



# Yukon Literacy Coalition

**2016-2017 Annual Report**

- community-based
- literacy & essential skills
- culturally & geographically relevant



**Yukon Literacy  
Coalition**

*[www.yukonliteracy.ca](http://www.yukonliteracy.ca)*

*The Yukon Literacy Coalition (YLC) is a community-based organization committed to increasing literacy and essential skills for everyone in the Yukon. It is founded on the belief that literacy and essential skills are the foundation that allows each individual to succeed in life, work and their community; and that the best way to improve these skills is through programs, tools and research that are culturally and geographically relevant.*

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### **Board of Directors**

James Miller (President) – Whitehorse

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*Vacancy* – Watson Lake

*Vacancy* – Faro/Ross River

*Vacancy* – The North Highway

## **President's Report:**

The Yukon Literacy Coalition (YLC) continues the good work of helping Yukoners prosper at home and in the community, at work and in play. We do this by providing innovative and engaging family-literacy programming in Whitehorse and across the territory. You can find us in a number of places; the Family Literacy Centre located in the Canada Games Center or in the Pioneer Hotel in Shipyards Park and in a number of culture camps, libraries, daycares and special events across the Yukon.

This past year was very exciting – we were in year two of our partnership project with the NWT Literacy Council and Iltaqsiq-Nunavut Literacy Council. We had two interesting and innovative projects this summer: We provided embedded LES training for the workers at the Burger Shack in Mayo and we created, in partnership with CTMC, an old-time Tagish Kwan Photo Parlour in Carcross, situated in the Carcross Commons. The photo parlour was developed as a social enterprise and offered great training both on site and in the classroom. As those activities wound down in the fall our hardworking staff geared up for stage two of the Parent Engagement Project, a partnership with CYFN. I don't think there was a time during the winter when there weren't two or more staff on the road visiting communities and helping to build parent clubs across the Yukon. We continue on with Financial Literacy and our research project, Changing Systems, exploring how Aboriginal women's learning is impacted by violence. Thanks to all of our hardworking contractors.

Being the president of a vital and creative non-profit is challenging and rewarding. I have a great admiration for all of our workers and the passion they bring to the organization. Special thanks to Lisa Young, who took on general management when our Executive Director Beth Mulloy took medical leave. I thank all of our partners, supporters, and my fellow board members. Last, but not least, I thank our funders, without your support we could not do our work.

Thank you!

James Miller

President  
Yukon Literacy Coalition



The Yukon Literacy Coalition (YLC) has enjoyed another busy year maintaining our key programming, developing new programs and welcoming new staff. The beginning of our year, July 2016 started off well. As part our work in the Northern Alliance for Literacy and Essential Skills (NALES) project we worked with Na-Cho Nyak Dun developing and implementing a Literacy and Essential Skills (LES) embedded-training program for the Burger Shack staff in Mayo. We also developed and ran an Old-Time Photo Parlour in partnership with Carcross Tagish First Nation (CTFN). The Photo Booth was designed as a social enterprise and was situated in the Carcross Commons.

In the fall, in partnership with the Council of Yukon First Nations (CYFN), we began and completed year two of the Parent Empowerment Project (PEP). We worked with all Yukon communities through the winter months and ended the project with a parent-empowerment gathering. The PEP was very successful and we intend to build on the successes of this project to support Yukon families. With support from the Yukon Government we continued delivering financial literacy workshops across the Yukon.

We also worked closely with CAFN developing a multi-year project to create embedded LES programs for Champagne and Aishihik First Nation (CAFN) citizens who are struggling to work. We also worked with Carcross Tagish Management Corporation (CTMC) developing a project based on the social enterprise model, both projects are being considered for funding.

Many thanks to the Yukon Government for their continued support of the Family Literacy Centre (FLC) and the City of Whitehorse for their continued support. The Yukon Imagination Library continues to grow and many of the FLC users are also recipients of this program. We continue our interesting and eclectic programming at the centre and again hosted many special events in partnership with the Canada Games Centre. Our community outreach program continues to be very successful.

Changing Systems – a woman, violence and learning project funded by the Status of Women Canada is continuing. We continue to work with Jenny Horsman, and Christine Genier joined the project this year while Colleen Segriff continues to manage the project.

