



CANADIAN  
PARENTS  
FOR FRENCH  
MANITOBA

# 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. CPF Manitoba acknowledges that it is located on ancestral lands, Treaty 1 territory, the traditional territory of the Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene Peoples, and on the National Homeland of the Red River Métis.

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



As we see our communities slowly emerge from the pandemic, we can celebrate our organization's ability to pivot in the face of adversity and continue to deliver modified programming of high quality in schools throughout the province. In her second year as Executive Director, Janet Steinthorson needs to be acknowledged for her leadership in guiding organizational operations through this challenging time.

From a governance perspective, CPF Manitoba and the broader network are in a period of significant transition. It is as important now as ever to deeply consider the quality, reach and impact of our activities. There is a push and pull relationship between the functions of programming and advocacy, between creating and promoting opportunities for youth to learn and use French, and informing and influencing decision makers to ensure equitable access to quality FSL learning opportunities. We need to consider the balance of resource allocation that will optimize both functions. How do we best leverage programming into advocacy? Are we doing enough to influence decision makers in our communities?

More broadly, the CPF Network as a whole is conscious of the fact that the organization needs to evolve if we want to continue to be considered a key partner to government in promoting official languages in Canada. While we benefit from significant government support, we see regional inequities in terms of resources, as well as a structure that is unduly governance heavy. We welcome the recent publication of Yves Savoie's report, "Optimizing Opportunities for Collaboration Within the CPF Network". While this report studies the issue through a Pan-Canadian lens, the content of the report can also be applied to the CPF Manitoba network and can help us increase our impact and viability moving forward.

As I complete my second term as President of the Board of Directors of CPF Manitoba, I feel truly honored to have been given this opportunity to serve. I am also humbled by the scope of the challenge. The pandemic has been difficult - it has interrupted our ability to come together and has contributed significantly to volunteer burnout and fatigue. As we turn the corner on the pandemic and return to a degree of normalcy, I hope that we can engage in meaningful dialogue about what is working and what is not, even if those are difficult conversations. I would like to express my deep gratitude and thanks to those members who continue to serve in communities throughout the province. Your work is important.

**Michael Hudon**  
President  
CPF Manitoba



# YOUTH

## Concours d'art oratoire

Concours was held at the school level only and each competition was limited to the classroom cohort. Consequently, final competitions occurred in each school, within each grades' designated cohort. At this level all participating students received a certificate, and 1st, 2nd and 3rd place ribbons were provided to each participating cohort. A Provincial Final took place for grades 9-12 only, with students submitting a pre-recorded speech to the CPF Manitoba Branch office.

**4,645 students participated province-wide**, which is an impressive number when one considers that many teachers and students were indicating signs of virtual-learning burnout. Furthermore, MB students did the province proud, with a number of those in grades 11-12 placing in the CPF Virtual National Concours.

The alternate provincial Concours competition was successful in achieving its educational objectives and regardless of unprecedented circumstances, it provided language opportunities that assisted FSL and FFL students to:

- improve, develop confidence and enhance pride in their French language abilities;
- demonstrate their French language skills to peers, parents/family members;
- share their experiences of unique situation in 21st century history (a pandemic), with fellow Francophiles and Francophones, and thus nurtured a commonality and spirit of unification.



CANADIAN PARENTS FOR FRENCH  
**CONCOURS** d'art oratoire  
Canada's French Public Speaking Contest



*"Thank you for all of your hard work in moving the competition from in-person to online. Your dedication to this event is appreciated."*

– Concours Coordinator

*"I enjoyed being able to participate in Concours d'art oratoire. Even though it wasn't in-person, it was still fun to participate virtually."*

– Concours participant

*"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

## French Cultural Tours and French Drama Extravaganza Workshops

The French Immersion Drama Extravaganza workshops and the French Cultural Tours will take place in May and June 2022 respectively.

The **French Drama Extravaganza** will be facilitated by the dynamic duo of Laura Lussier and Allison Palmer in May 2022. These two French facilitators will deliver the workshops to French Immersion students in grades 7 to 12 across Manitoba.

Rob Malo, also known as **TiBert le Voyageur**, will facilitate the **French Cultural Tours** in the form of outdoor performances in June 2022. The performances will be delivered to French: Communication and Culture students from Kindergarten to grade 8 throughout Manitoba. Due to the popularity of the Cultural Tours, a waitlist was created weeks prior to the reservation deadline.

