

PEARSON
EDUCATIONAL
FOUNDATION

Annual Report 2022-2023

**Public Education
is a Public Trust**





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Message from the President

MESSAGE FROM THE PRESIDENT

PEF has worked hard to position itself on a growth trajectory

Looking at events in our community, Canada and across the world this past year - and indeed the last several - it appears that change is the only constant. In this fast-evolving environment, the issues impacting us become more complex. Addressing these challenges requires a force, a network, and a beacon. PEF strives to encompass a slight combination of the three.

The year was, in many ways, a year of reflection and regrowth for the entirety of the LBPSB community; it certainly was for the Pearson Educational Foundation.

Following several tumultuous years of organizational and financial challenges, PEF decided to take hold of an opportunity. Following the 2021-2022 AGM, the PEF Directors went to work on strategic matters, accomplishing a tremendous reset for the organization.

PEF engaged four new board members, elected a new president, sub-committees were formed, strategic visioning and goal sessions were held, a new strategic plan and financial plan was drafted.

Operationally, PEF managed all key milestones with our funds: all revenue and expenses KPIs were met. No dissatisfied customers and no missed deadlines. The PEF board expresses our sincere thanks to our incredible Operations Manager Sue Grand. Following more than 10 years of service, Sue decided to step down and hand over her legacy and help train her replacement.

It is my distinct pleasure as PEF's newly elected President to present this 2022-2023 Annual Report. The team regards this report as not only a demonstration of this past year's successes, but a reaffirmation of our commitment to help nurture the development of our West Island student population.

We enter 2023-2024 with a clear plan to make an impact.

Respectfully submitted,



Kyle Verboomen
President, Pearson Educational Foundation
president.pef@lbpsb.qc.ca

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Mission, Vision, and Values

MISSION

Education is a public trust

Through a commitment to public education and the promotion of learning for all, the Foundation believes in enhancing the opportunity for all students to become life-long learners, self assured, respectful and responsible to their community.

Recognizing that government funding of public education is finite, the Foundation supports students and furthers this goal by supplying seed money to a broad array of projects generated by the teachers and administrators of the LBP community.

Aware that education is the single most important pathway to overcoming generational poverty, PEF supports success and perseverance in school for economically disadvantaged students by addressing both the physical, through clothing and nutrition, and the emotional/intellectual through a variety of innovative programs.



OVERVIEW

Our role in the community

The Pearson Educational Foundation (PEF) is an incorporated organization with Canada Revenue Agency charity status (CRA #891079048RR0001) that is legally independent of the Lester B. Pearson School Board. We offer financial support to schools and programs throughout the board at the elementary, secondary and adult education levels.

We fund hands-on, innovative projects generated by the teachers, which enhance and go beyond the regular government-funded curriculum by supplying the necessary materials.

PEF supports economically disadvantaged students, supplying winter outerwear and assisting the school board's "Hungry Kids Program": breakfasts and hot lunches from K-Grade 11. These programs are expanding rapidly, year over year. In addition, summer programs are supported for this demographic.

In addition, PEF assists a broad variety of programs for special needs students both assisting their integration into regular classrooms and allowing them to attain their full potential.

PEF manages numerous scholarships and bursaries which are awarded annually at convocation at LBPSB High Schools. PEF has also supported various LBPSB school fundraising initiatives by providing tax receipts and offering some operational support.



HISTORY

A long history in supporting the school board, teachers and students

In the mid-1980s, a group of citizen volunteers interested in the public schools serving youth on the West Island of Montreal established the West Island Educational Foundation (WIEF). In 2001, the WIEF changed its name to Pearson Educational Foundation (PEF). The Foundation is run by a volunteer board and one paid operations manager.

Initially, fundraising was organized to simply receive and disburse donations to help support initiatives led by our students, teachers and schools. Over time, the Foundation broadened its scope as it began working with the community-at-large to better promote awareness about the need to support public education beyond the scope of government funding.

The foundation serves an important role as steward for the financial proceeds resulting from the numerous student, teacher and parent-led fundraising initiatives which occur across the LBPSB community each year. The foundation acts as the custodian for these funds, ensures proper tax reporting and arranges for timely disbursement. The foundation also independently manages the endowment funds backing several student scholarship funds, literacy initiatives and memorial funds on behalf of the LBPSB schools.



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Our Structure



PEF TEAM 2022-2023

PEF Board of Directors, Staff & LBPSB Liaisons

PEF's Board of Directors is composed of nine volunteers, each who were selected to provide their expertise in finance, development, strategy, PR and communications. Every year a small part of the team rotates, some new faces may appear, but our devotion to the vision and mission is steadfast.

PEF Staff



Sue Grand
Operations
Manager

PEF Board of Directors



Kyle Verboomen
President



Richard Meloche
Secretary



Michel Belleville
Director

LBPSB Liaisons



Joanne Malowany
Asst. Director,
Comms. &
Community Dev.



