across Alberta.



Falling into French 2022

Our eighth annual "Falling into French" took place in the beautiful Canmore, Alberta. It is here that members, volunteers, staff and their families enjoyed connecting and having some fun! What our members said about the weekend...



"My kids love the outside activities and we loved the parents' activity where we learn about resources to support our kids from home."

– Spruce Grove CPF Member

"GREAT location! Loved meeting new friends and so many activities throughout the day!"

– Medicine Hat CPF Member

MEMBERS, VOLUNTEERS AND DONORS

Chapter Highlights

Alberta Chapters and Teams

CPF Chapters and Teams have been serving their communities across the province! They are made up of volunteers and are the key to our success. Without their efforts and advocacy, FSL programs would never have been established and sustained across the country.

They are the unsung heroes in the story of a bilingual Canada. Chapter and Teams provide local programming to enrich FSL learning in schools. They offer information and resources to parents and they advocate for increased FSL opportunities for students at the school district level.



"I really enjoy being a volunteer chapter director because it keeps me up to date with all the great things CPF does for parents and kids in the community. It allows us to get to know like minded families that are interested in promoting the French language."
– Jody Szkorupa, Cochrane



CPF ADVOCACY IN ACTION

Petit Déjeuner avec nos MLAs

Annually, CPF Alberta hosts Petit Déjeuner avec nos MLA's for an opportunity to share our vision with MLA's alongside with many of our partners.



CPF Alberta Partners with University of Alberta

CPF Alberta is a member of *Conseil Faculté of Campus Saint Jean* of the University of Alberta. Here we provide support, influence and participate in the decision-making process of the *Faculté*.

Research

CPF Alberta continues its partnership with the University of Alberta in the study of attrition in French Immersion programs. Our funders are currently reviewing the data and we anticipate a report will be delivered this fiscal year.

CPF Alberta Regularly Meets and Communicates with Alberta Education Advocates for Federal Funding

CPF Alberta regularly meets with representatives of both the ministry of Education and their French Education Services to keep them apprised of the current parent perspective of FSL education and the curriculum.

Partnerships

CPF Alberta continues to strengthen its long-time partnership with Project ACCENT – More than seventeen (18) years now! We also participated in ACFA's (*Association canadienne-français de l'Alberta*) five (5) year strategic plan. For the first time, they will address French Immersion and FSL education. We also assisted the Edmonton Catholic Schools in the development of a script for a video "*What to Expect When I Register my Child in French Immersion?*"



CPF ADVOCACY IN ACTION BY THE NUMBERS



1 CPF Advocacy Event or Activity



76 Partner Meetings with

84 Meetings or Activities with Stakeholders

376 Stakeholders Reached

12 Existing Partners and

2 New Partners

732 Email or Phone Calls

4 Joint initiatives currently underway



3 Media Releases

5 Media Interviews

7 Media Mentions



9 Education Stakeholder Events, Meetings

CPF NETWORK: BUILDING LEADERSHIP EXPERTISE BY THE NUMBERS



7 Branch Board Meetings and Special Meetings



13 Network, National Events or Meetings

14 Network, National Education or Training Sessions

4 Branch Committee Meetings

6 Attendees participating on behalf of Branch (staff and volunteers)

7 Attendees participating on behalf of Branch (staff and volunteers)

42 Attendees at Branch AGM

CPF NETWORK: BUILDING LEADERSHIP EXPERTISE

CPF Alberta AGM in Person and Virtual

On October 22, 2022 at the Annual General Meeting, members elected a new slate of directors and accepted the audited financial statements for the fiscal year 2021 – 2022.

The CPF Alberta Board of Directors has diligently carried out its' roles and responsibilities throughout the year. The organization successfully completed all contractual obligations and scheduled programming.

- Emma Piayda, President
- Sara Clark, Vice President
- Erin Quiring, Secretary
- Patti Bonhomme, Treasurer
- Diana Boisvert, Director
- Suzanne Kahler, Director
- Emilie Josh, Youth Representative

CPF Alberta Board of Directors 2022-2023



Sara Clark



Erin Quiring



Patti Bonhomme



Diana Boisvert



Suzanne Kahler

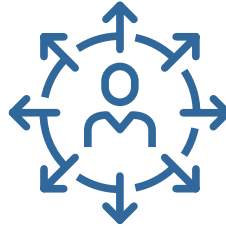


Emilie Josh

CPF NETWORK: BUILDING LEADERSHIP EXPERTISE

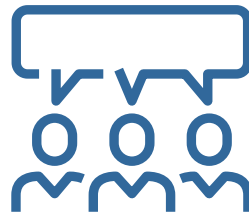
Collaboration

The Alberta Branch and Chapters participate in learning and training opportunities with focus on leadership, strategic planning, succession planning, philanthropy, and advocacy.