**The French Drama Extravaganza and French Cultural Tours will serve to:**

- expand French vocabulary;
- encourage the use of French language skills;
- build confidence in the use of the French language;
- showcase French as a creative mode of communication and expression; and
- enhance knowledge of, and nurture French cultural heritage and awareness.



**Rob Malo, TiBert le Voyageur**



**Laura Lussier**



**Alison Palmer**



# YOUTH

Due to the uncertainty COVID 19 restrictions, it has not been possible to facilitate some CPF Manitoba activities prior to March 31, 2022 (e.g., French Immersion Drama Extravaganza Workshops and French Cultural Tours). However, CPF Manitoba promoted a variety of alternative virtual programming to encourage participation in:

- **Let's Celebrate French Immersion in Canada** with Marc Tardif;
- **Festival International du Conte de Winnipeg 2021** enabled access to 25 virtual stories in French 24 hours a day;
- **French Drawing Workshop with Jérémie Royer** provided students with the opportunity to learn about comic book art and illustration as they were taught to draw different animals;
- **National Canadian Film Day:** French options;
- **Linguistic Duality Day** which provided youth with the opportunity to celebrate Canada's rich linguistic heritage;
- **Marathon de lecture 2022** provided an opportunity for students to participate in a French reading marathon;
- **Les Rendez-vous de la Francophonie 2022** encouraged participation in the celebration of the *Francophonie*, its culture, diversity, and inclusiveness;
- **O'Poesie** enabled participation in a French poetry contest;
- **CPF French Virtual Tutoring Program** provided an opportunity for students to receive assistance with their FSL studies;
- **OLP: Language Exchange Program** provided students with information about exchange programs in French;
- **National Ambassador Youth Forum** was promoted to recruit ambassadors to raise awareness of the French language and official bilingualism in their schools.



CPF Manitoba activities, initiatives and projects were successful in that they served to:

- further bilingualism by promoting and creating opportunities for youth to learn and use French;
- inform youth of the benefits of bilingualism;
- encourage youth to continue their French language learning and use of their French through high school and beyond;
- motivate, recognize, and reward the efforts and accomplishments of Manitoban students;
- enhance understanding of the benefits of learning the French language and learning about its cultures/heritages;
- raise awareness of the value of official language bilingualism and inter-cultural understanding.

# YOUTH BY THE NUMBERS



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

**4,645** Students  
Reached



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



**8** CPF Manitoba  
Supported Youth  
Partner Events

**8** Partners Putting On  
These Youth Events

**\$5,000** Value of Incentives,  
Scholarships



**1** CPF Youth  
Camp Offered/  
Supported

**91** Camp  
Attendees  
Reached



**4,868** Certificates  
were Awarded

**771** Ribbons were  
Awarded

# MEMBERS, VOLUNTEERS, AND DONORS BY THE NUMBERS



Membership  
Engagement  
As of April 1st

2020

**1,793**

2021

**8,454**

2022

**6,841**



**3** Volunteers  
Recognized



**20** Promoted  
CPF Adult  
French Lessons



**3** Public Displays,  
Info Booths/  
Open Houses

**131** Parents/Adult  
Participants  
Reached



Volunteer  
Engagement

**53** Volunteers  
Registered



**12** Monthly *Communiqués*  
with All CPF Manitoba  
members

**3** Chapter  
*Communiqués* with  
Chapter Volunteers



**8** Active  
CPF Chapters  
or Teams

**26** Meetings/Activities  
to Support or Train  
CPF Volunteers



Donor  
Engagement  
As of April 1st

2021

**1**

2022

**7**

# MEMBERS, VOLUNTEERS, AND DONORS

## Information and Publications

A variety of information, documentation, publications and news/press releases were shared in efforts to support and enhance FSL learning and cultural appreciation and awareness. Others include, but are not limited to:

- Canadian Parents for French Welcomes Survey Findings from the Office of the Commissioner of Official Languages;
- Canadian Parents for French Acknowledges Teachers at the Heart of Education Recovery;
- Canadian Parents for French Welcomes Strengthened Language within Bill C-13 to Modernize the Official Languages Act;
- French Second-language Projects Aim to Boost Conversational Proficiency;
- New Public Opinion Survey on Official Languages (OCOL).