Lorne Brotman
Vice-President



Cinthia Ferraresi
Director



Kathy Giangaspero
Director



Melissa Hunter
Principal &
PASA Member



Jesse Remillard-Steiner
Treasurer



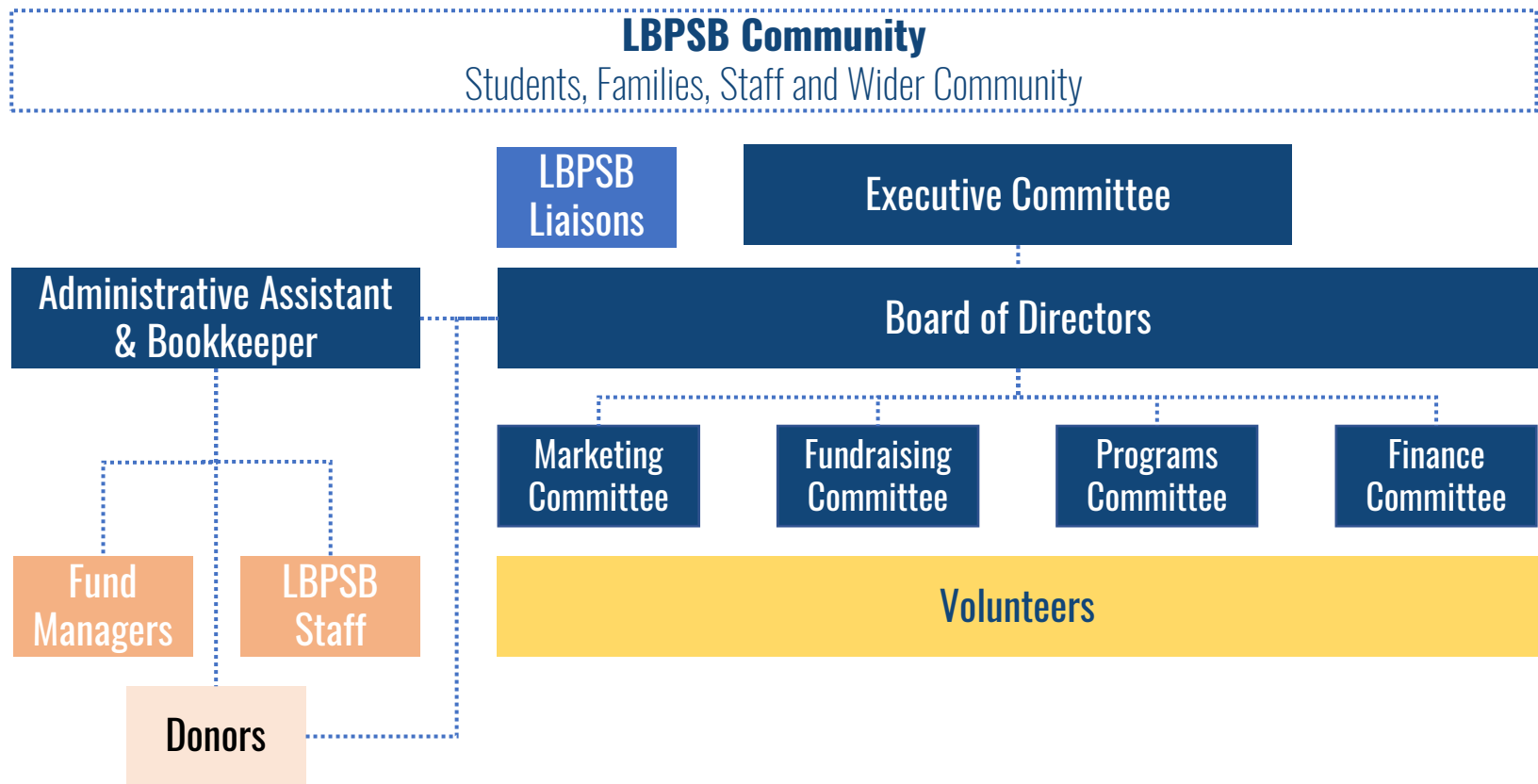
Kenny Mandel
Director



Rafat Noor Khan
Director

PEF ORGANIZATIONAL STRUCTURE

The LBPSB community is our aspirational audience, whilst they are also our key stakeholders

