



CANADIAN  
PARENTS  
FOR FRENCH  
ALBERTA

# Annual Performance & Impact Report 2021-2022



## 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 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.

## PRESIDENT'S MESSAGE

There's no question that the past 12 months have been challenging, with COVID-19 creating disruption, uncertainty and suffering for so many. Through it all, I am proud of how the Canadian Parents for French community has adapted to these challenges with resilience, creativity and flexibility.

Indeed, it has also been a year of growth and opportunity for CPF. At a national level, we continue to reconsider our governance model in a thoughtful process to remain an efficient and effective organization. In that vein, we have also made progress on addressing the inequities within CPF and society by engaging with an external Diversity, Equity and Inclusion expert to create a report with actionable changes we are committed to realizing.

There are exciting conversations around the extension of our mandate on both sides of the kindergarten to grade 12 academic spectrums. With increasing awareness around the importance of early exposure to second language opportunities, CPF hopes to support initiatives around bilingualism in preschool. Additionally, we are seeing more and more bilingual programs in post-secondary contexts. This is the direct result of strong French Immersion and French as a Second Language programs graduating students wanting to extend their French education experience.

As a provincial branch, there continues to be acute advocacy efforts made on behalf of students and families seeking equitable access to French education. As a respected organization supporting French Education, we are often invited to sit at the table with education leaders and policy makers, exemplified in our involvement with the updating of the Official Languages Act. Additionally, and importantly, we seek to support grassroots, chapter-level advocacy initiatives in communities of every size.

CPF Alberta continues to encourage youth in their bilingualism through socio-cultural activities and projects. Recognizing that language learning is not simply an academic pursuit, CPF creates opportunities for our students to interact in French outside the classroom. From engaging performers touring schools in the province to offering events such as the French Family Fun Weekends, CPF Alberta directly impacts the depth and breadth of our students' experiences in French.

To that end, my thanks to our executive director, board members, staff and volunteers for their hard work and resolute commitment to our mandate of linguistic duality.

**Emma Piayda**  
**President**  
**CPF Alberta**



# YOUTH

## Virtual Summer Programming

CPF Alberta provided virtual summer programming for many students throughout the summer break and in a variety of different interests:

- Baking
- Art
- Zumba
- Earth Activities
- Yoga
- Coding



## Concours virtuel

CPF Alberta partnered and participated in the **CPF Concours virtuel: Ensemble à distance – “Ton expérience face au virus”**.

We invited students from K to Gr. 12 to submit a 1-3 minute video about COVID-19 and how social distancing was impacting their lives.



## Amusements de fin d'année

CPF Alberta sponsored “Amusements de fin d’année” where performances were recorded and offered for teachers to use within their classroom at the end of the school year celebration.

**Total youth participants: 4,210**

**Total adult participants: 190**



*“The recording was great quality. Engaging for students. Thank you so much for sharing these!”*

*– Black Gold School Division*

## Spectacle de Noël

CPF Alberta also sponsored “Spectacle de Noël” where performances were recorded and offered for teachers to use within their classroom before Christmas break.

**Total youth participants: 10,739**

**Total adult participants: 284**



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

*– Pembina Hills School Division*

## French for the Future Forum

**CPF Alberta** was contracted to plan, coordinate, and deliver two (2) community forums for middle and high school students.

Forums took place in person and they were live-streamed for teachers to share with their students as many school divisions had not yet approved in-person field trips.

**Total youth participants: 985**



***"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

***"Rencontrer 2Moods a changé ma vie pour le reste de ma vie. Je ne vais jamais oublier cette expérience."***

– Anonyme



# YOUTH BY THE NUMBERS



**1** Branch / Provincial  
Concours  
(Literacy Event)

**4** Students  
Reached



**120** Socio-cultural Events  
Reaching Young people



**8** Supported Youth  
Partner Events by

**2** Partners



**13** Youth Camps  
Offered/  
Supported



**5** Student Incentives,  
Bursaries or  
Scholarships Awarded

**\$750** Value of Incentives,  
Scholarships

**1,124** Camp  
Attendees  
Reached

# MEMBERS, VOLUNTEERS AND DONORS BY THE NUMBERS



**Membership  
Engagement**  
As of April 1st

**2020**

**1,643**

**2021**

**4,091**

**2022**

**1,426**



**23** Parent/Family/  
Adult Events,  
Activities



**7** Volunteer  
Appreciation  
Events, Activities

**88** Volunteers  
Recognized

**1** Public Display,  
Info Booth/  
Open House



**Volunteer  
Engagement**

**167**

Volunteers  
"Registered"