Katy Mead and Emma Hanes both left YLC this year. This is the second time for both of them. We look forward to welcoming them back sometime in the future. Lisa Moore joined us at the Family Literacy Centre, and we are so pleased to have her as one of the team. Lisa Young returned after a break. We are happy to have her back as General Manager. Lusia Stetkiewicz continues as office manager, Stephanie Parker as family literacy worker and Jessica Gilray as outreach worker.

We are all grateful to, and thank all of our partners, volunteers, supporters and funders that enable us to continue to do the very important work of improving literacy and essential skills in the North; assisting all northerners to reach their capacities and to live their lives fully.

Beth Mulloy  
Executive Director  
Yukon Literacy Coalition

## **2016-2017 Highlights**

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### **Northern Alliance for Literacy and Essential Skills (NALES)**

The Yukon Literacy Coalition has partnered with the NWT Literacy Council and Ilitaqsiniq - the Nunavut Literacy Council on a collaborative agreement with the Northern Alliance on Literacy & Essential Skills (NALES) to complete various projects.

The goal of this project is strengthening literacy and essential skills development and to improve market outcomes across the north. The team reached out to Aboriginal youth and adults, both men and women, who were out-of-school or unemployed with low levels of literacy and essential skills in the north. Through this project, Aboriginal youth and adults will have an opportunity to develop more transferable skills, become more employable, increase their access to the labour market, and experience more success within the northern economy.

As part of this project YLC undertook two initiatives:

#### **1. Tagish Kwan Photo Parlour**

The Yukon tourism market is booming; visitors come to enjoy the wilderness and the culture of the diverse people in the Yukon. The Yukon Literacy Coalition, in partnership with Carcross Tagish Management Corporation (CTMC) and with generous support for the Yukon Territorial Government developed a social enterprise initiative as a means to both train and employ underemployed Carcross Tagish First Nation citizens and provide social benefits to Carcross. The Tagish Kwan Photo

Parlour was the result of this collaboration. It was situated in a wall tent located in the Carcross Commons. We provided two weeks of classroom training covering basic workplace skills; the needs of a small business and the special skills needed for welcoming and hosting visitors.

We also provided an intense 6-day basic photography course. We hired an elder/instructor from CTFN to work with our instructors and provide support to the workers. Our instructors continued to work on site with the workers throughout the summer.

We successfully ran the photo parlour throughout the summer. As well as the photo parlour operations we hired local First Nations dancers and bannock makers to provide employment and enhance the visitors experience in the Yukon.



## 2. Na-Cho Nyak Dun Burger Shack

To achieve the service sector objective in the tri-territorial NALES project the Yukon Literacy Coalition in partnership with Nacho Nyak Dun First Nation designed and implemented a 3-month summer training program providing hands on, workplace-based training, providing the participants (the summer staff of the First Nation's owned and operated Burger Shack) with transferable skills and knowledge in the service/hospitality sector. This work was done in stages. The first was the development of learning modules using best practices, identifying the skills needed to operate the Burger Shack, assessing the needs of the staff. It became apparent early on in the process that there was a need for participants to talk and share on a deeper level in order to participate fully in the training. With this in mind we hired an elder co-facilitator to work closely with our instructor. Training was done in the classroom and in the workplace. Much of the training was focused on getting along with others (interviews with participants indicated there was high levels of hostility in the workplace), hospitality and customer service, and purchasing food and supplies. We had hoped to explore healthy menu options, such as soup and salads but there was little to no interest. The intention of the embedded LES program was to improve and enhance essential skill development for individuals, assist the participants to evolve with their jobs and adapt to workplace change, and to meet diverse cultural and learning needs of this target group of individuals.

YLC provided ongoing support to the Burger Shack Supervisor to monitor the participants' progress through anecdotal and formative assessments in order to identify any gaps or additional training needs/opportunities.

The image contains two black and white promotional posters for "Tagish Kwan Photo Parlour".

**Left Poster:** Features a man and a young girl posing in a studio setting. The man is seated, holding a long wooden staff, and the girl is standing next to him, holding a large, round, ornate mirror. The background includes a vase of flowers and some antlers. Text on the poster reads: "Step into the past and come back with a photo!" with a pointing hand icon, and "in the Carcross Commons in the old time tent frame!" at the bottom.