Council of Presidents (COP)

The Branch President, vice-president or interim president attend all Council of Presidents meetings held during the fiscal year.



Council of Executive Directors (CoED)

The Branch ED participated in all CoED meetings held during this fiscal year.

- Chapter Development Officers Committee
- Research Brief & Public Policy Direction Working Group
- Strategy Planning Committee
- 2022 Network Conference Committee



Branch Committees

- **Nominating Committee:**
Emma Piayda, Sara Clark
- **Bylaws Committee:**
Emilie Josh, Patti Bonhomme
- **Policy Committee:**
Erin Quiring, Diana Boisvert

CPF Alberta is active with the Alberta Non-profit Network. ABNN defines and takes collective action in response to strategic issues impacting the non-profit sector in Alberta, as well as leverages learning opportunities and resources.

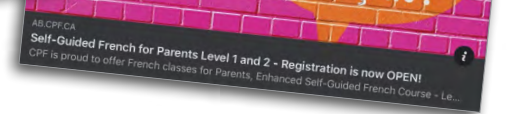
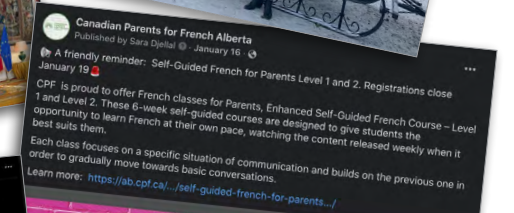
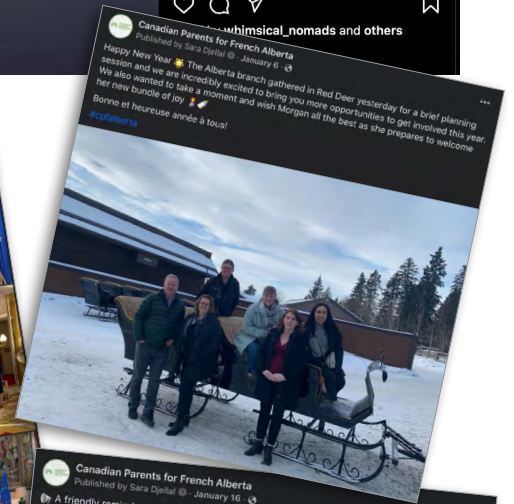
CPF Alberta branch staff regularly attend professional development specifically selected to improve member support. Sessions included: Planning for Back to Work with COVID, network staff training for membership software platforms, standard first aid, future of work expo, Numode, Better Impact, One Drive and Bamboo.



BY THE NUMBERS

WEB & SOCIAL MEDIA

Website (using Google Analytics)	Apr 1, 2021 – Mar 31, 2022	Apr 1, 2022 – Mar 31, 2023
Number of users	7,429	9,169
Number of new users	-	-
Number of sessions	10,687	12,472
Number of page views	49,450	51,568
Average session duration (in minutes)	-	-
Twitter		
Number of followers	559	554
Number of profile visits	2,270	720
Number of mentions	130	21
Number of tweets	88	32
Number of impressions (likes and re-tweets)	38,530	1,672
Facebook		
Number of page likes	114	181
Total Reach	38,735	23,385
Engagement (likes, comments, shares)	1,505	1,237
Page followers	114	181



BY THE NUMBERS

2022-2023 FINANCIALS

Revenue

PCH Core Program Support	237,000
Projects or Other Support	103,513
Membership Fees	9,170
Donations	2,783
Other Revenue (product sales, advertising, rent, contracts)	71,123
Total	423,589

Expenses

Salaries	197,370
Honoraria	36,626
Travel & Accommodation	69,427
Publicity	28,006
Operational Costs	31,295
Event & Venue	46,013
Total	408,737

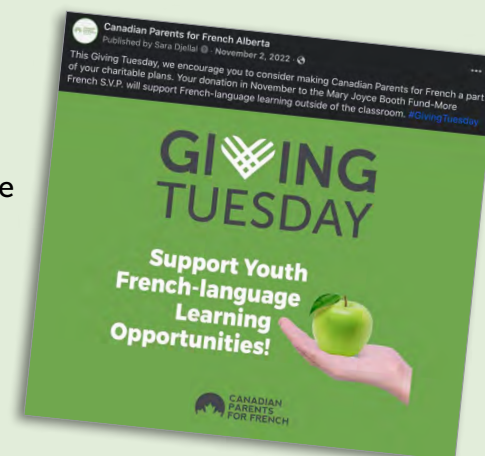
CPF Branch Statement of Operations

Revenue	423,589
Expenses	408,737
Excess or deficiency of revenue over expenses for the year	14,582

GIVING
TUESDAY Nov
30

Giving Tuesday Campaign

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!* The success of the annual campaign is measured by the overall increase of the number of CPF donors annually.