**2,590**

Volunteers  
Hours

**60**

Parents/Adult  
Participants  
Reached



**27** Active  
CPF Chapters  
or Teams

**46**

Meetings/Activities  
to Support or Train  
CPF Volunteers



**Donor  
Engagement**  
As of April 1st

**2020**  
**3**

**2021**  
**1**

**2022**  
**1**



# 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:

- Jen Murray
- Lisa Kinzikeev
- Felicia Lotoski
- Marie Marsh
- Bonnie Wootten
- Dawn-Marie Hunter
- Heather Crook
- Dennis Donkers
- Marie-Therese Mageau
- Alanna Berger
- Brian Plastow
- Erica Fredstrom
- Lisa Trout
- Karen Saffron
- Emma Piayda
- Corrina Ross

## French Family Fun 2022

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 gather, connect and have some fun!



## Falling into French 2021

Our seventh annual "Falling into French" took place with much anticipation! While we were the first large event after COVID restrictions lightening, we had a great turn out for an in-person event. Our members appreciated connecting with social distancing in place.

# MEMBERS, VOLUNTEERS AND DONORS

## Chapter Highlights • 2021-2022

Many chapters were very limited in what they could offer their communities due to COVID-19 and therefore many activities and programs were delivered online. CPF Alberta continues to provide support and guidance to chapters by offering assistance with technology, resources, advocacy, training and educational guidance for parents.

### 27 Alberta Chapters and Teams

- Airdrie
- Ardrossan
- Athabasca
- Barrhead
- Calgary
- Camrose
- Cochrane
- Chestermere
- Edmonton Catholic
- Edmonton Public
- Edson
- Grande Prairie
- Hinton
- Innisfail
- Jasper
- Lethbridge
- Medicine Hat
- Okotoks/High River
- Olds
- Parkland  
(Spruce Grove & Stony Plain)
- Pincher Creek
- Red Deer
- Rocky Mountain House
- Springbank
- Strathmore
- Westlock
- Whitecourt

### Some Chapter Highlights:

#### CPF Rocky Mountain House Chapter

Despite the uncertainty of the last few years due largely in part to the pandemic, CPF Rocky Chapter has had the pleasure of attending and hosting several exciting events! We decorated and enter a float in the Parade of Lights in Rocky last December; delivered Christmas early to French Immersion teachers at Ecole Rocky Elementary - in the form of French books purchased by the CPF Rocky Chapter, we supported the *Carnivale d'Hiver* at Ecole Rocky Elementary, with a *Cabane de Sucre* for all of the students and in the spring, CPF Rocky attended the pre-k and kindergarten registration event for the 2022/23 school year at ERE – We left that evening with a full Kindergarten class and 18 new students registered!





# MEMBERS, VOLUNTEERS AND DONORS

## Chapter Highlights • 2021-2022

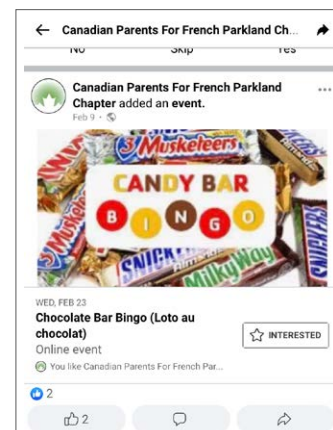
### Some Chapter Highlights:

#### CPF Parkland Chapter

This year we had some fun connecting with our members virtually! CPF Parkland did two seasonal Kahoot!s based on French culture, traditions and vocabulary for Christmas and Easter. They were done virtually and we had an amazing turnout for both of them. Families that placed in the top three won a swag bag with some chocolate. Our chocolate bar bingo was so fun! We provided links to print your bingo card at home and 10 families joined on line. It was a great way to practice French numbers and introduce them to our club. All the winners were delivered chocolate bars to their school the next day, and we wrapped them in a membership form! We plan on repeated all three events as they were a huge success.

