



EASTERN QUEBEC
LITERACY
C O U N C I L

2024-2025 Annual Report

2025

45 years of service



FIND US



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*Subject to change, depending on the availability of these social media handles. We'll keep you posted!



Acronyms

BAS - Belle Anse School

BCHS - Baie Comeau High School

CAMI - Council for Anglophone Magdalen Islanders

CASA - Committee for Anglophone Social Action

CCBC - Canadian Children's Book Centre

CGI - Cégep de la Gaspésie et des Îles

CJE - Centre Jeunesse Emploi

CLC - Community Learning Centre

DCC - Douglastown Community Centre

ESSB - Eastern Shores School Board

FHI - Fraser Hickson Institute

FT - Family Ties

GES - Gaspé Elementary School

GPS - Gaspé Polyvalent School

HLSL - Heritage Lower Saint Lawrence

LS - Ledwell Strategies

LQ - Literacy Quebec

MS - MediaSmarts

NCHS - New Carlisle High School

NSCA - North Shore Community Association

QEHS - Queen Elizabeth High School

SPDS - Shigawake Port Daniel School

SQ - Service Quebec

VG/LG - Vivre en/Living in Gaspésie

Vision - Vision Gaspé-Percé Now

WAVEC - Wakeham Adult and Vocational Education Centre

YRSC - York Rivers Senior Centre

President's Message

This year has marked a real turning point for our organization. Under Angelina's leadership and with the dedicated work of our staff and Board, the Gaspésie Literacy Council has regained a sense of balance and momentum that sets the stage for continued growth.

I've had the privilege of watching a strong and passionate team come together, determined to stabilize operations, rebuild confidence, and strengthen our connection with the communities we serve. Their collective efforts have brought new energy and direction to our work, ensuring that the organization is not only steady but moving toward exciting opportunities ahead.

As we celebrate our 45th anniversary and launch a new identity as the **Eastern Quebec Literacy Council**, I'm filled with optimism for what lies ahead. With the foundation now solidly in place, I have no doubt that this team will continue to build on that strength and lead EQLC into a future filled with positive change, creativity, and growth.

On behalf of the Board of Directors, thank you to Angelina and her team for their dedication, and to our partners and volunteers for believing in our mission. Together, we're continuing to help individuals—and our organization—choose to grow.

Jessica Synnott
President



Director's Report

I was honoured to be asked if I would step up to be Executive Director at the beginning of the 2024-2025 fiscal year. Everything I've learned since that moment has strengthened my dedication to this organization and to the communities we serve. I'm proud to say that we reached and surpassed every goal we set for ourselves last year. This document is a reflection of that work.

This is a landmark year! 2025 is our **45th anniversary** and, on this occasion, we're launching a name that better reflects our territory and a new logo.



Welcome to the **Eastern Quebec Literacy Council!**

I'm excited to share the symbolism of our new logo. The tree emphasizes our motto "Choose to Grow" and is a manifestation of the growth that we hope to see in each person, in the community, and in the EQLC. The four branches represent the four main sections of our territory: Bas Saint Laurent, Gaspésie, Îles-de-la-Madeleine, and Côte-Nord. The colours invoke the Northern Lights, a reminder to search for that same wonder in the written word.

Our mission is a reflection of everything our new logo represents: sowing curiosity and a desire to learn, leading our community members to personal growth, and providing the tools needed to reach your goals. As Director, this is my goal too, to inspire a love of learning, to keep you reaching for more, and to help you get there.

On behalf of my entire team, thank you for your trust.

Angelina Leggo

Executive Director

ABOUT US



Vision

To provide leadership in promoting awareness of the increasing importance of literacy in our modern world.

Mission

- 01** To lead English-speaking individuals and families to achieving their literacy goals
- 02** To increase public awareness of common and invisible literacy challenges
- 03** To identify and respond to the evolving needs of our community



Territory

We provide services and support to English-speaking adults (16+) in Gaspésie-Îles-de-la-Madeleine, Côte-Nord, and Bas-Saint-Laurent.

Meet Our Team



Angelina Leggo

Angelina has been with the EQLC since 2018. After 6 years as Communications Coordinator, she took on the role of Executive Director.



Rebecca MacDonald

As Digital Coordinator, Rebecca helps community members increase their confidence online and in using technology.



Lesley LeMasurier

Lesley came on as Community Engagement Coordinator at the end of March 2025. She has already brought so much to our organization!