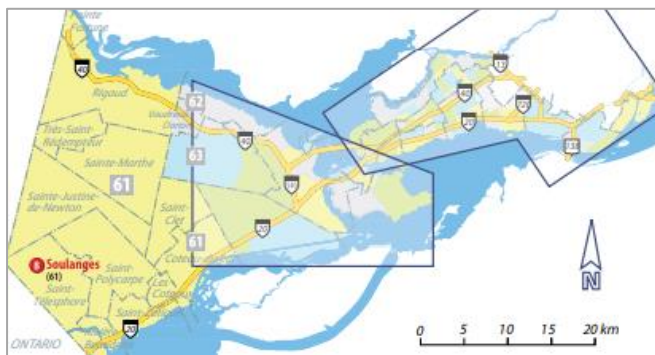


OUR SCHOOL BOARD

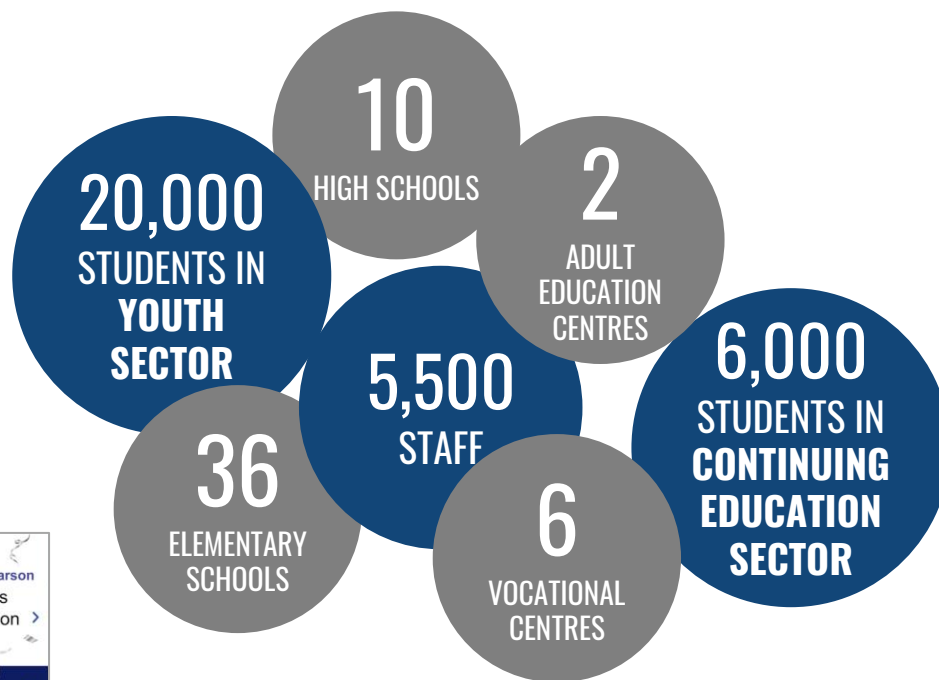
The Lester B. Pearson School Board

Established in 1998, the Lester B. Pearson School Board serves the English-eligible population on the western end of Montreal Island and off-island territory in the Monteregie-Ouest. The LBPSB's network of 36 elementary schools, 10 secondary schools, 6 Vocational Centres and 2 Continuing Education centres welcomed over 20,000 students of all ages during the 2022-23 academic year

School Board Map








LBPSB celebrated their 25th Anniversary in 2023!



OUR TRUST IN THE NUMBERS

PEF is prepared to continue making a meaningful impact in the LBPSB community

Over 110 funds managed for schools, bursaries and special programs	\$280k in assets under management	\$178k in Revenue
Over 95% of LBPSB schools have at least 1 fund within PEF	16 scholarship & bursary funds	30 school use funds with specific areas of focus
4 funds devoted to building art & drama programs 	3 funds devoted to building Tech & Robotics programs 	8 funds devoted to building music programs 
 11 funds devoted to building food & cooking programs	 2 funds devoted to building sport programs	17 funds supporting PEF- specific programs

PEF FUNDS

FUND	SCHOOL / ORG.
Allion	Allion
Beacon Hill	Beacon Hill
Beacon Hill Music	Beacon Hill
Beechwood Giving Fund	Beechwood
Beurling Academy	Beurling
Beurling Food	Beurling
BHS Arts	BHS
BHS Convocation Awards (supported by BHSAA)	BHS
BHS Drama	BHS
BHS Music	BHS
Birchwood	Birchwood
Born to read	Born to Read
Children's World Academy	Children's World
Christmas Park	Christmas Park
Clearpoint	Clearpoint
Dorset	Dorset
Edgewater	Edgewater
Evergreen General	Evergreen
Evergreen Music Program	Evergreen
Forest Hill Jr.	Forest Hill Jr
Forest Hill Sr.	Forest Hill Sr
Heart & Hands Pediatric Clinic	Hearty & Hands
Horizon	Horizon
John Rennie	John Rennie
John Rennie Actors' Studio	John Rennie
John Rennie Sport Études	John Rennie
JRHS Bright Ideas Award	John Rennie
JRHS Friends of Louise Chalmers Theatre Association	John Rennie
JRHS George Cassidy Memorial Award	John Rennie
JRHS Gordon S. Blackman Assistance Award	John Rennie
JRHS Harry Fischer Award	John Rennie
JRHS Janet Austen Award	John Rennie
JRHS Music Dept	John Rennie
JRHS Tom Nemeth & Mark Hanna Award	John Rennie
JRHS Tristan Morrisette-Perkins	John Rennie
Kingsdale	Kingsdale
Kingsdale Daycare Services	Kingsdale
Lakeside Robotics	Lakeside
LaSalle Junior Breakfast Club	LaSalle Jr
LaSalle Sr	LaSalle Sr

FUND	SCHOOL / ORG.
FSSTT (Family School and Support Treatment Team in SSD)	LBPSB
LaSalle Community Comprehensive	LCCHS
LCCHS Christmas Baskets	LCCHS
LCCHS Cooking Prog	LCCHS
LCCHS Hockey	LCCHS
LCCHS Phoenix	LCCHS
LCCHS Robotics	LCCHS
Macdonald High	Macdonald
Macdonald High Robotics	Macdonald
Nutrition 3 - Macdonald	Macdonald
Maple Grove	Maple Grove
Margaret Manson	Margaret Manson
Margaret Manson Music	Margaret Manson
Overture Chamandy Grant	OWTA
Overture With the Arts	OWTA
PACC Good Citizen Award	PACC
PCHS	PCHS
Riverdale High School Alumni Scholarship	PCHS
Riverdale Tammy Jane Chen Memorial Scholarship	PCHS
A Valentine Campaign	PEF
Alouettes	PEF
Club de Foot Montreal	PEF
Club de Hockey Canadiens	PEF
Dress-Down PEF Fundraiser	PEF
Equity & Inclusivity Fund	PEF
Every Child Matters	PEF
Experiential STEM Education PEF available fund	PEF
Fun Run 2023	PEF
John Killingbeck Fund for the Children	PEF
Margaret Manson Learning Awards	PEF
Nutrition 1 - Hungry Kids - general all schools	PEF
Nutrition for Life - General - a PEF available fund	PEF
PEF Membership @ \$5/year/member	PEF
PEF Music General	PEF
Rocket Hockey	PEF
Rona Cupak	PEF
Place Cartier	Place Cartier
Riverview	Riverview
Riverview Food Baskets	Riverview
Riverview Grads	Riverview