**Right Poster:** Features a woman wearing a fur-trimmed coat. Text on the poster includes: "Tagish Kwan Photo Parlour", "OPEN: MONDAY - FRIDAY 10 A.M. - 3:00 P.M.", "FUN FOR ALL AGES!", "Prices: • 1 person - \$20 • 2 people - \$32 • 3-5 people - \$45", "GROUPS AND INDIVIDUALS!", and "in the Carcross Commons in the old time tent frame!". A note at the bottom states: "\* price includes one printed 5x7 and frame \* additional prints available".

## **Financial Literacy**

The project was funded by the Yukon Territorial Government and ran from December 9, 2016 to March 31, 2017.

Yukon Literacy Coalition (YLC) delivered four two-day financial literacy workshops to participants in Haines Junction, Carcross, Teslin, and Dawson City. The workshops took place in February and March of 2017. A third day was planned in each community for individuals who requested one-on-one appointments. The workshops were tailored to meet each community's needs within a northern context; based on a Yukon-wide needs assessment conducted in 2016. In each case, YLC worked with a community partner to set up and promote the workshops. The nine modules offered through the financial literacy workshops were based on community needs and best practices as ascertained through the Canadian Centre for Financial Literacy.

In preparation for delivering the financial literacy workshops, ten Yukon Literacy Coalition staff and a number of community members participated in a train-the-trainer workshop based on training offered by Prosper Canada Centre for Financial Literacy in January 2017.



## **Yukon Quest Short Story Contest**

In the 4th Annual 2016/17 Short Story contest, the Yukon Literacy Coalition once again partnered successfully with the Yukon Quest organization. The contest, held between November 2016 and February 2017, was our most popular contest ever with over 90 entries coming from throughout the Yukon, Alaska and even Australia.

One of the purposes of this contest is to encourage writing skills for the youth of the Yukon, and to support, inspire and motivate learning more about the Quest, an event that seasonally brings our community together to cheer on our favourite teams.

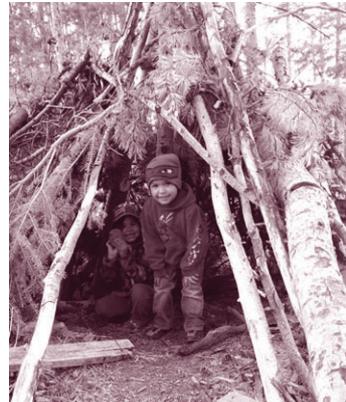
By offering the contest entry through school classrooms, home schoolers and personal entries we provide an opportunity to include and encourage all learners and aspiring writers.

Winners had a chance to read their stories aloud on CBC radio and received a 'bag of swag' from the Yukon Quest.

## **Parent Empowerment Project: Stage 2 (PEP 2)**

PEP 2 was a partnership project with the Council of Yukon First Nations (CYFN). It was phase 2 of the project seeking to empower communities by initiating ideas for local parent clubs and providing leads into funding resources for sustained programming. The Yukon Literacy Coalition (YLC) facilitated the community-driven, self-sustained programming by supporting participation and traveling to all Yukon communities numerous times over the project duration. Each community PEP group delivered programming unique to the needs of their community. Some of the programs that took place were:

- Family Literacy Challenges
- Community gatherings/ feasts
- Sewing circles
- Ice Fishing
- Boil ups
- Amazing race challenge
- Wellness bags
- Culture days
- Craft nights
- Information sessions
- Board game nights



To end this phase of the project, YLC hosted a “Parent Empowerment Gathering” on March 9th and 10th, 2017 at which most communities were represented by two committee members. There were approximately 30 people in attendance. It was a full agenda with many great discussions around the benefits of this project as well as current and ongoing needs in the communities. There were a number of presentations and activities. Education Steering Committee Parent Meeting keynote speaker, Richard Van Camp, presented via live stream. The Deputy Minister of Education attended, and was open to receiving advice and recommendations on how the department can better support parents and early learners.

## **Changing Systems: A Woman, Violence, and Learning Project**

This is a three-year project funded by the Status of Women Canada. It was designed to support Indigenous women in Whitehorse and the surrounding region who are “at risk of experiencing violence” and to explore how Indigenous women’s familiarity with violence impacts their involvement in education and their vulnerability to further violence. We are currently in our final year of this project. Through this study we are beginning to identify strategies to support women and girls to enter, remain in, and succeed in educational programs and diverse formal and informal learning opportunities.