Thank You

to our Treasured Volunteers who

- Govern
- Help with events
- Offer their knowledge/expertise
- Donate resources



330 hours



18 Volunteers



573 Books



Special Recognition

To our Board of Directors

- Jessica Synnott - President
- Mike Vigenault - Vice President
- Jody Lessard - Treasurer
- Kayla Gallan - Secretary
- Maureen Cassivi - Director
- Laura Comeau - Director

Highlights



Digital Literacy

1,543

Total Unique Participants*



Literacy Summit

22

Presentations and workshops offered



Social Media

101

Likes on a popular social media post



Financial Literacy

4

Years offering the Reality Check



Tutoring

69

Learners helped at our Drop-in Service



Partnerships and
Contributions

54

Partnerships built and maintained

*A unique participant is the total number of people at each event. Example: If the same person attends two workshops, they are counted twice.

Events and Participation

Event	Repetitions	Participation Numbers	Partners and Professionals
GLC Events			
Reading Event	2	96	Camp Fort Haldimand
2023-2024 AGM	1	27 members	
Digital Presentations	8	132	YRSC, Vision, CASA, GPS
Tutoring	8	96	Vision, EQLC Office
Creative Writing Workshop	1	6	Rachel McCrum
Songwriting with Rob Lutes	1	9	Rob Lutes
CCBW	3	66	CCBC, GPS, NCHS, CLC
Blind Date with a Book	1	50 books	5 Gaspé businesses
Pens, Paper, and Plants	1	12 entries	
Summer Literacy Kits	1	50 kits	
Lunchtime Activities	22	15 students/session	GPS, Vision
Scholastic Book Fair	2	4 books purchased for students	GES

<i>Literacy Summit with Canadian Heritage</i>			
Workshops	9	129	CAMI, Vision, CLC, GES, MS, CJE, GPS, WAVEC, SQ
Articles	6		Multiple Partners
Presentations	8	79	CAMI, LQ, FHI, LS, HLSSL, NSCA, Cyndi Owen
Other Events	4	74	HLSSL, CAMI, NCHS, CLC, CASA, FT
<i>Digital Literacy through DLEP</i>			
Digital Presentations	10	194	Vision, CASA, CAMI, NSCA, QEHS, GPS
Digital Tidbits (Facebook videos)	4	Average reach: 608	
Drop-In Service (one-on-one tutoring)	69	127	Vision, EQLC Office



Digital Literacy with the NSCA			
Digital Presentations	12	148	  DIGITAL CHEAT SHEETS
Drop-In Service (one-on-one tutoring)	27	27	
Tech Tip Tuesdays (social media campaign)	46		
Produced in Collaboration			
Documents and eBooks	3	TBD	NSCA and EQLC



<i>Partner and Collaborative Events</i>			
Wiggle, Rhyme, and Storytime	6	74	Vision
Gaspesian Day	1	150	Vision, DCC, VG/LG
Sidewalk Bash	1	150	Vision
Mental Health Fair	1	87	Vision
Elders Day	1	31	Gespeg
Canadian Children's Book Week	3	66	CCBC, NCHS, GPS
Partner and Volunteer Appreciation Activities	4	32	
World Book Day	1	24	CGI
Reality Check	2	23	Vision, CLC, CJE, QEHS, GPS
Fall Fling	1	110	CASA
Wakeham York Winter Carnival	1	64	Wakeham York Winter Carnival

Community

CAREER FAIR

- Support for Career and Education Fair
- Collaboration with many partners

TURAS

- Support for spring programs
- Emotional literacy awareness

ECHOES OF THE COAST

- Video Project by Gaspa Video XII Inc.
- The Anglophones of the Gaspé Coast and the Magdalen Islands

PARTNER SUPPORT

- Vision AGM
- CASA's 50th anniversary
- Pouvoir des Mots Gaspé AGM



Community

WRITING PROMPTS

- For partner journaling activities
- Via social media
- In the Summer Literacy Kits

NEWS LETTER

- 2 Newsletters (Fall and Spring)
- Average of 61% opens
- 84 subscribers

BOOK DONATIONS

- Local businesses in Gaspé and to partners across the territory
- Donations to schools: QEHS, BCHS, SPDS, GES, GPS
- Support to small book clubs
- Family Literacy Day with NSCA
- Donations for Spec and their initiatives
- DCC Used book sale
- At partner events



573



**More books
in our communities**

Sustainability



Sustainability Efforts

- Limited the number of printed Annual Reports
- Use of digital methods of record-keeping and administrative tools to reduce paper consumption
- Reduction in print products, like business cards and other paper
- Increase in use of digital invitations, graphics, ebooks, online reports, etc.
- Use of reusable dinnerware at events
- Increase in carpooling with partners, when appropriate
- Reduction in use of paper products, like notebooks and notepads, within the office
- Switch to reusable batteries for office equipment

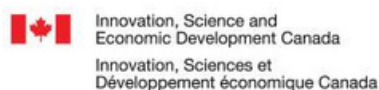
Local Partners



Provincial Partners



Funders





THANK YOU



And welcome to the EQLC!