FUND	SCHOOL / ORG.
Riverview S.T.E.A.M. Initiative	Riverview
Sherbrooke Academy Holiday Baskets	Sherbrooke
Sherbrooke Senior	Sherbrooke Sr
Soulanges Gannaiden Fund	Soulanges
Springdale	Springdale
St. Charles	St. Charles
St. Charles Holiday Fund	St. Charles
St. John Fisher Sr Music	St. John Fisher Sr
St. John Fisher Sr.	St. John Fisher Sr
St. Patrick	St. Patrick
St. Thomas	St. Thomas
St. Thomas High School 50th Anniversary	St. Thomas
Sunshine Academy	Sunshine
Sunshine Holiday Baskets	Sunshine
Verdun Adult & Career Centre	VACC
Nutrition 4 - Verdun Hot Lunches	Verdun
Verdun	Verdun
Verdun Holiday Baskets	Verdun
Verdun lunchtime & afterschool Activities	Verdun
Westpark	Westpark
Westwood Archie MacIsaac-Vacon Memorial Scholarship	Westwood Sr.
Westwood Band Support	Westwood Sr.
Westwood Mildred Schweitzer Scholarship	Westwood Sr.
Westwood Sr Maureen Kirk Conway Memorial Award	Westwood Sr.
Westwood Sr.	Westwood Sr.
Westwood Sr. Make it Happen-Leadership Program	Westwood Sr.
Westwood Tina Snelgrove Triple Threat Award	Westwood Sr.
Wilder Penfield	Wilder Penfield
Wilder Penfield Kindergarten Playground	Wilder Penfield

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PEF Updates

RONA CUPAK FUND

The Rona Cupak Fund helps keep children in need warm during the winter

This is one of PEF's most important and longest-running programs. Increased awareness by the staff, as well as, sadly, increasing financial difficulties for many families, results in the requests for snowsuits, boots, hats and mitts growing year over year throughout the board's territory.

We have secured long-term support from snowsuit wholesalers in the past, for which we are most grateful. However, **we are now in need of establishing a new partnership offering a more affordable option to help our LBPSB children.**

In 2022-2023, we made the lions share of our purchases at Wal-Mart due to challenges finding less expensive options and logistical challenges. In total **\$7,640** was spent on snowsuits, boots, hats, and mitts last winter. This amount is a far cry from the ~\$14,000 which used to be allocated to the program. This is purely a result of available funds. **We are in need of more funds to secure more snowsuits for our LBPSB children.**

We continue to be grateful to the Killingbeck family leading the John Killingbeck Memorial Fund for the Children which partly direct funds to the Rona Cupak Fund.

We hope that no student of the LBPSB should ever have to face a Montreal winter without appropriate warm, waterproof clothing, at both the elementary and secondary levels.



Former PEF President Barbara Vuk-Freeston with Rona Cupak Fund snowsuits ready for distribution

80+

SNOWSUITS +
WINTER
ACCESSORIES
PROVIDED

80+

PAIRS OF BOOTS
PROVIDED

How was the Rona Cupak Fund founded?

In November of 2006, **Rona Cupak**, a highly respected LBPSB Commissioner for the off-island ward and mother of 4 boys ranging from 6 to 16, died in a tragic car accident. A large amount of money was donated in her memory to the Pearson Educational Foundation.

Her husband, Richard Deslaurier, expressed how he wished to direct the memorial money. He expressed "Nous ici, nous sommes les chanceux. Nous avons une bonne maison et le frigo plein. Utilisez l'argent n'emporte comment pour les enfants demunis de la Commission scolaire. That is what Rona would have wanted."

MARGARET MANSON AWARD

The Award recognizes a graduating student who has overcome significant challenges or obstacles

The Margaret Manson Award recognizes a graduating student who has overcome significant challenges or obstacles of any sort, be they physical, intellectual or emotional, along the path to graduation. The award is granted by Pearson Educational Foundation to one student in each school and centre of the Lester B. Pearson School Board.

High School and Centre awardees receive a framed certificate, a congratulatory letter, and a cheque.

Elementary School awardees receive a framed certificate, a congratulatory letter, and a book which is individually chosen for each student by Maya Byers, owner of Babar Books in Pointe Claire, who also pays for half the cost of the books. These beautiful books are further subsidized by le goût de lire communautaire | community born to read, the well-known association that actively promotes literacy to the very young.

Margaret Manson's surviving family is heavily involved in overseeing the success of the award.



PEF Director Michel Belleville and WWHS's 2022-2023 recipient of the Margaret Manson award



Verdun Adult & Career Centre 2022-2023 Margaret Manson Award recipient Luane Do Nascimento Navarro

In partnership with Livres Babar Books and Le goût de lire communautaire



Who was Margaret Manson?

For many years, Margaret Manson participated in the education of people in our region as a teacher, a principal, a consultant, and a commissioner. She was dedicated to the principle that:

She applied it to everything she did during her illustrious career as an educator. She worked to empower schools to integrate students with special needs into the life of their school and to prepare them for a rich life, fully involved in society. She championed teamwork, matching learning styles and teaching styles, and life-long learning for all.



