Annual Report

Helping to create a better tomorrow through literacy and lifelong learning!
OUR MESSAGE: Desneiges Profili, Executive Director & Allison Alder, Board Chair

We wish to express our deep appreciation for the staff, volunteers, board, funders and community members who contribute to this important work. To the many participants who allow us the opportunity to grow and learn with you - thank you for the immense honour and privilege of being a part of your journey!

OUR TEAM: 16 community literacy coordinators serving 77 communities in the Basin and Boundary.

147 Staff Members
7 Board Members
338 Volunteers
177 Partnering Organizations
258 Community Planning Committee Members

2001 Incorporated Not-for-profit
Mission: CBAL encourages people of all ages to engage in literacy and lifelong learning. We help by providing opportunities through innovative programs and community support.

Vision: Basin and Boundary community members value lifelong learning and have the literacy skills needed to be successful in their homes, communities and lives.

OUR SERVICES: Providing free literacy programs, workshops, resources, events and support.

Working towards a stronger Basin and Boundary through literacy and learning.

Services support:
“I liked all the take home stuff - it provided a continuation of learning at school to learning at home in a fun way.”
Parents as Literacy Supporters Participant

“This is the first job I’ve had in 15 years. It feels good to get out of the house and do something meaningful.”
Books Everywhere Supported Work Experience Participant

“Being around learning young minds, their energy and enthusiasm was fun for me.”
Children’s One to One Program Volunteer

OUR IMPACT: Literacy skills are key to lifelong learning and we strive to support people of all ages!

Did you know CBAL supported...

- 6 StrongStart Centres
- 497 Digital Badges Issued
- 5,595 Program Sessions
- 16,856 Contacts
- 4,158 Participants at Events
- 66,189 Contact Hours
- 493 people ages 60+ in programs & workshops
- 7,143 adults & 5,569 children
- 379 school-age children and youth
- and 389 immigrants & their families?
Our programs would not be possible without our funders and partners. Partner contributions are integral to the delivery of our programs and we are thankful for their support!
Our capacity has grown tremendously over the last 18 years. Our proudest accomplishments, outside of program delivery, are linked to our ability to leverage the expertise, knowledge, and passion of our staff and volunteers to reach more people in our region - and even beyond.

OUR CAPACITY: CBAL offers settlement & language services in 10 hub communities across the region

$23,000+ Revenue from Blue Sky Clothing Co sock sales
80+ Community collaborations 73 Staff on committees
$48,864 Of In-kind support to our partners
9,943 Books & materials distributed
5,000+ CBAL newsletter subscribers
211 Staff trainings
3,287 Facebook followers
13 Community offices
31 Unique family programs 30 Unique adult programs

Meet the Team:
Board Members: Allison Alder (Chair), David Standing, Jack Moes (Treasurer), Jean Sulzer, Karen Bennett, Kathleen Gabelmann & Linda Dickson.
Management: Desneiges Profili (Executive Director), Alana Murdoch (Program Manager), Betty Knight (Program & Project Manager) & Andra Louie (Program Manager).
Coordinators: Alison Facey, Barb Szuta, Carol Fairhurst, Carolyn Amantea, Chrisy Hill, Corinne Svardfeldt, Erin Perkins, Gillian Wells, Joan Exley, Koreen Morrone, Lisa Bjarnason, Lori Dunn, Mel Myers, Rhonda Palmer, Sandy Kalesnikoff, Sayre Knight, Shona Thorne and Tracy Spannier.
SPOTLIGHT STORY: Giving back to inspire a love for learning!

Journey to Canada
Mohammad Msatat, along with his wife and children, came to Canada in 2016 from Syria. Eager to learn about Canada and their new community of Nelson, they enrolled in CBAL’s English language classes and settlement services funded through Immigration, Refugees and Citizenship Canada (IRCC).

Passion for Sharing
Mohammad started working at the Kootenay Co-op as a maintenance person, and with his background as a carpenter in Syria, began building boxes and shelving for the marketing displays at the Co-op.

Giving Back
Mohammad was the inspiration behind CBAL’s new Books Everywhere boxes that can be found throughout the community and neighbouring towns. His love for woodworking and learning can be found in every box he created. This was one way he could give back to the community that has embraced him and his family.

Mohammad says the settlement program has helped them to learn about the community, access services and improve their English skills. He says, “Nelson is so friendly and good community; very happy to be here. It’s unbelievable!”

Future Goals
Mohammad’s focus is to keep learning English, a new word each day, and to work towards his future goal of having his own fine woodworking business here in Canada.
CBAL’s success is shared with the hundreds of team members, partners, funders, community organizations and participants who work with us to make literacy and learning a priority in the Basin and Boundary! A special thank you to Black Press, local credit unions and Blue Sky Clothing Co for their continued support of our Reach a Reader Campaign - we could not do it without you!

A BIG thank you to Ripley Entertainment Inc. for its generous donation of 500 Ripley’s Aquarium of Canada books - your donation benefitted over 450 families!

OUR SUPPORTERS: You make a difference!

Funding makes programs possible and we want to thank the following regional supporters for their continued support:

Black Press
Blue Sky Clothing Co
College of the Rockies
Columbia Basin Trust
Credit Unions
  - Columbia Valley Credit Union
  - East Kootenay Community Credit Union
  - Grand Forks Credit Union
  - Kootenay Savings Credit Union
  - Nelson & District Credit Union
  - Revelstoke Credit Union
Decoda Literacy Solutions
Immigration, Refugees and Citizenship Canada
Ministry of Advanced Education
Ministry of Education
Ministry of Jobs, Trade and Technology
Ministry of Municipal Affairs and Housing
Selkirk College

Locally, we want to thank the countless community grants, school districts, businesses, newspapers, and individual donors for supporting CBAL programming!

THANK YOU!
A Look Ahead:

CBAL asked staff, partners, volunteers and community members across the Basin and Boundary to share their thoughts about where we should focus our energy over the next three years. You spoke and we listened! Below is an overview of our latest strategic plan. Thank you to each person who took the time to help us find our path - we look forward to sharing updates in the next annual report!

**OUR STRATEGIC PLAN:** Four main goals will shape our work over the next three years!

1. **Programming: Innovative, Inclusive and Responsive**
   - Expand programming opportunities by identifying gaps in programs and services.
   - Be forward thinking and innovative in our approaches and promotional practices.
   - Ensure quality and promising practices in programming.

2. **Partnerships: Collaborative, Essential and Diverse**
   - Continue to build, nurture and grow strong partnerships.
   - Build relationships with Indigenous partners.
   - Extend the organization’s reach by engaging partners in new and different ways.

3. **Community Development: Leader, Engager and Catalyst**
   - Be a mechanism for change by facilitating community engagement.
   - Deepen our understanding of region-specific demographics to better address needs.
   - Be recognized as a champion for literacy and a sought-after partner and resource.

4. **Organizational Capacity: Relevant, Effective and Sustainable**
   - Develop effective and relevant human resource practices.
   - Develop streamlined and effective administrative supports.
   - Ensure the sustainability of the organization.
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