## Donors

CPF Manitoba continues to welcome and encourage donations through the Mary Joyce Booth Endowment Fund on "Giving Tuesday". Funds received are shared among Manitoba Chapters and are used for activities or for purchases that benefit French-second-language (FSL) youth in their communities. During this reporting period, CPF Manitoba received seven donations during the 2021 CPF Giving Tuesday campaign, increasing the CPF Manitoba number of donations by 85% from the previous year.

GIVING TUESDAY Nov 30



## Awards

**Certificates of Appreciation were provided to 3 retiring CPF Manitoba Board members, who had completed their terms, at the 2021 AGM.**



**7 donations were received during the Giving Tuesday campaign, an increase of 85% over last year.**

# MEMBERS, VOLUNTEERS, AND DONORS

## Volunteer Opportunities

CPF Manitoba Chapter volunteers were provided with a variety of information, training opportunities, promotional items and tools/documents. These assisted with administration, and provided ideas for community-based activities and engagement of potential and current members, volunteers and donors.

### Examples include:

- monthly Chapter membership lists;
- quarterly Chapter Executive communiqués;
- Jotform resource order form;
- Volunteer Management System (Better Impact);
- Network Website Events Calendar;
- virtual Chapter and volunteer training sessions;
- CPF branding documents.



**The number of volunteers increased to 53 compared to 49 in March 2021.**

## Member, Volunteer and Donor Engagement

The monthly CPF Manitoba Communiqués served to engage members, volunteers and donors (including parents) by keeping them informed of organizational and community information and events/activities such as:

- the CPF Manitoba 2021 Annual General Meeting;
- the National AGM & Virtual Conference;
- the availability of ACUFC Bursaries;
- French classes and learning opportunities;
- socio-cultural events and activities taking place in Manitoba and across Canada.

Overall feedback received indicated that parents/members/teachers were satisfied with the information provided in the communiqués and they found that the content was useful.



**The total reach of our communiqués was approximately 13,584.**



# MEMBERS, VOLUNTEERS, AND DONORS

## Chapter Highlights • April 2021 - March 2022

### CPF Beausejour

The Chapter's regularly planned events continued to be cancelled due to COVID-19. Despite a difficult year, the Chapter saw a significant increase in membership and has been focusing on renewing memberships, increasing exposure in their community virtually by participating actively through their Chapter Facebook account and continuing to increase their social media following. CPF Beausejour hopes to continue offering additional opportunities to students and parents to speak French outside of the classroom during the 2022-2023 year.

#### CPF Beausejour Executive

- **Andrea Granger**, President
- **Andrea Thibault**, Vice-President
- **Jessica Byskal**, Treasurer



### CPF Dauphin

Although the pandemic has affected CPF Dauphin's regular activities, the Chapter maintained their strong ties with their French Immersion schools, programs and parents, continued to bring benefits to members of their community and provide awards to local students for continuing their education in the French language. Having established a new Executive, CPF Dauphin is hoping to increase membership and activity in their community.

#### CPF Dauphin Executive

- **Jenny Andrews**, Vice-President
- **Lisa Kristjanson**, Secretary
- **Cathy Fafard**, Treasurer



# MEMBERS, VOLUNTEERS, AND DONORS

## Chapter Highlights • April 2021 - March 2022

### CPF Dugald

Due to COVID-19, CPF Dugald continued to face limitations on what could be accomplished for events and programming in the school. The Chapter also gladly welcomed all virtual events provided by CPF, purchased numerous French reading books with many diverse topics and offered students the opportunity to participate in *Virtual Camp Soleil* throughout the summer. In the future, CPF Dugald plans to purchase more French reading books, increase awareness of CPF and what parent involvement can bring to the school, continue to advertise and update families through the school newsletter, establish a *Petit Café*, host a *Concert en français* and support students attending French activities outside of school.