52
AWARDS
PROVIDED
ANNUALLY

\$100
FOR HIGH
SCHOOL
RECIPIENT

1 Book
CAREFULLY
SELECTED FOR
ELEMENTARY
RECIPIENTS

ROBOTICS PROGRAMS

Creating an avenue for STEM development within our school board

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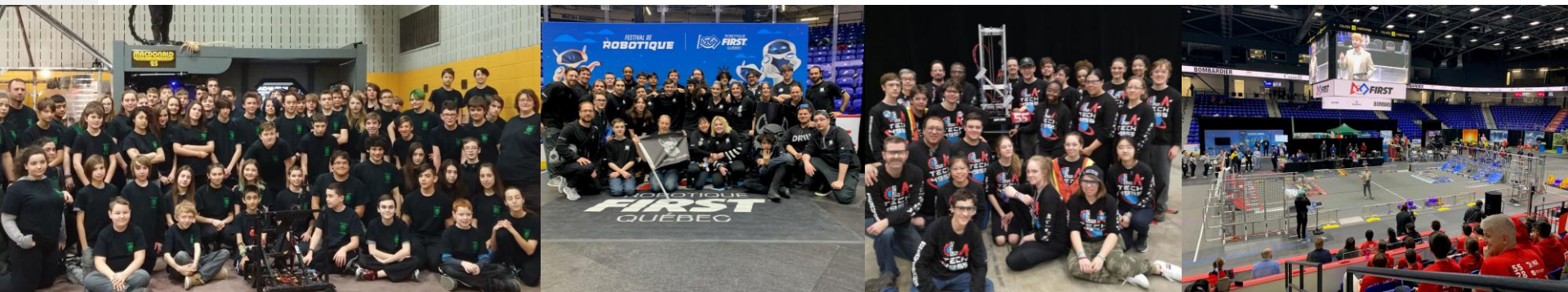
ROBOTICS TEAMS
SUPPORTED, IN
PART, WITH PEF
FUNDS

PEF is proud to be contributing to the success of three of our LBPSB high school robotics teams: Macdonald High School's Mac Robotics, Lakeside Academy's LATech4955, and LCCHS's Sonic Howl. Each team contends annually within the CRC Robotics Competition against high schools, CEGEPs and Technical Schools, the Robotique First Quebec competition circuit and have even made appearances at international competitions!

Our high school robotics talent are engaging with elementary school to spread their passion and encourage a new generation in the field of STEM (Science, Technology, Engineering, Mathematics)

Each team are carefully instructed by teacher mentors and professionals in the world of engineering and/or business who help guide the students in their quest to reach their potential. Students are also participating in learning about other related aspects of the work, namely video editing, production, coding, machining, engineering, using power tools, and web and graphic design.

Each year their teams grow as well as their annual budget. Teams have secured some sponsors however, their quest for more funding continues.



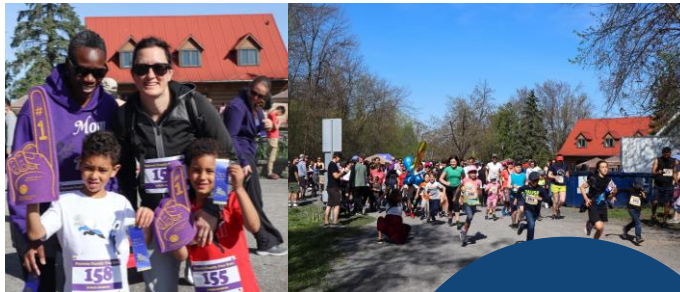
ACTIVITIES

Some of the amazing activities that took place the year!

\$3,662
RAISED

10th Annual Pearson Family Fun Run/Walk

PEF supports the organizing committee by providing the online tool to facilitate donation/registration. PEF is committed to having representation onsite every year.



~400
PARTICIPANTS

\$11,600
RAISED

Professional Sport Ticket Contributions & Prizes



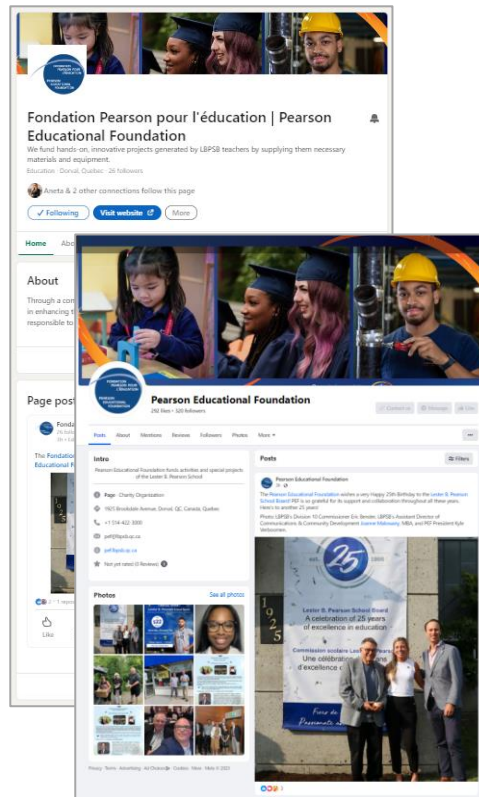
COMMUNICATIONS & MARKETING

PEF is working towards building a strong, consistent communications for our community

