

PEARSON EDUCATIONAL FOUNDATION

Annual Report 2023-2024



Public Education is a Public Trust



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Message from the President

MESSAGE FROM THE PRESIDENT

Evolving to meet the needs of the LBPSB community

Dear friends,

Another year has come and gone. Time once again to reflect on the successes and challenges of the Foundation. I strongly believe in celebrating the big wins and the little wins, all the while remaining transparent about the challenges facing our operation.

As a reminder, PEF's purpose is to serve as a trust to the Lester B. Pearson School Board's many schools and initiatives' fundraising efforts. We manage the fluid flow of funds to support their activities, and advocate for community involvement to secure financing for filling gaps where needed most.

If you reach the financials in this year's report, you may come across the total revenue figure. Whilst we are constantly aware there is a desire for PEF to spend more money in the LBPSB community, the lions share of funds are locked in funds we hold in trust. The money raised directly through PEF just enough to cover our bottom line, which means one part-time admin assistant/bookkeeper, purchasing snowsuits and boots for students in need, some stationaries, and this past year we offered two schools small grants.

This past year we ran a small deficit following an increase our staff salary, leveling with market expectations; a necessary investment. This was also matched by a reduction in our own fundraising efforts, which is directly tied to reduction in the capacity of our Directors. Our team of directors are superstars – I take pride in this team – but we are starting the new year with two board vacancies that we desperately need to fill.

PEF is an important piece of our community's mosaic of impactful entities, but even the most powerful rocket ship needs a community to launch it. PEF continue to have immense potential, and we are looking to the members of our community to help launch this next year.

To infinity and beyond...for our students!



Kyle Verboomen
President, Pearson Educational Foundation
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Charitable Registration Number
8910 79048 RR0001

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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 LPBSP 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 2023-2024