#### CPF Dugald Executive

- **Melissa Jobb-Sheppard**, President
- **Jennifer Tremorin**, Vice-President
- **Karen Wieringa**, Secretary/Treasurer

### CPF Flin Flon

Despite another challenging year, CPF Flin Flon continued in their efforts to provide a variety of opportunities for members of their community. The Chapter was successful in awarding the French Immersion Bursary in the amount of \$1,000 to a local graduate, gifted embroidered CPF Flin Flon beach towels to the five 2021 French Immersion graduates, presented Certificates of Completion to the Grade 8 French Immersion graduates, held different successful fundraisers, registered students to participate in a virtual magic show with Marc Tardif, sent French Immersion students to the local Ski Lodge to participate in a winter fun day and continued to share CPF information with members of the community through the schools and information packages. Moving forward, CPF Flin Flon is hoping to rebuild their volunteer base while continuing to promote and help their students speak French inside and outside of the classroom.

#### CPF Flin Flon Executive

- **Telis Keramydas**, President
- **April Eardley**, Vice-President
- **Carrie Alexander**, Secretary
- **Kaiti Keramydas**, Treasurer



# MEMBERS, VOLUNTEERS, AND DONORS

## Chapter Highlights • April 2021 - March 2022

### CPF Morden

CPF Morden continued in their efforts to share valuable information with members of the community through monthly school newsletters and social media accounts, and planned a membership incentive draw to help increase membership. The Chapter was also successful in providing a variety of enriching virtual and in person events and activities for French Immersion students and their families. These activities included French bingo nights, paint parties, public skates, Concours d'art oratoire and weekly challenges for *French February*. CPF Morden is thankful for their community's support and is looking forward to another successful year.

#### CPF Morden Executive

- Sara Convery, President
- Cherie Fehrmoore/Mike Macaraeg, Co Vice-Presidents
- Karma Sheppard, Secretary
- Kristy Radke, Treasurer



### CPF Portage la Prairie

Despite another year that resulted in the cancellation of in person activities, CPF Portage la Prairie was still able to thank and acknowledge local French Immersion students for their hard work. The students that participated in *Concours d'art oratoire* were provided with prizes and snacks, a \$500 bursary was awarded to a grade 12 French Immersion graduate and all French Immersion graduates were provided with a gift of recognition for their dedication to continuing their education in French. For the coming year, CPF Portage la Prairie is excited to return to their normal activities and continue to promote French language learning.

#### CPF Portage la Prairie Executive

- Paulette Chislitt, President
- Kendra McKenzie, Vice-President & Treasurer
- Angela Mills, Secretary





# MEMBERS, VOLUNTEERS, AND DONORS

## Chapter Highlights • April 2021 - March 2022

### CPF Stonewall

The pandemic put major restraints on what CPF Stonewall was able to accomplish, however when school restrictions were lifted, the Chapter arranged to have an experienced French Immersion teacher provide staff and students in local French Immersion schools, with lessons on how to play the French game *Loup Garou*. The Chapter also provided the schools with copies of the game to ensure students and staff can continue to benefit from the fun French game for years to come. CPF Stonewall is happy to move forward now that restrictions have lifted and plan on resuming in person events and activities.

### CPF Swan River

CPF Swan River was happy to have more normalcy to their routine this year and it was slowly able to resume the provision of programming and hosting meetings in person. In addition to planning multiple successful fundraisers and providing gifts for grade 8 and 12 French Immersion graduates, the Chapter also hosted a French talent night, "CPF's Got Talent". The event was successful as it brought past and current French speaking students together to help celebrate 40 years of French Immersion in the Swan Valley and increase awareness and interest in CPF. CPF Swan River continues to plan events for the coming year and will also continue to learn and manage ongoing changes related to teacher recruitment and retention, fundraising, marketing the French Immersion program and increasing enrollment.

#### CPF Stonewall Executive

- Corinne Lothian, President
- Shawna Legault, Secretary
- Kelly Kimball, Treasurer

#### CPF Swan River Executive

- Amanda Bulycz, President
- Sherry Schroeder, Vice President
- Melissa Buchanan, Secretary
- Tanya Torfason, Treasurer



# MEMBERS, VOLUNTEERS, AND DONORS

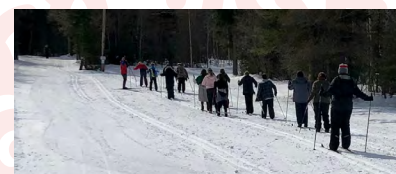
## Chapter Highlights • April 2021 - March 2022

### CPF The Pas

CPF The Pas continued to support French programs and focused on technology to support remote learning and members of their community. The Chapter was also successful in their annual fundraising efforts, continued to contribute to French Immersion graduation activities, kept the community updated and informed via their social media, and purchased a computer and iPad as incentives to encourage members to renew or become members, while at public events and activities. CPF The Pas looks forward to another year with more in person interaction.