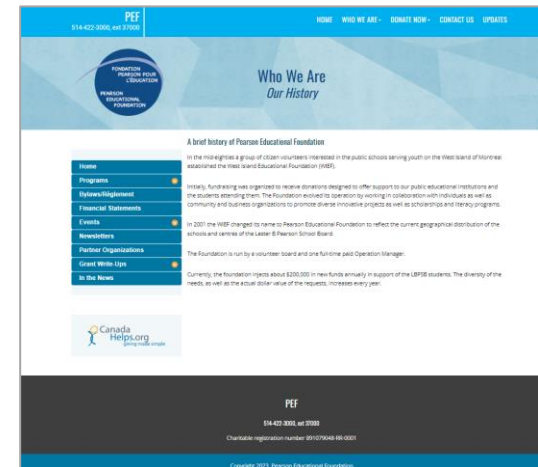
Monthly Newsletters



Social Media



PEF Website



MORE PHOTOS FROM A GREAT YEAR!



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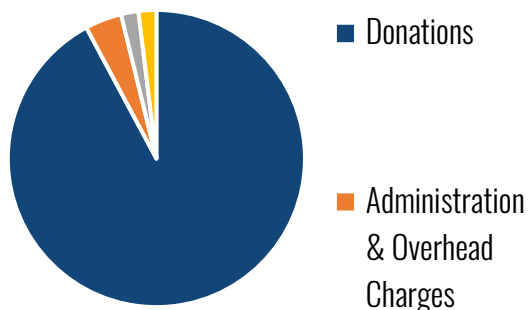
Financial Statements

FINANCIAL HIGHLIGHTS

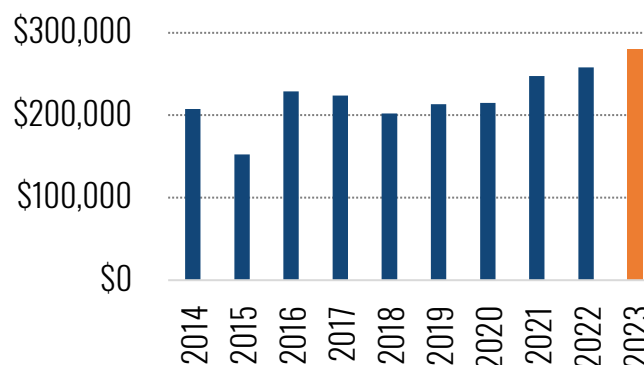
For the year ended June 30th, 2023

	2023	2019 to 2023 Δ
Total Assets	\$279,879	31%
Total Liabilities	\$71,264	-30%
Total Revenues	\$192,733	51%
Total Expenses	\$154,978	30%
Revenues Over Expenses	\$37,755	344%

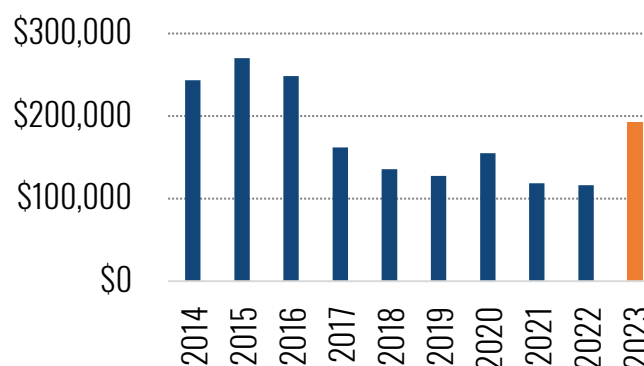
Source of Revenue



10-Year Total Assets



10-Year Total Revenues



Key Highlights

- Increased revenues and expenditures are tied to a significant increase in post-pandemic fundraising initiatives (and program expenditures resulting from those initiatives) by the schools
- Core administrative expenses (to operate PEF) came in with a total of \$37.8K (from \$25.6K)
- Several inactive & orphan funds administered by PEF were streamlined and merged into PEF's general funds. PEF reached out to schools and fund stakeholders as part of this process
- Several guaranteed investments (GICs) matured and were renewed at higher interest rates

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Special Mentions

A SPECIAL THANK YOU TO SUE GRAND AND WELCOME KANASIAH BAKER

Sue Grand has been the backbone of PEF for over 10 years. During her tenure at PEF, she completely defined what it mean to be an Operations Manager.

Sue's greatest strength is her hard work, dedication and commitment to getting the job done. Over the years she had built such strong relationships within the LBPSB community: staff and schools. Furthermore, she was a master of process and policy. When Sue is on the job, you know that it will get done, and no detail will be forgotten.

Sue played a major role in training and onboarding her replacement. She made sure that PEF was left in good hands.

All of us at PEF and the LBPSB community would like to express our sincerest thanks for her tireless efforts and sharing her genuine passion.



Sue Grand
Operations Manager
2012-2023

PEF is pleased to welcome **Kanasiah Baker** as our new Administrative Assistant / Bookkeeper. She will play a huge role as we strive to make the 2023/2024 academic year our most impactful!