CPF Funding Diversification Efforts

Thank you - Merci

We thank the Government of Canada through the Department of Canadian Heritage (Enhancement of Official Languages Program) for their continued financial support



Government
of Canada

Gouvernement
du Canada

Canadian Parents for French Alberta wishes to thank the following Partners:

- ACFA Régionale de Calgary
- Association des collèges et universités de la francophonie canadienne
- Alberta Gaming, Liquor and Cannabis Commission
- Alberta Education, French Education Services
- Alberta French Language Education Consortium – Permanent Co-Chair
- Alberta Francophone Secretariat, Government of Alberta
- Association Canadienne Française de l'Alberta – Formal partnership agreement & Projet ACCENT
- École Holy Cross, Edmonton Catholic Schools
- Faculté Saint-Jean (FSJ) & Centre collégial de l'Alberta (CCA), University of Alberta – French Immersion Student Attrition Research Project; Faculty Council Member (FSJ); Executive Committee Member (CCA).
- Fédération du sport francophone de l'Alberta – CPF Alberta's Executive Director, Michael Tryon, is a director on this board – Partner for Les Jeux Francophones de l'Alberta
- French for the Future – Contract coordinator of the four Calgary Community Forums
- Garrison Edmonton Military Family Resource Centre
- Institute for Innovation in Second Language Education, Edmonton Public Schools – Partner in Teacher Retention & Recruitment Project
- Office of the Commissioner of Official Languages - Alberta, British Columbia, Northwest Territories and Yukon Region – Partner in Hello – Bonjour! Project
- Regroupement artistique francophone de l'Alberta
- Partner in Project ACCENT
- South Central Adult Learning Society



Office of the
Commissioner of
Official Languages

Commissariat
aux langues
officielles

EXECUTIVE DIRECTOR'S REPORT



2022-23 was a very busy year with significant changes in how we delivered programming, worked together and responded to the actions and initiatives within the CPF Network. Here are our highlights:

This was the third year of Alberta's UCP government. Highlights:

- Official Languages Education Protocol funding negotiations on still ongoing between Alberta and Ottawa. We are not anticipating too many changes, but are sure that the increased cost of living will not be covered in it.
- The addition of new subjects and grades in Alberta's new curriculum are still being pushed forward and teachers are now using it in their classrooms. There are still significant issues with the scope and sequence of the math curriculum and we have not figured out where the Social Studies one originated.
- Changes within French Education Services at Alberta Education have occurred. CPF has met some of the new senior management team, but they appear to be focused more on Francophone programming and issues than those in FSL and FI. They are also focusing on public relations.
- The relationship with Minister LaGrange has not changed or evolved. We are in regular communication with her office in regards to areas of concern, issues, supports and a variety of other things, but tend to receive a perfunctory non-committal response. We are hoping that the election in the Spring brings some change.

CPF Alberta continues to support CPF NWT with staff and the executive director. During the National Network Leadership Event in Edmonton in August, the decision to amalgamate CPF Alberta and CPF NWT was confirmed. After a few communications challenges, the process of doing so proceeded, was documented and shared with the CPF Network. As of April 1, 2023, the new entity will be called the "CPF Alberta and NWT Branch".

The CPF Network is still looking at what the organization will look like moving forward. Declining membership is still a major concern with numbers peaking at 55,000 during COVID and continuing to decline

to less than 15,000. The leadership in event will be when we can start envisioning the next five years.

This year, CPF Alberta got back into doing things "in-person" while maintaining a virtual presence:

- Hosting the 8th annual French Family Fun Weekend in Jasper and then the Falling into French Family Weekend in Canmore with 20+ families in attendance at each one.
- Plans are moving forward to re-launch the Camping en Français Family Weekend in August 2023 in Rocky Mountain House.
- Co-hosted a split, province-wide socio-cultural school tour with Roger Dallaire.
- Still the lead on the CPF Enhanced Self-Guided French for Parents programming.
- Co-hosting with French for the Future close to 1,000 students from Greater Calgary at both a junior- and senior-high forums.

Things to watch in 2023-24:

- What CPF will look like in the NWT. We are requesting that the NWT Canadian Heritage funds be delivered and managed through Alberta with an accompanying change in PCH officers.
- The launch of a CPF Alberta Youth Engagement Committee for 16-25 year olds. It will be a committee that helps foster an advocative conversation between CPF and French speaking students.
- The outcome of a provincial election.
- Advocacy initiatives with the new political reality in Alberta after the May election.
- What will become of the curriculum currently being implemented and what will happen moving forward - especially math and social studies.
- How Camping en Français went!