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



Kanasiah Baker
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



David Fuzes
Director



Rafat Noor Khan
Director



Vacancy
PASA
Representative



Jesse Remillard-Steiner
Treasurer



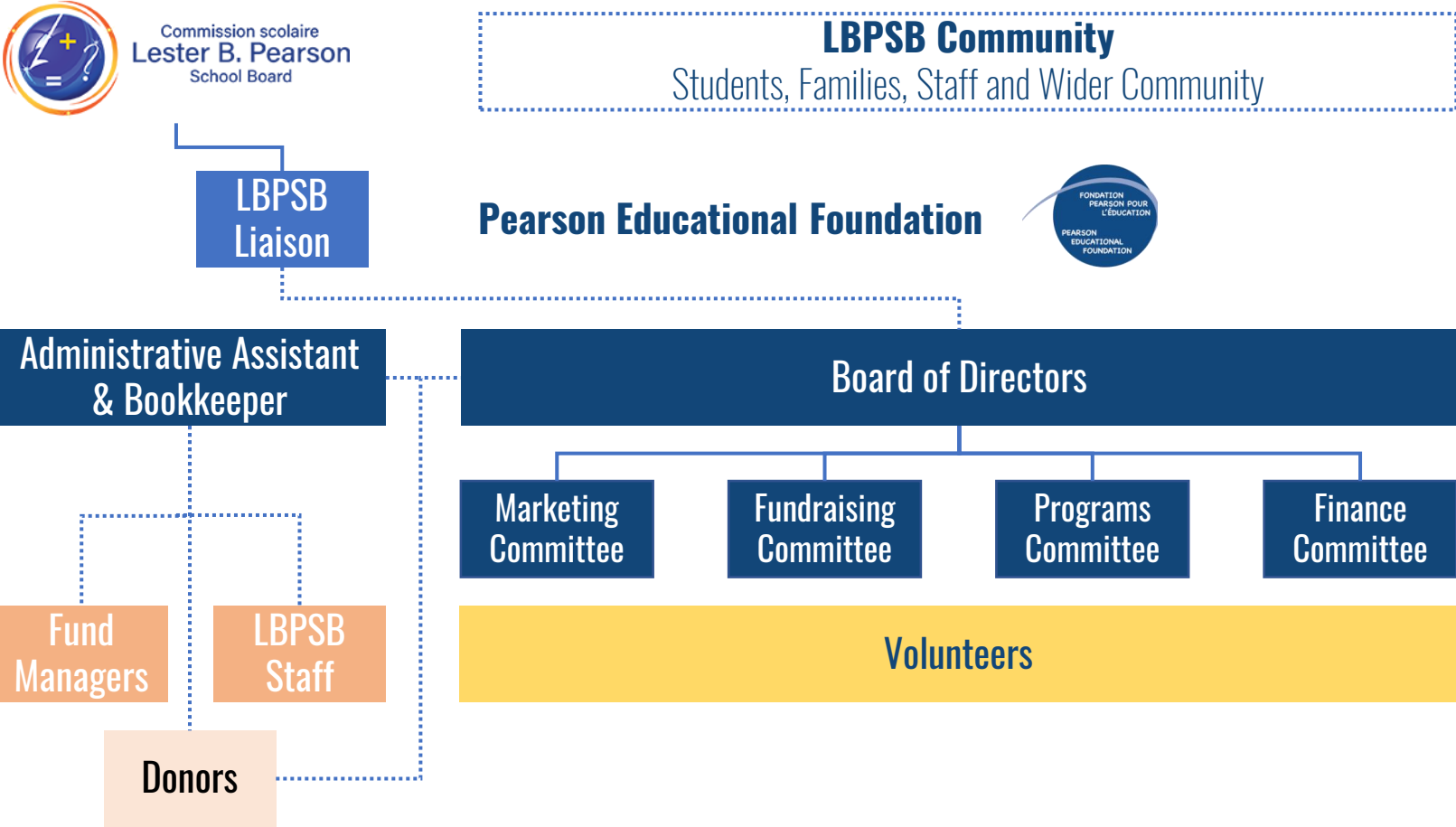
Kenny Mandel
Director



Vacancy
Director

PEF ORGANIZATIONAL STRUCTURE

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

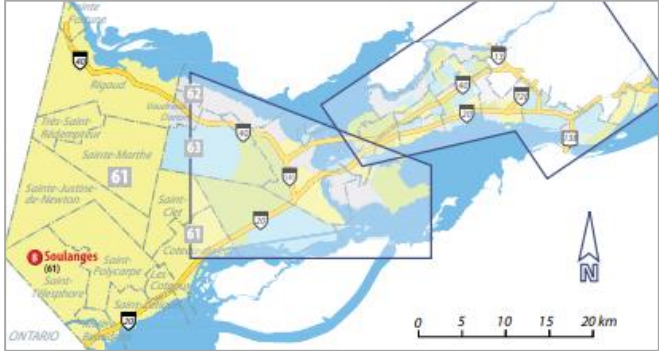


OUR SCHOOL BOARD

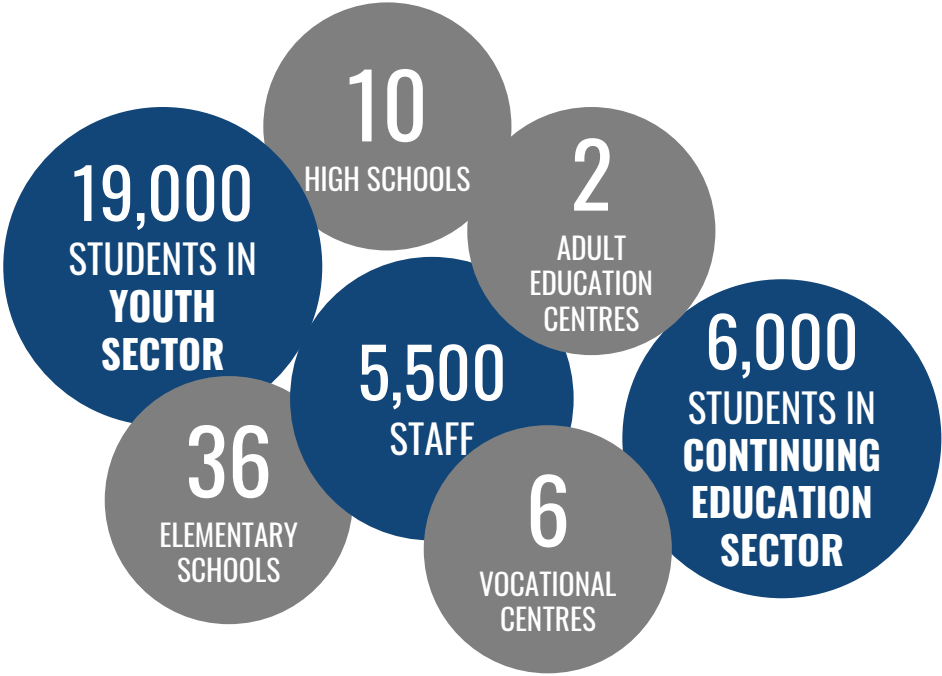
The Lester B. Pearson School Board

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 2023-24 academic year

School Board Map








Commission scolaire
Lester B. Pearson
School Board



2023-2024 - OUR TRUST IN THE NUMBERS

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

Over 126 funds managed for schools, bursaries and special programs	\$316k in Total Assets managed by PEF	\$242k in Total Revenue achieved by PEF umbrella of funds
Over 90% of LBPSB schools have at least 1 fund with PEF	19 scholarship & bursary funds	30 school use funds with specific areas of focus
4 funds devoted to building art & drama programs 	5 funds devoted to building STEM & robotics programs 	12 funds devoted to building music programs 
8 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.	FUND	SCHOOL / ORG.	FUND	SCHOOL / ORG.
Allion	Allion	FSSTT (Family School and Support Treatment Team in SSD)	LBPSB	Riverview S.T.E.A.M. Initiative	Riverview
Beacon Hill	Beacon Hill	LCCHS	LCCHS	Riverview PPO Special Project	Riverview
Beacon Hill Music	Beacon Hill	LCCHS Christmas Baskets	LCCHS	Sherbrooke Jr.	Sherbrooke Jr.
Beechwood Giving Fund	Beechwood	LCCHS Cooking Prog	LCCHS	Sherbrooke Academy Holiday Baskets	Sherbrooke Jr. & Sr.
Beurling Academy	Beurling	LCCHS Hockey	LCCHS	Sherbrooke Senior	Sherbrooke Sr
Beurling Food	Beurling	LCCHS Phoenix	LCCHS	Soulanges Gannaidsen Fund	Soulanges
Beurling Academy STEM Education	Beurling Academy	LCCHS Robotics	LCCHS	Springdale	Springdale