#### CPF Medicine Hat Chapter

While all CPF Medicine Hat's meetings this year were virtual, this Chapter managed to make a real difference. To celebrate Word Teacher's Day, thank you cards and gift certificates from Inspire Café were sent to French Immersion teachers in Medicine Hat Public and Catholic schools. FI kindergarten families were provided with CPF Good Night – *Bonne Nuit* bags along with a letter introducing them to CPF. To help students prepare for the DELF, an afterschool "Snack and Chat – Collation et Conversation" program was offered to junior and senior high school students. Alongside these successful initiatives, Chapter members continued to advocate for high quality French second language education in our community.





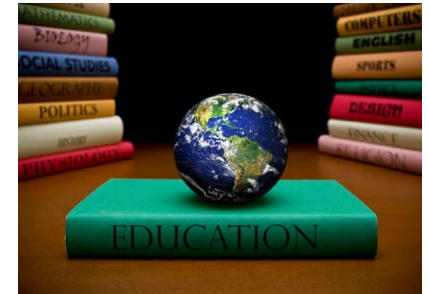
# CPF ADVOCACY IN ACTION

## CPF Alberta Partners with University of Alberta

CPF Alberta is a member of Conseil Facultif of Campus Saint Jean of the University of Alberta. Here we provide support, influence and participate in the decision-making process of the Faculté. CPF Alberta's Executive Director was directly involved and a member of the Dean's selection committee that recently took place.



## CPF Alberta Advocates for Federal Funding



CPF Alberta regularly meets and communicates with Alberta Education, and advocates for federal funding of Campus Saint-Jean, and around funding cuts to French Second Language programs in Alberta. This past year has brought forth exceptional challenges with Alberta Education in regards to their proposed curriculum, cuts to FSL OLEP Funding and the loss of FSL distance programming. 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.

## Research

A flyer for a survey titled "Have you withdrawn or thought about withdrawing your child from French Immersion? If yes, we want to hear from you!". It features the logos of the University of Alberta and Canadian Parents for French (CPF). The text explains that the University of Alberta is partnering with CPF to conduct a study to better understand why French Immersion schools/programs are not always successful at retaining students. It provides an online survey link: <https://uab.ca/frsurvey>. It also mentions that if you have trouble accessing the survey or have any further questions, you can contact [cpf@uab.ca](mailto:cpf@uab.ca) or [cammaria@ualberta.ca](mailto:cammaria@ualberta.ca). The flyer includes images of students in a classroom and a bookshelf.

**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.**

## Partnerships

CPF Alberta continues to strengthen it's long-time partnership with Project ACCENT – More than seventeen (17) 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** Advocacy Event or Activity

**95** Meetings or Activities with Stakeholders

**362** Stakeholders Reached



**7** Education Stakeholder Events, Meetings



**64** Partner Meetings with

**10** Existing Partners and

**2** New Partners

**4** Joint Initiatives Currently Underway



**3** Media Releases

**11** Media Interviews

**4** Media Mentions

**699** Email or Phone Calls

## CPF NETWORK: BUILDING LEADERSHIP EXPERTISE BY THE NUMBERS



**7** Branch Board Meetings and Special Meetings

**4** Branch Committee Meetings

**34** Attendees at Branch AGM

Attendance at



Attendance at

**7** Network, National Events or Meetings (Annual Leader Networking Event, CoED, CoP, National committee meetings)

**5** Attendees participating on behalf of Branch (staff and volunteers)

**12** Network, National Education or Training Sessions

**5** Attendees participating on behalf of Branch (staff and volunteers)



# CPF NETWORK: BUILDING LEADERSHIP EXPERTISE

## CPF Alberta AGM in Person and Virtual

On October 23, 2021 at the Annual General Meeting, members elected a new slate of directors and accepted the audited financial statements for the fiscal year 2020 – 2021.

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.

## CPF Alberta Board of Directors 2021-2022



Sarah Clark



Erin Quiring



Patti Bonhomme

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



Diana Boisvert



Emilie Josh



Suzanne Kahler

### 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

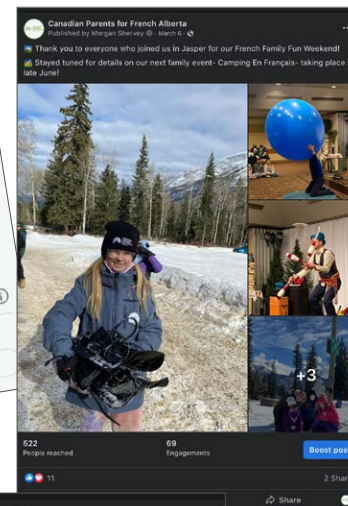
**CPF Alberta** is active with the Alberta Non-profit Network and the Edmonton Chamber of Voluntary Organizations. Both organizations define and take collective action in response to strategic issues impacting the non-profit sector in Alberta, as well as leverage learning opportunities and resources.

