



FONDATION PEARSON POUR L'ÉDUCATION PEARSON EDUCATIONAL FOUNDATION

Annual Report For the Year Ended June 30, 2007

Message from the President

Change should be viewed as an opportunity for growth and innovation, and it is with these goals in mind that last fall I undertook the challenge of the presidency of the Pearson Educational Foundation.

My personal objectives for the year have been realized: to involve more of the directors and more volunteers in the activities of the Foundation, to begin the process of reviewing and updating all the procedures and guidelines, to add a new "event" to the annual calendar and to increase the visibility of the Foundation within the school board and the greater community.

My goals for the upcoming year are to continue building from this base, striving for continuous improvement in every possible way.

I'm proud to have been able to personally participate in Space Day, the Bell Science Fair and in the 8th Annual Golf Tournament, to have visited several schools to deliver boots and snow pants, to have attended the grand opening of the new Forest Hill School and to participate in the graduation exercises of vocational centres and high schools to present the Margaret Manson award to incredible students. Each of these events demonstrates unique, out of the box learning opportunities for the students of the Lester B. Pearson School Board and I look forward to being able to provide support for these activities for years to come.

Suanne Stein Day

Overall Review

Visibility in the community

In order to grow the Foundation, the board of directors felt it important to expand public awareness of our purpose and results. Some of the ways this was accomplished was to maintain an ad in the Montreal Gazette obituaries section twice a week, and to start a First Class conference accessible to all administrators and commissioners. Our website has been revamped and is being kept up to date. Our fund raising activities are accompanied by professional programs and acknowledgements where appropriate. Connecting with the community is key to our ongoing success. We have therefore invited new members from different spheres of life to join the board of directors so as to profit from their diverse fields of knowledge and expertise.

Self sufficiency

To date, the Lester B. Pearson School Board has been very generous in their support of the Foundation, providing both office space and resource, and compensation for a part-time Managing Director. We are deeply grateful for this support at a crucial point in our development.

Self-sufficiency however is important to our mandate of supporting the students and programs of the LBPSB. In light of both the increased revenues of the Foundation and the recouping of direct administrative costs for



African drums purchased through a Pearson Educational Foundation grant for Orchard Elementary

Board of Directors

Mrs. Suanne Stein Day
President

Mr. Remi Poliquin
Secretary-Treasurer

Mr. Michel Belleville
Ms. Louise Bergeron
Mr. Ken Elliott
Ms. Hollie D. Forrest
Mrs. Barbara Freeston

Mr. John Killingbeck
Ms. Chantal Lysecky
Mr. Rafat Noor Khan
Mrs. Lesley Pasquin
Mr. Donald Rae
Ms. Cheryl Rozon
Mr. George Towstuk

Mr. Gregor Campbell
Managing Director

1925 Brookdale Avenue
Dorval, Quebec H9P 1X5
514 422-3000 ext. 2212
pef@lbpsb.qc.ca
pef.lbpsb.qc.ca

Overall Review (con't)

services rendered to outside fund-raising organisms, henceforth, staff compensation will derive directly from the Foundation.

Review of the By-laws

A sub-committee was formed to revise the by-laws of the Foundation which had not been reviewed since the inception of the West Island Educational Foundation, the progenitor of the Pearson Educational Foundation. The sub-committee's changes have been reviewed and recommended by the Board of Directors for presentation to the Annual General Meeting.

Honorary Membership

The success of the Pearson Educational Foundation can only be attributed to the tireless efforts and undying support of many individuals who believed in the ability to enhance the learning experience offered in the schools of our community. Many have been providing this support year after year. Their contributions have not gone unnoticed.

We are proud to offer lifetime honorary membership to the Foundation to:

Eric Bender	Christopher Campbell
Gregor Campbell	Jim Killin
John Killingbeck	Leo La France
Tom Merson	Catherine Prokosh
George Towstuk	Bruce Walker
Gordon Robertson (posthumously)	



Pearson Educational Foundation grants have purchased musical instruments for many elementary schools

“Where was Phil Clavel when MY kids were young! I Am Not an ATM Machine is a gem.”

2006-2007 Activities

Grants to Schools

Over \$39,000 of grants were approved for 27 schools this year. The projects continue to become more innovative. This year we approved a new garden at St. Charles Elementary School, Eagles on Air, a student radio station at Lindsay Place High School, participation of Macdonald High students in the Young Canadians Forum, story sacks for Riverview Cycle 1 children, a legal graffiti project at Beurling Academy, amongst other projects. We are also proud to continue our support of Space Day and the Bell Science Fair, benefiting learners across the school board.

Book Launch

The year could not have kicked off on a higher note than launching Phil Clavel's new book, *I Am Not An ATM Machine*. Phil entertained us all with readings from the book, providing food for thought for parents of children of all ages. A portion of the sale price of each book went to the Foundation.

Cupak Memorial Fund

The tragic loss of Commissioner Rona Cupak saddened the whole LBP community. The Rona Cupak Memorial Fund was created and, at the request of the family, the monies collected will be used to help disadvantaged students in our system. The Foundation purchased boots and snow pants this winter for over 25 children.