Michael Tryon
October 2023

L'intelligence, ce n'est pas ce que l'on SAIT mais ce que l'on FAIT quand on ne sait pas | Intelligence is not what you KNOW, but what you DO when you don't know – Jean Piaget

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**
ALBERTA

Executive Director Michael Tryon
Finance Director Sylviane Pichardie
Chapter Development Officer Trish Rognvaldson
Branch Outreach Coordinator Isabelle Yeo
Project Coordinator Nicole Tryon
Social Media/Special Projects Sara Djellal


Canadian Parents for French Alberta

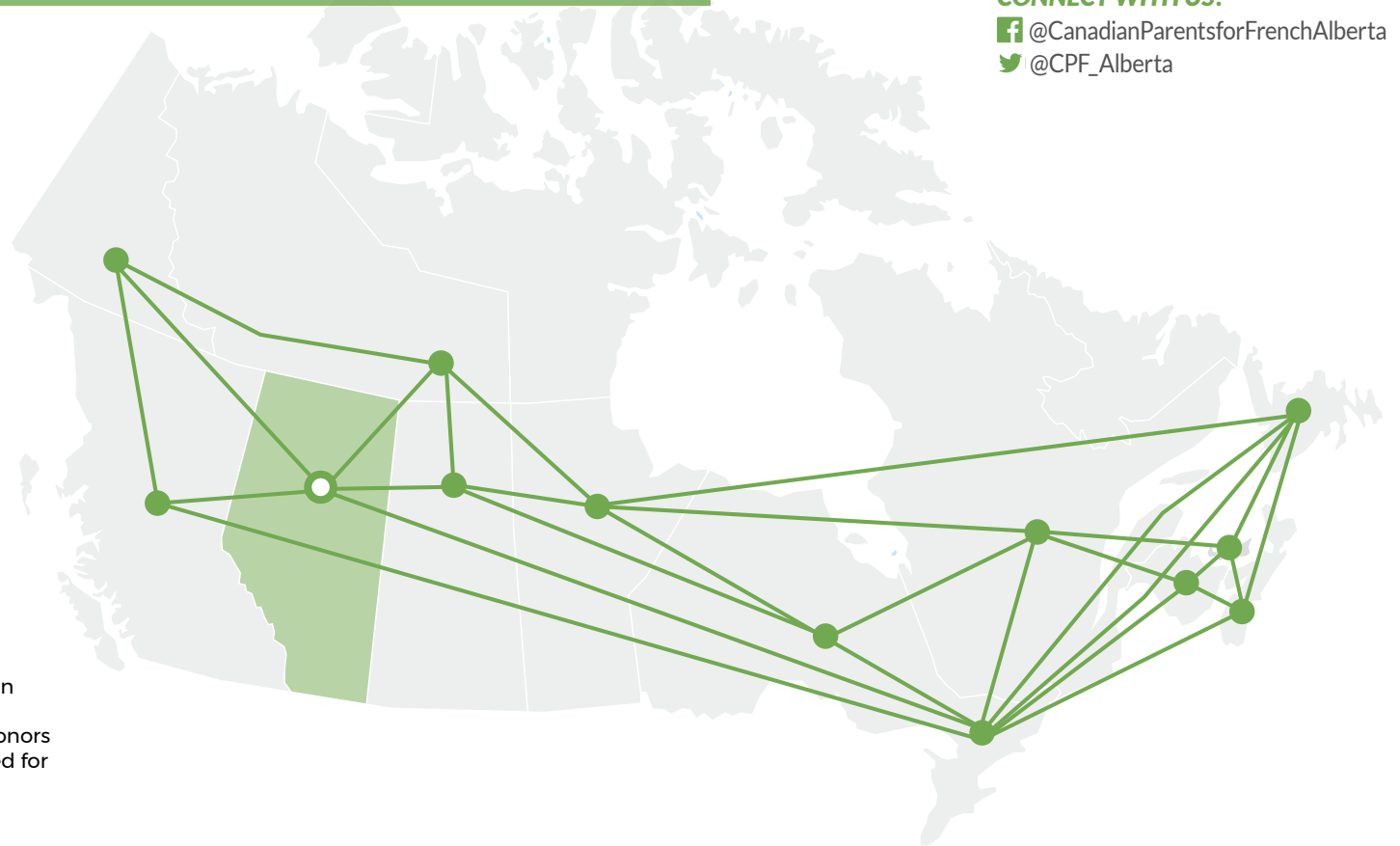
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CPF Alberta is a registered charitable organization
(Charity Reg. No. - 118835123 RR0001).
As an organization, we remain truly grateful to donors
for their ongoing generosity. A tax receipt is issued for
donations of \$20 or more. To give, visit cpf.ca.