BHS Arts	BHS	LCCHS Greece Trip	LCCHS	Springdale Graduating Class 2024	Springdale
BHS Convocation Awards (supported by BHSAA)	BHS	Macdonald High	Macdonald	St. Anthony	St. Anthony
BHS Drama	BHS	Macdonald High Robotics	Macdonald	St. Charles	St. Charles
BHS Music	BHS	Nutrition 3 - Macdonald	Macdonald	St. Charles Holiday Fund	St. Charles
BHS	BHS	Maple Grove	Maple Grove	St. John Fisher Jr.	St. John Fisher Jr.
BHS Student Life	BHS	Margaret Manson	Margaret Manson	St. John Fisher Sr Music	St. John Fisher Sr
Birchwood	Birchwood	Margaret Manson Music	Margaret Manson	St. John Fisher Sr.	St. John Fisher Sr
Born to read	Born to Read	Overture Chamandy Grant	OWTA	St. Patrick	St. Patrick
Children's World Academy	Children's World	Overture With the Arts	OWTA	St. Thomas	St. Thomas
Christmas Park	Christmas Park	PACC Marcia Segal Academic Excellence Award	PACC Adult Education	St. Thomas High School 50th Anniversary	St. Thomas
Clearpoint	Clearpoint	PACC Good Citizen Award	PACC Vocational	Sunshine Academy Family Food	Sunshine
Dorset	Dorset	PCHS	PCHS	Sunshine Academy	Sunshine
Edgewater	Edgewater	Riverdale High School Alumni Scholarship	PCHS	Sunshine Holiday Baskets	Sunshine
Evergreen General	Evergreen	Riverdale Tammy Jane Chen Memorial Scholarship	PCHS	Verdun Adult & Career Centre	VACC
Evergreen Music Program	Evergreen	PCHS Holiday Food Baskets	PCHS	Nutrition 4 - Verdun Hot Lunches	Verdun
Forest Hill Jr.	Forest Hill Jr.	Alouettes	PEF	Heart & Hands Pediatric Clinic	Verdun
Forest Hill Sr.	Forest Hill Sr.	Club de Foot Montreal	PEF	Verdun Holiday Baskets	Verdun
Forest Hill Sr. Music	Forest Hill Sr.	Club de Hockey Canadiens	PEF	Verdun lunchtime & afterschool Activities	Verdun
Heart & Hands Pediatric Clinic	Hearty & Hands	Dress-Down PEF Fundraiser	PEF	Verdun Music	Verdun
Horizon	Horizon	Equity & Inclusivity Fund	PEF	Westpark	Westpark
John Rennie	John Rennie	Every Child Matters	PEF	Westwood Jr. High School Athletics	Westwood Jr.