**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, 2020 - Mar 31, 2021	Apr 1, 2021 - Mar 31, 2022
Number of users	13,173	7,318
Number of new users	-	-
Number of sessions	15,814	10,687
Number of page views	24,892	49,450
Average session duration (in minutes)	-	-
<b>Twitter</b>		
Number of followers	523	559
Number of profile visits	782	2,270
Number of mentions	131	130
Number of tweets	140	88
Number of impressions (likes and re-tweets)	55,726	38,530
<b>Facebook</b>		
Number of page likes	178	114
Total Reach	85,986	38,735
Engagement (likes, comments, shares)	6,733	1,505
Page followers	189	114





## BY THE NUMBERS

# 2021-2022 FINANCIALS

## Revenue

PCH Core Program Support	227,000
Projects or Other Support	25,068
Membership Fees	6,177
Donations	154
Other Revenue (product sales, advertising, rent, contracts)	66,603
<b>Total</b>	<b>325,002</b>

## Expenses

Salaries	177,887
Honoraria	23,677
Travel & Accommodation	59,789
Publicity	11,356
Operational Costs	36,720
Event & Venue	19,808
<b>Total</b>	<b>329,237</b>

## CPF Branch Statement of Operations

Revenue	325,002
Expenses	329,237
Excess or deficiency of revenue over expenses for the year	<b>(4,235)</b>



## CPF Funding Diversification Efforts

# Thank you - Merci

Canadian Parents for French Alberta wishes to thank:

### 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

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



**ACUFC**

ASSOCIATION DES COLLÈGES ET UNIVERSITÉS  
DE LA FRANCOPHONIE CANADIENNE



**ACFA**



Regroupement artistique  
francophone de l'Alberta



Fédération du sport francophone de l'Alberta



CAMPUS SAINT-JEAN  
UNITÉ | DIVERSITÉ | UNIVERSITÉ



Office of the  
Commissioner of  
Official Languages

Commissariat  
aux langues  
officielles



Government  
of Canada

Gouvernement  
du Canada



# LOOKING FORWARD



**Michael Tryon**  
CPF Alberta  
Executive Director

**T**he Canadian Parents for French Alberta Branch office has been busy supporting the 27 chapters, 1,400 members, French-second-language programs and Alberta's students this past year.

Candas Resch retired after more than 17 years and – after 7 years – Morgan Shervey will be leaving us to start her family. We continue to support CPF NWT with all of their operations and activities. We have – and continue to – advocate for a better curriculum, a dedicated Department of French Education Services within Alberta Education, and additional OLEP funding for all French immersion and FSL programs.

Our support for student activities included the *French Family Fun Weekends*, the *Francophone Games*, and *Hello, Bonjour!* – a partnered program with the Office of the Commissioner of Official Languages to encourage grade 7 and 8 students to stay in French. We are revitalizing the French for Immersion Parents in-person course and are currently making available a virtual version of the course for parents across Canada. A self-paced online version of the course is also under development. CPF Alberta is also looking forward to hosting the delayed *Camping en Français* this coming summer.

We have offered parent education sessions as part of our French Family Fun Weekends, locally in Chapters and virtually for parents around the province. CPF Alberta is eagerly anticipating the release of the final results of the French immersion retention study in which we partnered with researchers at Campus Saint-Jean. Through representation on the Alberta French Language Education Consortium, Faculty Saint-Jean's Faculty Council, the Centre collégial de l'Alberta's Executive Committee and Calgary Board of Education's Language Advisory Committee, we are ensuring that your perspective is represented province-wide. Finally, staff and board members are working with the CPF Network to review the current reality and plan for the future of our organization.

Remember – « *Une langue différente est une vision différente de la vie.* » (A different language is a different vision of life.) Let us ensure that our children all have opportunities to experience this different vision of life.