Born to Read

The Foundation continues to administer the finances of *le gout de lire / born to read* which was conceived and is being managed by a volunteer group of retired educators working through the CLSC Pierrefonds. This CLSC serves an area with one of the highest birthrates in Quebec and has a high percentage of families considered *at risk*. PEF directors John Killingbeck and Suanne Stein Day sit on the steering committee of this group.

The objective of *le gout de lire / born to read* is to work with families of newborns to encourage early literacy. Research has shown that children who experience daily reading activities from birth demonstrate greater school success later on. This success is most apparent in the area of language development.



Tony Proudfoot, Honorary Chair, Pearson Educational Foundation 8th Annual Golf Tournament

2007-2008 Activities (con't)

8th Annual Golf Tournament

We were delighted to welcome several new faces to the Golf Committee this year, particularly that of our chair, Ms. Viviane Croubalian and our honorary chair, Mr. Tony Proudfoot. The committee's efforts resulted in a wonderful day which resulted in proceeds over \$28,000 to the Foundation.

The weather held out to the very end, when a spectacular rain and hail storm gave our guests stories to last for months!

We just about filled the playing field with 275 players registered. 262 golfers played, received gifts from our sponsors, enjoyed a wonderful dinner at the Club de Golf Lachute and competed to win the Low Net Trophy now named in memory of Charleen Graham, a fondly remembered colleague and avid golfer

We have also made a number of new connections within the community members which should benefit us for many years to come. Over \$17,500 in sponsorships and many, many gifts and prizes were received this year. 117 organizations were listed as sponsors in the program that was distributed to all golfers.

We would be remiss if we didn't thank all the volunteers without whom the tournament would not exist. Their contributions are priceless.

Everest 2007 – Learning Without Limits

PEF had the unique opportunity to become involved with the project of Mr. Manuel Pizarro, integration aide at John Rennie High School, as he lived his lifelong dream of summiting Mount Everest.

Manny approached the Foundation last fall with his plan, which included raising funds that would be channeled back into education. Directors of the Foundation and members of the school board worked with Manny while he visited many of our schools talking about his preparations and the challenges he was facing. Manny excited our community about the adventure, which they were able to follow step by step through our website. The students were riveted while he talked about the mental and physical challenges facing him.

While Manny has not finished his fund raising efforts, we have already raised over \$5000 selling bracelets, patches and pins showing support, through the fashion show and a welcome back dinner held at Brasserie Hymus.

Fashion Show

Part of the Learning Without Limits activities was the sold out, 2nd annual fashion show featuring the works of Hollie D. Forrest and other local designers. Beautiful gowns and outfits were modeled by LBP students, with

hair and makeup being done by the students of the Gordon Robertson Centre.

Ms. Forrest, who has since agreed to join our board of directors, hopes to continue to raise funds for the Foundation through this now annual event.

Manson Learning Awards

The Margaret Manson Learning Awards were created in 2002 in memory of the late Margaret Manson, an innovative educator in our community. Each year, a monetary award and plaque of recognition is offered to a graduating student from each of our high schools, adult, and professional training centres. This year, the Alternative Network schools were also offered the opportunity to nominate recipients of the award.

Taking Risks

Responding to a call for "giveaways" for 50 high school students participating in the Peer Education Initiative designed for high school students, the Foundation purchased Cineplex Odeon gift certificates for each participant as a means to congratulate them on their initiatives. The Board of Directors is pleased to support these effective, out of the box, learning opportunities.



Manny Pizarro on the summit of Mount Everest, May 16, 2007

"16 students in our adult and vocational centres and our high schools were selected to receive the Margaret Manson Learning Award."



The winning team—low net score of -17. Anyone want to challenge Otis Grant, WBO Middleweight Champion and Coordinator of the LBPSB Riverdale Community Learning Centre, on that?

Goals for 2007-2008

Visibility

Continuing to increase the visibility in a professional manner is key to the growth of the Foundation. New letterhead and envelopes, business cards for directors, and a new brochure as well as maintaining the Gazette ads and announcing events and activities to our communities will ensure that we are able to knock on doors when needed.

Establish the Fashion Show as a major annual event

Hollie D. Forrest staged a wonderful event for us these past two years and we looking forward to continuing this as an annual event. Peripheral activities such as silent auctions and raffles can help to increase the revenues. The Foundation can offer support to the committee to reduce the expenses of producing tickets and renting the hall.

Increase Revenues from the Community

The foundation needs to be proactive in approaching local business and community partners and convincing them of the inevitable benefits of investing in our students. We will look to recruit the experience of volunteers with specific fund raising experience.

Continue to improve processes

The nature of the Foundation requires us to be meticulous in all actions. We will continue to question and review procedures and make changes as required. With the experience of the Managing Director who has been committed to the Foundation since the early days, and the engaged eyes of the Board of Directors, we will strive to ensure that every cent that is received is accounted for and goes towards toward supporting public education to meet the needs of today's learners.



The Board of Directors and Managing Director of the Pearson Educational Foundation with Honorary Chair, Tony Proudfoot at the 8th Annual Golf Tournament
 From left to right: Ken Elliott, Lesley Pasquin, Tony Proudfoot, Suanne Day, Don Rae, Barbara Freeston, Louise Bergeron, John Killingbeck, Gregor Campbell, George Towstuk.
 Missing are Remi Poliquin, Chantal Lysecky, Rafat Noor Kahn, Cheryl Rozon and Hollie Forrest