#### CPF The Pas Executive

- **Chris Keller**, President
- **Charleen Kerr**, Vice President
- **Carla Masters**, Secretary
- **Tara Manych**, Treasurer





# CPF ADVOCACY IN ACTION

## Projects, Publications, Campaigns, Recognition / Retention Activities

**CPF Manitoba promoted the recruitment and retention of FSL Teachers through the facilitation of “Teach in French – Give the Gift of Language and Culture”.**

This initiative serves to inspire the interest and enthusiasm of youth for FSL teaching and targets a broad group ranging from grade 5 to undergraduate students. Audiences are made aware that careers in FSL teaching are viable, worthwhile, personally enriching and rewarding.

CPF Manitoba was proactive in sharing information that can serve to influence decision-makers and provide parents with reliable information to support quality French language learning programs and make them aware of the value of official bilingualism and the importance of FSL learning. Other publications, research and documents that were shared included but were not exclusive to:

- Support for Reforms to the Official Languages Act;
- The Government of Canada Invests \$121.3 Million over Three Years to Support Post-Secondary Minority-Language Education;
- The Government of Canada introduces a Bill for the Substantive Equality of Canada’s Official Languages on March 1, 2022;
- Bill 64 – The Education Modernization Act;
- French as a Second Language Enrolment Statistics 2019-2020;
- Languages Build Plurilingualism;
- Languages Build Academic Benefits;
- Languages Build Cognitive Benefits.





# CPF ADVOCACY IN ACTION

## FSL Awareness Virtual Event

The CPF Manitoba President participated in the FSL Awareness Virtual Event that was hosted by CPF National. Here, there was an opportunity to meet with the Commissioner of Official Languages and glean guidance on advocacy strategies that will assist in furthering FSL learning in Manitoba.

In addition, the CPF Manitoba President was appointed to the Education Curriculum Advisory Council. This Advisory Panel will provide input for the development of the K–12 Curriculum Framework.

### Advocacy Training

CPF National organized and delivered a large variety of training sessions for staff and volunteers. CPF Manitoba staff and Chapter Volunteers benefitted from attending the sessions.



**The advocacy event that was scheduled to take place in conjunction with the 2021 CPF Manitoba AGM was postponed, due to the uncertainty around COVID-19 related restrictions. The event will be held virtually in May of 2022 on the CPF Manitoba website, where elected and non-elected officials and stakeholders will attend/speak/deliver messages.**



# CPF ADVOCACY IN ACTION BY THE NUMBERS



**14** Meetings and Consultations with Elected and Non-Elected Officials



**15** Education Stakeholder Events, Meetings



**15** Partner Meetings with

**27** Existing Partners and

**1** New Partner

**9** Meetings with Educators/Partners



**6** Media Releases



**15** Rapprochement Contacts

# CPF NETWORK: BUILDING LEADERSHIP EXPERTISE BY THE NUMBERS



**4** Branch Board Meetings

Attendance at

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

**21** Committee Meetings



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

**33** Attendees at Branch AGM

Attendance at

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

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

# CPF NETWORK: BUILDING LEADERSHIP EXPERTISE

## CPF Manitoba Administration

CPF Manitoba met all administrative, financial, legal and governance obligations. Required reports were submitted on time to funders, the CPF Manitoba Board, and to CPF National.

The CPF Manitoba Board of Directors approved the 2020-2021 Audited Financial Statements and these were presented at the 2021 virtual CPF Manitoba AGM. The organization was deemed to be in good financial standing.

The CPF Manitoba Action Plan for 2020-2025 was finalized. It reflects the current CPF Network Strategic Plan, and moving forward, will assist the Board of Directors to ensure that Branch operational and governance activities remain in line with the 2020-2025 CPF Network Strategic Plan.