John Rennie Actors' Studio	John Rennie	Experiential STEM Education PEF available fund	PEF	Westwood Archie MacIsaac-Vacon Memorial Scholarship	Westwood Sr.
John Rennie Sport Études	John Rennie	John Killingbeck Fund for the Children	PEF	Westwood Band Support	Westwood Sr.
JRHS Bright Ideas Award	John Rennie	Margaret Manson Learning Awards	PEF	Westwood Mildred Schweitzer Scholarship	Westwood Sr.
JRHS Friends of Louise Chalmers Theatre Association	John Rennie	Nutrition 1 - Hungry Kids - general all schools	PEF	Westwood Sr Maureen Kirk Conway Memorial Award	Westwood Sr.
JRHS George Cassidy Memorial Award	John Rennie	Nutrition for Life - General - a PEF available fund	PEF	Westwood Sr.	Westwood Sr.
JRHS Gordon S. Blackman Assistance Award	John Rennie	PEF Membership @ \$5/year/member	PEF	Westwood Sr. Make it Happen-Leadership Program	Westwood Sr.
JRHS Harry Fischer Award	John Rennie	PEF Music General	PEF	Westwood Tina Snelgrove Triple Threat Award	Westwood Sr.
JRHS Janet Austen Award	John Rennie	Rocket Hockey	PEF	Westwood Sr. High School Athletics	Westwood Sr.
JRHS Music Dept	John Rennie	Rona Cupak Snowsuit & Boots	PEF	Wilder Penfield	Wilder Penfield
JRHS Tom Nemeth & Mark Hanna Awards	John Rennie	ACT Training	PEF	Wilder Penfield Kindergarten Playground	Wilder Penfield
JRHS Tristan Morrissette-Perkins	John Rennie	Fun Run 2024	PEF		
JRHS Leadership Program	John Rennie	PEF Spring Fundraiser 2024	PEF		
Kingsdale	Kingsdale	Pierre Elliott Trudeau	PETES		
Kingsdale Daycare Services	Kingsdale	Place Cartier	Place Cartier		
Lakeside Robotics	Lakeside	Riverview	Riverview		
LaSalle Junior Breakfast Club	LaSalle Jr.	Riverview Food Baskets	Riverview		
LaSalle Sr	LaSalle Sr.	Riverview Grads	Riverview		

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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 2023-2024, we made the lions share of our purchases at Wal-Mart due to challenges finding less expensive options and logistical challenges. In total **\$7,200** 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.