Kanasiah says: *"I have recently completed my studies in Accounting at the West Island Career Centre. I consider myself very motivated, with a passion for continuous growth and learning."*



Kanasiah Baker
Administrative Assistant /
Bookkeeper
Starting August 2023

AWARDING A LIFETIME OF ACHIEVEMENT

PEF awards former President Vuk-Freeston with the PEF Honourary Lifetime Member Award

PEF recently paid tribute to Barbara Vuk-Freeston for her 11 years of service to the Pearson Educational Foundation. Barbara, who was also a LBPSB Commissioner, was presented with the PEF Honourary Lifetime Member Award at a Lester B. Pearson School Board council meeting held in June. As both a President and Board of Directors of the Foundation between 2011-2023, Barbara shared her seemingly endless amount of tenacity, devotion and creativity to elevate PEF for the benefit of the students and teachers at the school board. We are so proud of Barbara and gratefully acknowledge her tremendous contributions to our mission.



Ms. Barbara Vuk-Freeston, PEF President 2011-2018, Board of Directors 2011-2023



Ms. Vuk-Freeston with current PEF Directors Mr. Belleville, Mr. Remillard-Steiner and Mr. Verboomen, PEF Operations Manager Ms. Grand, and LBPSB Commissioner Eric Bender

Barbara has played a leading role in elevating PEF's profile to high-level partners and donors. Her passion for the LBPSB community and PEFs cause led her to conceptualize a number of the funds that help define PEF, namely the Rona Cupak Fund and Margaret Manson Award.

Barbara strengthened our brand, bylaws and policy infrastructure with countless templates and tools PEF still values to this day.

The Foundation is proud to bestow this great honour to Barbara who to this day remains a valued mentor and advisor to PEF.

"Barbara gave all her energy and expertise to raising funds through BIG events, giving it to the schools, attending to needs and pushing PEF forward. She is meticulous for detail and precision. Smart as a whip. No corner cutting allowed."

Sue Grand, PEF Operations Manager 2012-2023

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Looking Ahead

PEF STRATEGIC PLAN IN DEVELOPMENT

Beyond our core activities, PEF has established four goals to accomplish

Board of Directors Sentiment Survey

Pearson Educational Foundation - Strategic Development Survey

ORGANISATIONAL CHANGES: What changes do you anticipate for PEF for the coming 3 years (i.e. new program, renewal of board, establishment of strategic plan, review of fundraising activities, we must seek out more corporate NA)

Long term partners
Better internal structure, reaching out to the community and schools to raise awareness about PEF, improve role Leadership/Administration, branding, decrease in revenue, new fundraising initiatives
Definitely long term partnerships with long standing sponsors.
Increased corporate donations as well as long term partnerships. Increased grant disbursements.

WORK PROCESS: Do you have any ideas on improving our future work processes?

Elaborate Road Map, Strategic Plan, Creation of different roles, greater use of sub-committees
Need to increase engagement of members. Need to set fundraising goals with purpose.
CRM database
President; Committee leaders; Committees; Sub-committees. More formal structure.
Paring down agenda, keeping meetings to 90 min, having a question/comment period at the end of session
Absolutely, We have to be more current with our database and keep updating and maintaining our system.
Accounting system update and a spreadsheet reflecting our ongoing donors.

STRATEGIC DRIVERS: Please describe 5 key strategic drivers as an indication of priority for PEF (i.e. developing a Strategic Plan & Roadmap, 2. Clarification of roles and responsibilities, 3. Review of fundraising activities, 4. Develop

Need to work on developing a community and showing how you are supporting LBPSB students
Each director responsible for a piece of the puzzle
Community awareness, Long-term partnerships, Improve social media presence, Fundraising events, Corporate as Updated technology, mission, team (collaboration) & strong volunteer base, competition (other non-profit), eco Mission and Vision statement, strategic 3-5 year plan, developing long term partnerships, consistent community & Connecting to larger corporate sponsors, Increased community (LBPSB) involvement, structuring and implementing

PRIMARY FUNCTIONS: Please provide the primary function/goals of PEF?

To support schools and students of those school in a way to enhance their educational opportunity by providing if I did not think these have been clearly stated.
Support the grant requests
Support public education, Support underprivileged students of the LBPSB, Provide financial aid to support LBPSB's Provide seed money to achieve innovative classroom projects funded by govt and ensure every student at LB Providing funds for the kids in the Lester B. Pearson School community
Raising funds to help fund programs not funded by the MEQ

ACTIONARY OBJECTIVES: what kinds of activities should PEF absolutely focus on for the next 3 years

Combination of in-person (i.e. comedy nights, golf, gala, etc), virtual events (raffles, online donation campaign, etc NA
Pearson Educational Foundation

L'Instruction Publique est un Mission Publique

Public Education is a Public Trust



Board Sentiment Survey Survey Results | Dec. 2022



Enabling Growth
Strategic Plan 2023-2025

During the 2022-2023 academic year, PEF began a long journey towards developing their first strategic plan. Much time was spent in order to produce PEF's first iteration of the 2023-2025 strategic plan.

The greatest reward from the exercises is the teambuilding and planning process. These strategic exercises offer a vital opportunity to develop a clearer understanding of what direction to take the Foundation and what resources are required along the way.

Vision board exercises



Strategic Drivers Session

ORGANISATIONAL CHANGES

What changes do you anticipate for PEF for the coming 3 years (i.e. new programs, reduced funds, long-term partnerships, etc)

Strongest anticipation for change is around internal structure, PR/Comms with audience and long term partnership

INTERNAL

Renewal of board
Better internal structure

DEVELOPMENT

review of fundraising activities
seek out more corporate & foundation support

ACTIVITY OBJECTIVES

what kinds of activities should PEF absolutely focus on for the next 3 years

Strong interest for in-person activities, blend with virtual. Also a focus on building communications base

IN PERSON

Comedy night
Golf

VIRTUAL

Raffle
Online donation

PRIMARY FUNCTIONS

Please provide the primary function/goals of PEF?