### CPF Manitoba Board of Directors:

- **Michael Hudon**, President
- **Lyka Capulong**, Vice President
- **Melanie Young**, Director
- **Gilbert Le Néal**, Director
- **Christopher Afatsawo**, Director

### Other committees (and their meetings) include:

- **Council of Presidents:** 4 meetings
- **Council of Executive Directors:** 8 meetings
- **Chapter Development Officers:** 9 meetings



## Training/Mentorship

The CPF Manitoba staff participated in a wide variety of training to assist in increased operational capacity and to enable them to better support CPF Manitoba Chapters. Of particular note, the staff participated in the Blanket Exercise Workshop (with CJP and KAIROS) and took part in a Network training on Why Terminology Matters.

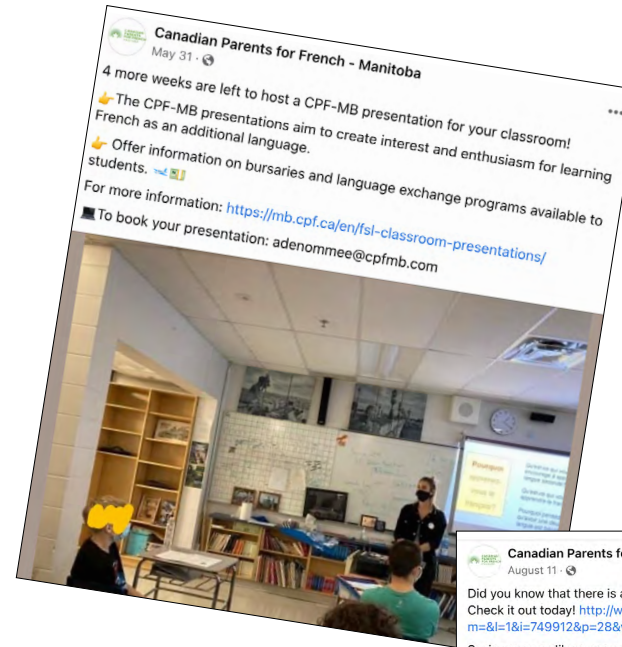
The CPF Manitoba President met with an HR consultant to establish the process for the 360 Executive Director Performance Review and participated in several training/professional development sessions provided by CPF National.



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	9,170+	2,822
Number of new users	-	2,550
Number of sessions	10,002	3,841
Number of page views	22,448	18,044
Average session duration (in minutes)	Not available	2:25 mins
Twitter		
Number of followers	134	223
Number of profile visits	976	7,861
Number of mentions	14	54
Number of tweets	32	121
Number of impressions (likes and re-tweets)	9,878	33,351
Facebook		
Number of page likes	226	282
Total Reach	5,393	36,482
Engagement (likes, comments, shares)	470	652
Page followers	248	330
Instagram		
Number of followers	N/A	330



**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. In 2021, there were 7 donors from our province. The number of donors has increased by 85% over the previous year.

## CPF Mary Joyce Booth Grant Awarded in 2021-2022

The Manitoba Branch distributed the \$1,000 grant between local Chapters. The funds were used to provide French resources, events and activities to students, teachers and families. Chapter volunteers utilized funds allocated by CPF Manitoba to successfully orchestrate community and family based initiatives, activities and events such as:

- the purchase of French books;
- a French Immersion Winter Fun Day;
- a French movie night;
- *Concours d'art oratoire* Participant Celebration Event;
- the purchase of "Loup Garou" games;
- the French Cultural Tour;
- an after-school French Tutoring Program.

Consequently, the profile of the French Immersion program was highlighted in the communities of Beausejour, Dugald, Flin Flon, Morden, Portage la Prairie, Stonewall and The Pas.