## **Community Outreach**

Community outreach efforts are increasingly in demand as we continue to strengthen relationships and build programs. Events and activities during the year included; a weekly outreach program at the Kwanlin Dün House of Learning, story times at the Yukon College residence, and visits to the Canadian Prenatal Nutrition Program (various Whitehorse locations). YLC also gave presentations to Children and Youth Services and Baby's Day Out (Health and Social Services), Story Time on Wednesdays at Arts in the Park, Kluane First Nation's Muskrat Camp and Harvest Camp, and the Ta'an Kwäch'än First Nation's Fish Camp. Community visits included: Dawson, Carmacks, Watson Lake, Teslin, Haines Junction and Burwash Landing.



## **Yukon Imagination Library (YIL)**

We continue to register new users regularly and the program is as always very popular and well-received by the public.

Dolly Parton Imagination Library (the site we use to register children), has updated their system to work with Canada Post to ensure that the children's books are delivered to the correct address. This has reduced the amount of books that get sent back to our office and therefore reduces staff time needed for the program.

We maintain regular contact with the over 1000 parents of (YIL) book registrants through email. The email contacts are collected as children are registered, and confirmed when mailing addresses are updated from time to time. Parents receive FLC programming information, special literacy and family-event notices, and other communications once a month. We give options to opt out of the mailings with each email.

## **The Family Literacy Centre**

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The Family Literacy Centre (FLC) promotes the development of literacy and related life skills through everyday fun learning activities for multi-generational family members. The centre enhances and promotes literacy skills to enable individuals to achieve their life goals.

The FLC located in the Canada Games Centre has been a staple in the lives of parents, practitioners, caregivers and partner groups since 2009. Our attendance numbers have increased substantially, as has the diversity of our visitors. Our role as a valuable community resource, helping families come together for learning and ongoing development, is steadily expanding.

We continue to provide resources to help support and connect families in their quest to become the best and healthiest they can be.

Our programs are designed to meet the needs of our users. Some examples of what we offer include new parent/baby-bonding groups, singing & rhyming circles, story times about northern culture, baby signing, hands-on art exploration and food experiences.

The number of groups and organizations using the FLC has grown substantially, as we reach further out into the community. These groups include CPNP (Healthy Moms, Healthy Babies program), Global Moms, JPAY (Japanese Association Yukon), Ta'an Kwäch'än - ÄsüqK'e "Grandmother's Ways" (weekly free TA'AN KWÄCH'ÄN language program), Child and Youth Services, City of Whitehorse, Connect Parenting, Haiku Poetry Group, and LaLeche.

### **Family Literacy Day**

Family Literacy Day was celebrated with live entertainment along with an interactive event in dramatic arts with Whitehorse's Improv Group at the Canada Games Centre on January 29th, 2017. Our partners included The City of Whitehorse, Yukon Department of Education, Whitehorse Public Library, L'Association Franco Yukonnaise, Yukon Learning Disability Association, Skookum Jim Friendship Centre, Well-Read Books and our Dan Curtis, Mayor of Whitehorse. Each partner continued to support the event with information sharing, storytelling, family activities and hands-on engagement. Thank you to everyone who helped us make this important family event such a success.

### **Pioneer Hotel**

Our 2016 Summer Kick-Off party announced the beginning of another great season at the Pioneer Hotel. Having a year-round, three- year lease with the City of Whitehorse has allowed YLC to establish a stronger and more permanent presence in Shipyards Park. The Pioneer Hotel was decorated this summer with a homey and historical 1930's theme. When you walked into the space you were transported back to an old timey living room with complimentary tea and an extensive free bookstore. Family literacy programming ran daily with structured programs in the morning and drop-in activities in the afternoon. It was open late on Thursdays all summer to coincide with the Fireweed Market; allowing families to participate during after-work hours. All programs continued to be free and open to everyone. Community partnerships, user groups and participant numbers continued to grow.

## **Book Bike**

The Book Bike continued to make regular weekly appearances at Arts in the Park, around town and at special events. We continued to receive community support in the form of book donations for distribution on the Book Bike and our free library at the Pioneer Hotel.