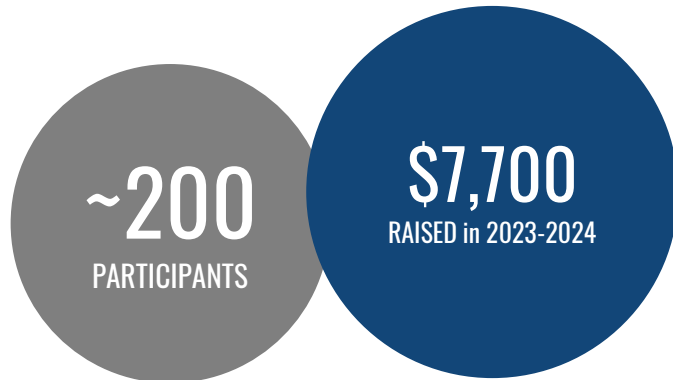


ACTIVITIES

Some of the activities that took place the year!

11th 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.



Professional Sport Ticket Contributions & Prizes



PROFILE OF KEY FUNDS

Overture With the Arts | JRHS Tristan Morrissette Perkins Scholarship



85,000+

YOUTH REACHED

700+

SUCCESSFUL ACTIVITIES

\$1,600,000+

FUNDS RAISED

Overture with the Arts (OWTA) is a non-profit organization based in Montreal, offering education in music, dance, drama and vocal training. Our free and low-cost programs enable young people to pursue their passion in the performing arts when they wouldn't otherwise have the finances to afford classes.

JRHS Tristan Morrissette Perkins Scholarship



Every year since the loss of their son, Tristan's parents, Julie and Jay, and a whole community of friends and family, continue his love of hockey by arranging annual fundraising tournaments in Pointe-Claire and Dorval. The fund also receives additional funding from CN, as part of their awareness program about train safety. Recently, The Scholarship team began holding a golf tournament. The team is based on generosity and hard-working and have have tremendous community support.

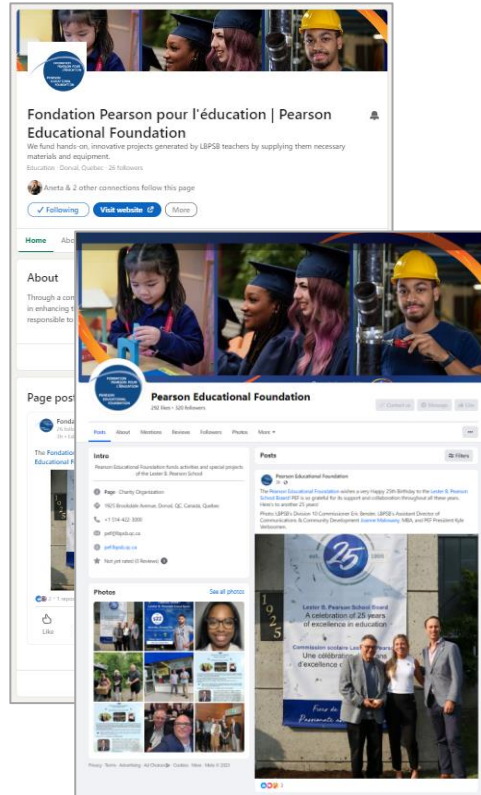
COMMUNICATIONS & MARKETING

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

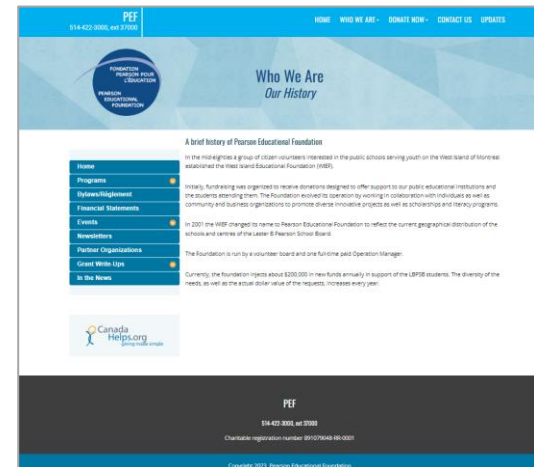
Monthly Newsletters



Social Media



PEF Website



MORE PHOTOS FROM A GREAT YEAR!