## CPF Funding Diversification Efforts

*Thank you - Merci*

**CPF Manitoba acknowledges  
the important financial support  
of the Government of Canada.**

Funded by the  
Government  
of Canada

Financé par le  
gouvernement  
du Canada

Canada 

**CPF Manitoba acknowledges  
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of the Government of Manitoba.**

Manitoba



## CPF Funding Diversification Efforts

# Thank you - Merci

### Existing and New Partners – with whom there have been joint initiatives or projects underway during the year:

#### Existing & New Partnerships:

- Office of the Commissioner of Official Languages (OCOL)
- *Bureau de l'éducation Française* (BEF)
- *Université de Saint-Boniface* (USB)
- *Société de la Francophonie manitobaine* (SFM)
- University of Manitoba (U of M)
- *Éducatrices et éducateurs francophones du Manitoba* (EFM)
- *L'Association manitobaine des directrices et directeurs d'immersion Française* (AMDI)
- Manitoba Association of Teachers of French (MATF)
- *Division scolaire franco-manitobaine* (DSFM)
- Manitoba Association of School Trustees (MAST)
- *Conseil jeunesse provincial* (CJP)
- *Alliance Française du Manitoba* (AF)
- Canadian Association of Second Language Teachers (CASLT)
- Manitoba Divisional Language Coordinators
- Katimavik
- Success Skills Centre
- *Sports en Français* (SEF)
- CPF-National, CPF-BC & Yukon, CPF-NWT, CPF-AB, CPF-SK, CPF-ON, CPF-NB, CPF-NS, CPF-PEI, CPF-NFL

#### Joint Initiatives:

- French for Life (CPF Manitoba, BEF, AMDI, OCOL)
- French: An Opportunity of a Lifetime! (CPF Manitoba, BEF, AMDI, OCOL)
- Teach in French – *Enseigne en français* (CPF Manitoba, BEF, USB, U of M, AMDI)
- *Concours d'art oratoire* (CPF Manitoba, Manitoba Divisional Language Coordinators)
- Linking Immigrants to French & English (LIFE) in Manitoba (CPF Manitoba, Success Skills Centre)
- Free online tutoring for chapter families (CPF Manitoba, Katimavik)

#### Initiatives Supported/Promoted by CPF Manitoba:

- *Les Rendez Vous de la Francophonie* (Canadian Foundation for Cross-Cultural Dialogue)
- *FrenchStreet.ca* (CPF Ontario)
- *Concours virtuel* (CPF BC Yukon)
- Youth Leadership Forum (Experiences Canada)
- Where Are They Now? (CPF National)
- *Université de Saint-Boniface* French courses
- *Alliance Française* French Courses
- OCOL Messaging
- Katimavik Exchanges
- *Conseil jeunesse provincial* (CJP) Events
- *Association des Collèges et Universités de la Francophone Canadienne* (ACUFC)
- *Festival international du conte de Winnipeg*
- *Centre Culturel Franco-Manitobain* (CCFM)
- Language Portal of Canada
- National Canadian Film Day (with REEL Canada)



# LOOKING FORWARD

## 2021 - 2022

### **PILLAR A: Increasing FSL Youth Access and Participation**

Although in-person activities were not possible for a large part of the year, CPF Manitoba was successful in promoting and encouraging participation in a large variety of virtual French Language Learning & Cultural Activities. The promotion of these activities ensured that youth had access to participate in French language activities to enable them to better understand the benefits and value of French language learning and official language bilingualism.

### **PILLAR B: Building Member, Volunteer and Donor Engagement**

After a very quiet start to the year, the Chapters ended on a strong note with many being able to meet in person for the first time in a long time, in order to celebrate French Immersion Week with a volunteer appreciation event. Despite the challenges, our volunteers are our strength in numbers and we are so fortunate to have such a dedicated and inspiring group of people supporting our mission.

### **PILLAR C: Advocating for Universal Access**

CPF Manitoba strengthened existing partnerships and continued to pursue opportunities to establish new partnerships in the effort to increase coordination and build alliances with key partners.

### **PILLAR D: Building Leadership Expertise**

CPF Manitoba met administrative, financial, legal and governance obligations. Opportunities for leadership learning/capacity-building opportunities were offered regularly to Branch staff and volunteers.

# LOOKING FORWARD

## 2022 – 2023

### **PILLAR A: Increasing FSL Youth Access and Participation**

During the 2022-2023 year, the Manitoba Branch will continue to promote and increase knowledge of CPF activities and linguistic duality/official languages programs for youth, including exchange opportunities that demonstrate the value of French language learning and supporting Canada's Official Languages.

### **PILLAR B: Building Member, Volunteer and Donor Engagement**

CPF Manitoba will focus on how to better understand and respond to member, volunteer and donor needs. Together with the CPF Network, the Manitoba Branch looks forward to the development and implementation of an improved member recruitment/retention strategy, as well as incentives for volunteers and donors.

### **PILLAR C: Advocating for Universal Access**

CPF Manitoba will continue to share current, relevant and fact-based research with decision makers in the effort to advocate for effective FSL Programs and FSL Teacher Supply.