## **Community Events**

The YLC/FLC took part in a wide range of community events during the past year including:

### **Special Events:**

ADAKA Cultural Festival  
Whitehorse Pride Parade  
Canada Day Celebration  
Canada Games Centre  
Halloween Spooktacular  
Yukon Quest Fest  
Moosehide Gathering  
Kluane First Nation Harvest  
Gathering  
Brooks Brook Culture Camp  
Culture Days & Doors Open  
Yukon  
Kluane First Nations Muskrat  
Camp  
Five-Year-Old Health Fair  
Rendezvous Celebrations  
City of Whitehorse Festival of  
Lights

### **Conferences**

YLC staff attended the following conferences:  
Early Years National Conference

### **Staff Development**

First Aid Training  
Customer Service Training  
Handle With Care

## **Our Partners, Supporters and Funders**

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Arts in the Park  
Angellina's Toy Boutique  
Association Franco-Yukonnaise  
Bubbles Daycare  
Canada Games Centre  
Carcross Daycare  
Carcross/Tagish First Nation  
Care-a-Lot Daycare  
CBC Yukon  
Challenge Community Vocational Alternatives  
Champagne-Aishihik First Nation  
Chinook Bookkeeping  
City of Whitehorse  
CKRW The Rush  
Community Woman's Group  
Council of Yukon First Nations  
Dollywood Foundation  
Elks Lodge 306  
Horwoods Mall  
Icycle Sport  
Invest in Kids  
Japanese Canadian Association of Yukon  
Kluane First Nation  
Kwanlin Dün First Nation  
La Boca Theatre Group  
La Leche League Canada-Yukon  
Learning Disabilities Association of Yukon  
Les EssentiElles  
Little Salmon Carmacks First Nation  
Learn with Joy Daycare  
Love to Learn Daycare  
Macbride Association  
MAC'S Fireweed Books  
Magnetic North Theatre Festival  
Many Rivers  
Mayo Daycare  
Miles Canyon Association  
MEADIA Solutions  
Montessori Borealis Daycare  
Nakai Theatre Group  
Northwestel Inc.  
NWT Literacy Council  
Nunavut Literacy Council  
Na-Cho Nyak Dün First Nation  
Partners for Children  
Prenatal Nutrition Program  
Rendezvous Society  
Rotary Club of Whitehorse  
Screen Production Yukon Association  
School Age Skills Program  
Skookum Jim Friendship Centre  
Steve Slade  
Sue Warner  
Ta'an Kwach'an Council  
TD Canada Trust  
Tanya Handley  
Teslin Daycare  
Teslin School  
Teslin Tlingit Council  
Tr'ondek Hwech'in First Nation  
Victoria Faulkner Women's Centre  
Victoria Gold  
Vuntut Gwitchin First Nation  
Well-Read Books  
What's Up Yukon  
Whitehorse Library  
Whitehorse Star  
Yukon Arts Centre  
Yukon College  
Yukon Film Society  
Yukon Government Department of Education  
Yukon Imagination Library  
Yukon Learn Society  
Yukon News

## **STAFF**

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Beth Mulloy – Executive Director  
*bmulloy.literacy@northwestel.net*

Lisa Young – General Manager  
*lisa.young@yukonliteracy.com*

Lusia Stetkiewicz- Office Manager  
*yukon.literacy.coalition@northwestel.net*

Stephanie Parker – Family Literacy Centre Program Coordinator  
*stephanie.literacy@northwestel.net*

Jess Gilray- Literacy and Outreach Coordinator  
*jessica.literacy@gmail.com*

Colleen Segriff – Outreach Manager/Literacy Specialist  
*colleen.segriff@yukonliteracy.com*

Contractors:  
Lisa Moore  
Jason Murphy

Bookkeeper:  
Chinook Bookkeeping

Accountant:  
Kristine Lawrie CA. LTD.





## Yukon Literacy Coalition

**[www.yukonliteracy.ca](http://www.yukonliteracy.ca)**

Suite #207 100 Main St., Whitehorse, Yukon Y1A 2A8  
Phone: (867) 668-6535

Email: [yukon.literacy.coalition@northwestel.net](mailto:yukon.literacy.coalition@northwestel.net)