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Financial Statements

FINANCIAL HIGHLIGHTS

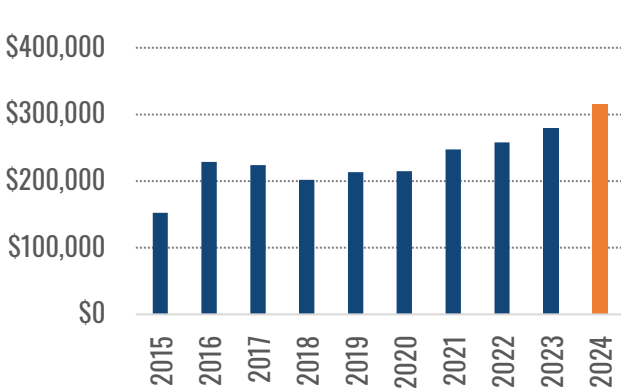
- Although PEF had a very good year from its constituent's fundraising activities, however it must be pointed out that **PEF's core fundraising results need to be improved during the 2024-2025 academic year.**
- PEF operated a significant 'core deficit' in the 2023 fiscal year. **PEF's 'unrestricted' assets shrank by \$12.5K.** This pain was alleviated by PEF's investment income, overhead charges, and other revenue streams.
- **PEF had made a significant increase in staffing expenditure for the year** to replace a longstanding team member, and spending significant consulting fees following during the course of the year for guidance.
- **Increased revenues and expenditures are tied to a significant increase in fundraising initiatives** (and program expenditures resulting from those initiatives) by the schools.
- **Core administrative expenses (to operate PEF) came in with a total of \$41.6K** (from \$37.8K last year).
- 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.
- The following initiatives, the **JRHS Tristan Morrissette Perkins Fund, and Overture With The Arts, PEF's largest funds, experienced a banner year** in terms of overall contributions towards PEF total revenues.
- During the 2023-2024, PEF reintroduced the grants program, **providing two schools with an identified need of \$1,500 each to pursue a high-impact project.**

FINANCIAL HIGHLIGHTS

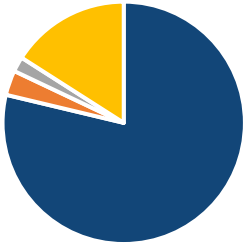
All activity within PEF umbrella of funds for the fiscal year ended June 30th, 2024

Core Aspects	2024	YoY	5yΔ
Total Assets	\$316,113	13%	47%
Total Revenues	\$242,230	26%	56%
Total Expenses	\$195,731	26%	39%
<i>PEF Admin Expenses</i>	\$41,640		

10-Year Total Assets

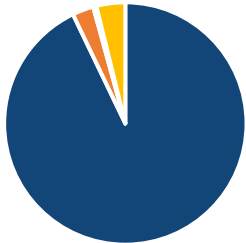


Expenses



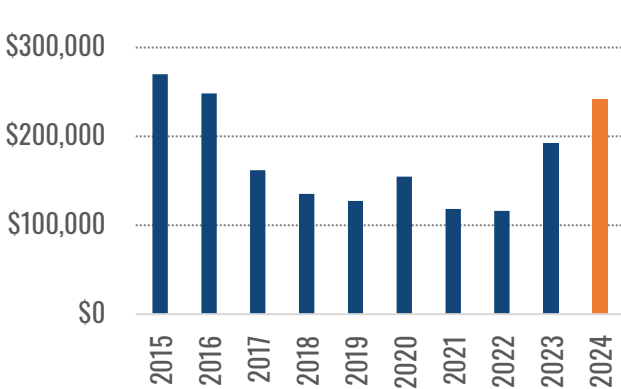
- Activities
 - Other
 - Professional fees
 - Wages and levies
- PEF Admin