Majority agrees: foundation's role is to support students in areas outside MEQ provision

"To support schools and students of those school in a way to enhance their educational opportunity by providing if I did not think these have been clearly stated."

"I do not think these have been clearly stated."

WORK PROCESS

Do you have any ideas on improving our future work processes?

Strongest desire for change in overall structure, ensuring leadership is focused, and technical improvements

STRUCTURE

Elaborate Road Map
Strategic Plan

LEADERSHIP

Creation of different roles
greater use of sub-committees

STRATEGIC DRIVERS

Please describe 5 key strategic drivers as an indication of priority for PEF (i.e. developing a community, creating long term partnerships, etc)

Strongest desire for areas in focus in group structure, more PR within/outside of PEF and strong partnership

STRUCTURE

Strategic Plan & Roadmap
Strategic 3-5 year plan
Mission and Vision statement,
Clarification of roles and responsibilities
Each director responsible for a piece of the puzzle

PR / RELATIONSHIP WITH LBPSB

Develop stronger ties to LBPSB community (Schools, Parents, Community at large).
Developing a loyal membership
Developing a community and showing how you are supporting LBPSB students
Community awareness;

PARTNERSHIPS

developing long term partnerships, Long term partnerships; Connecting to larger corporate sponsors, Fundraising events; consistent community events, Develop and greater support from corporate donors and foundations. Review of fundraising activities

STRATEGIC PLAN 2023-2025

Beyond our core activities, PEF has established four goals to accomplish

GOAL	Restructure PEF for internal and external effectiveness for the period of 2023-2025	Forge stronger partnerships with the private sector	Increase brand awareness and presence within LBPSB schools	Strengthen partnership & development within West Island
ACTIVITY	<ul style="list-style-type: none"> • Develop sub-committees • Develop volunteer database • Improve internal support tech • Financial objective of break-even for 2023-2024, growth in 2024-2025 	<ul style="list-style-type: none"> • Funding and Marketing committees both in unison present PEF presentation for partnership with various philanthropic entities in Montreal • Target of \$10,000 in corporate fundraising in 2023-2024, double in 2024-2025 • Approach targeted corporate partnerships and grants • Development of impactful collateral and CRM system 	<ul style="list-style-type: none"> • Create an ambassador at each LBPSB school • Writing educational articles on PEF (highlights, news) • Determine content for Comms to raise the profile of PEF • Restore Grants program at small scale to begin rebuilding the program 	<ul style="list-style-type: none"> • Supporting fundraising events (i.e Community car wash, Golf events) • Supporting non-fundraising events within the community (i.e. cultural events, etc) • Membership in community organizations (eg. West Island Chamber of Commerce, municipal organizations, etc.)

WHAT'S IN STORE FOR FUNDRAISING

During the 2023-2025 strategic period, our Fundraising Committee will focus on 3 core areas



1 >

PARTNERSHIPS

Organizations and likeminded foundations are searching for more direct means of making an impact. PEF understands the key areas of need within the LBPSB community and can therefore assist. PEF will leverage its networks within the wider institutional and business community to raise awareness of our LBPSB community's needs and shine a clear light on avenues which best match their CSR vision.



2 >

EVENTS

Bringing people together in support of the PEF mission is the most impactful approach towards elevating the profile and needs of the LBPSB community. Like many other organizations, the impact of Covid reduced the capacity of PEF's infrastructure to navigate the event space, it is therefore our ambition to carefully restart the event engine.



3 >

GRANTS

Within the 2023-2025 strategic period, the PEF team will devote more time and attention towards applying for grants to support our many programs such as the Rona Cupak Fund, the John Killingbeck Fund for the Children, the Teacher's Grant Program, among others.

THE NEED FOR YOUR HELP CONTINUES

Public education is a public trust. The goodwill of our community remains essential

Societal realities driving needs

41% of LBPSB schools received SFR Low-Income scores of 7 and over

Source: Gouvernement du Québec Ministère de l'Éducation
Note: 2021-2022. Scores 1-10

24% of LBPSB schools received SFR low socio-economic scores of 7 and over

Source: Gouvernement du Québec Ministère de l'Éducation
Note: 2021-2022. Scores 1-10

The Pearson Educational Foundation focuses on...

Supporting the needs of our community

- Providing snowsuits, boots, gloves
- Food baskets providing key necessities
- Offering lasting legacies for impactful members of our community

Supporting initiatives of our schools

- Project grants
- Building community assets
- Supporting STEM, music & arts programs
- Recognizing leadership, development and perseverance through awards and bursaries
- Offering a charity platform for fundraising activities

Broadcasting the needs of our community & schools

- Participating in chambers of commerce, peer foundations, and the wider business community



OUR PROUD PARTNERS

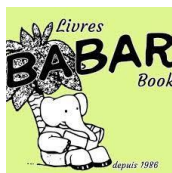
PEF is proud to have strong partners in the West Island community, helping to realize our vision



Commission scolaire
Lester B. Pearson
School Board



**TRANSPORT
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PEF is a proud member since 2011



WE THANK YOU

FOR YOUR CONTINUED SUPPORT IN

OUR PROGRAMS



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