### **PILLAR D: Building Leadership Expertise**

CPF Manitoba hopes to focus on building strong governance with youth representation to optimize operational capacity through collaboration with the CPF Network. Leadership learning/capacity-building opportunities will be provided as they become available, to Manitoba Branch staff and volunteers to ensure highest levels of competence.

# 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  
MANITOBA**

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**Office Administrator & Project Coordinator** ..... Lornell Reimer  
**Project and Communications Officer** ..... Alexandra Dénommée  
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## Canadian Parents for French Manitoba

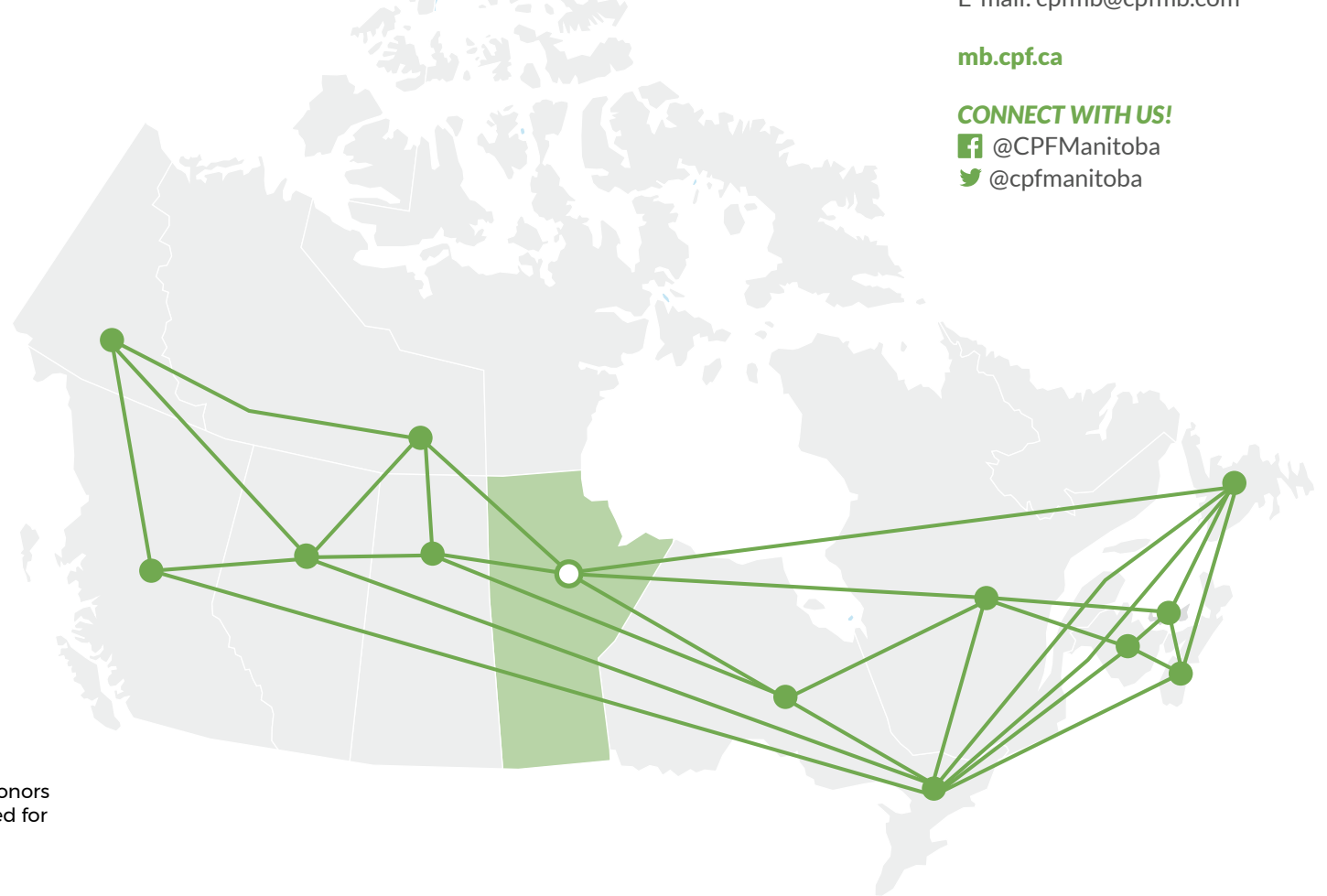
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