Revenue



- Donations
 - Administration & Overhead Charges
 - Sporting Events & Miscellaneous
 - Interest
- PEF Admin

10-Year Total Revenues



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Special Mentions

A SPECIAL THANK YOU TO JOANNE MALOWANY. WELCOME DANIEL MULLINS!

Joanne Malowany has been an instrumental member of PEF and the LBPSB for nearly 15 years. Joanne is the outgoing Assistant Director of Communications and Community Development for the LBPSB and Liaison to PEF, now moving on to her new role as Director of Educational Services for the New Frontiers School Board. She was a major initiator for fundraising activities within the LBPSB. As she

- PEF LBPSB Liaison: 2019-2024
- PEF PASA Representative: 2011-2016
- Started the Dress Down Day in 2021 raising nearly \$10,000 for PEF
- Instrumental member of the LBPSB Fun Run committee since 2014 raising money for PEF
- Coordinated all professional sports partnerships

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.

"It has been an absolute pleasure and privilege to work with PEF over the years. I've been honored to witness and support the profound impact this foundation has made in uplifting LBPSB students and schools. Bravo to the dedicated PEF Board of Directors! I wish you continued success in your invaluable fundraising efforts."



Joanne Malowany
Asst. Director, Communications &
Community Development – 2019-2024
LPBSP – PEF Liaison
2019-2024

PEF is pleased to welcome **Dan Mullins** as our new LBPSB Liaison. He will play a huge role as we strive to make the 2024-2025 academic year our most impactful!

Raised in the West Island and a graduate of LBPSB schools, Dan has been with the Board for over 20 years. For much of that time he has worked in community development and communications.

"PEF has a long history of making a difference where it is needed most. I'm very much looking forward to making some small contribution to the excellent work that the Foundation has been doing for so many years."



Dan Mullins
Asst. Director,
Communications & Community
Development
New LPBSP – PEF Liaison

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Looking Ahead

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, x5 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.)

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 PROCESSES: 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 data base
President; Committee leaders; Committee; Sub-committees. More formal structure
Firing down agenda, leading meeting 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. Devote time to work on developing 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 it, I do 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 advance innovative classroom projects not funded by govt and ensure every student at LBPSB Providing funds for the kids in the Lester B. Pearson School community
Raising funds to help fund programs not funded by the MEQ.

ACTIVITY OBJECTIVES: what kinds of activities should PEF absolutely focus on for the next 3 years
Combination of in-person (ie. comedy nights, golf, galas, etc), virtual events (raffle, online donation campaign, etc NA, Membership fundraising.

L'Instruction Publique est un Mission Publique **Public Education is a Public Trust**

Board Sentiment Survey
Survey Results | Dec. 2022

FOUNDATION PEARSON POUR L'ÉDUCATION RESEARCH EDUCATION FOUNDATION

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/Covers with audience and long-term partnership.

INTERNAL Renewal of board Better internal structure	DEVELOPMENT review of fundraising activities seek out more corporate & foundation support
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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
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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 it..."
"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
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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 partnerships.

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 Showing how you are supporting LBPSB students Community awareness;
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PARTNERSHIPS
developing long term partnerships, Long term partnerships, Fundraising events; Develop and greater support from corporate donors and foundations, Connecting to larger corporate sponsors, consistent community events, Review of fundraising activities

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.



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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

The goodwill of our community remains essential to fill the gaps

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



PEF is a proud member
since 2011



WE THANK YOU

FOR YOUR CONTINUED SUPPORT IN

OUR PROGRAMS



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