# 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

<b>Executive Director</b> .....	Michael Tryon
<b>Finance Director</b> .....	Sylviane Pichardie
<b>Chapter Development Officer</b> .....	Trish Rognvaldson
<b>Branch Outreach Coordinator</b> .....	Isabelle Yeo
<b>Tutoring Project Coordinator</b> .....	Kiyana Nanji
<b>Project Coordinator</b> .....	Nicole Tryon
<b>Social Media/Special Projects</b> .....	Sara Djellal

**Canadian Parents for French  
Alberta**

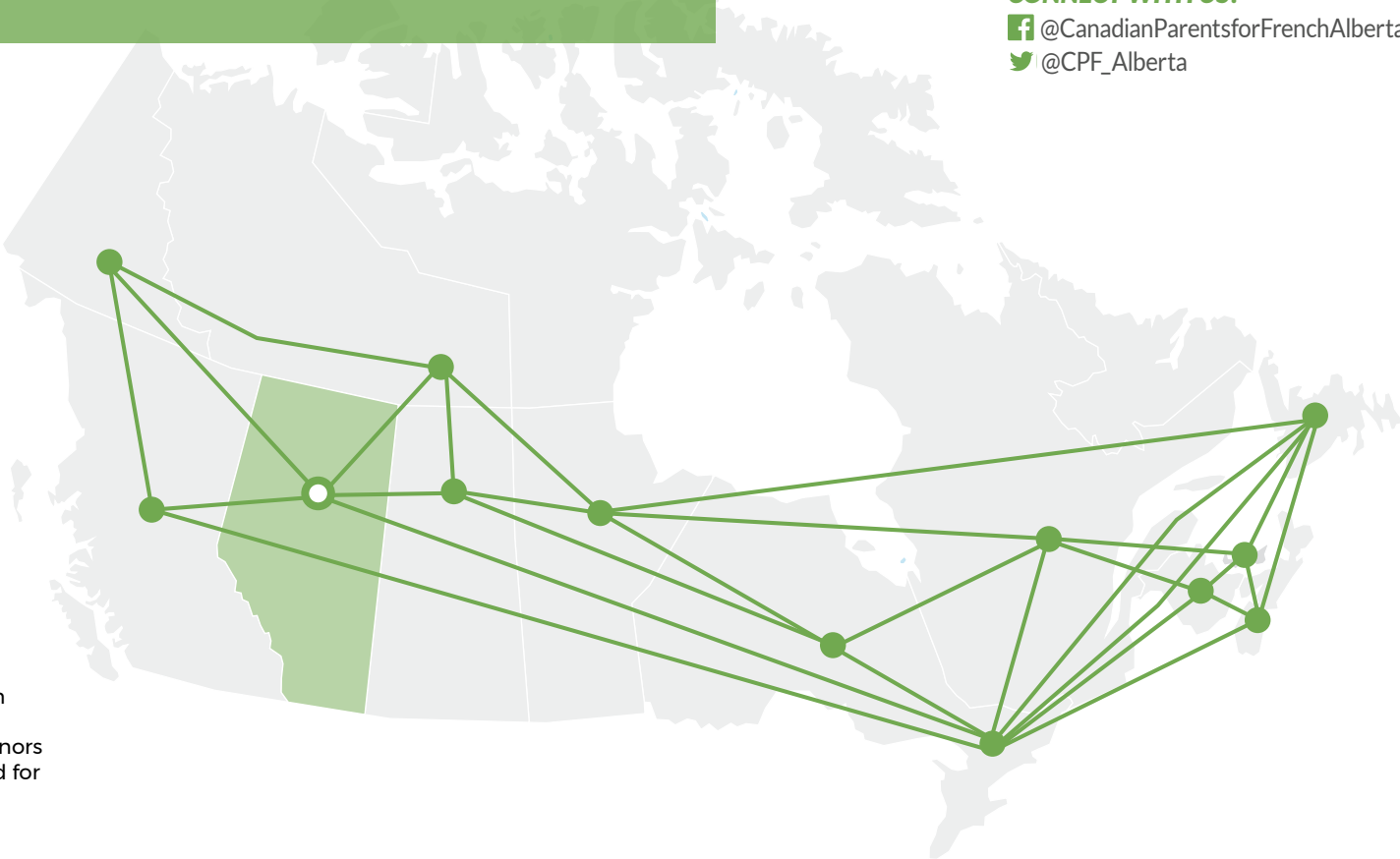
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**CONNECT WITH US!**

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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](http://cpf.ca).