



## ANNUAL REPORT 2019-2020



# BUILDING AND STRENGTHENING THE VITALITY OF THE ENGLISH-SPEAKING COMMUNITY OF THE GASPÉ COAST

## OUR COMMUNITY

The English-speaking community of the Gaspé Coast comprises 8,175 individuals, making up 10% of the total population of the Gaspésie. The majority of English speakers reside in the MRCs of Bonaventure and Avignon. A unique set of socio-economic realities and specific demographic issues have developed within this linguistic minority.

## OUR VISION

The English-speaking community of the Gaspé Coast is a vital linguistic minority that actively participates in and contributes to the social, economic, cultural, and political life of the Gaspé Coast.

## OUR MISSION

To enhance and maintain the vitality of the English-speaking population of the Gaspé Coast by representing the community's interests and designing and delivering programs that respond to its needs.

## Our Values



### IDENTITY

Strengthening and promoting the community's unique characteristics and assets is an important aspect to ensuring a strong and vibrant community.

### SOCIAL INCLUSION

By working together, the French and English-speaking communities of the region can recognize people's differences, nurture their capacities, and engage them in making positive contributions to our communities.

### EQUITY

A proactive role in representation, awareness and advocacy will help partners develop policies and programs that ensure the community's equitable access to resources and opportunities.

**Connecting the English-speaking community to  
regional employment, training and development opportunities**

**Skills Link 2017-2020**

In 2020, CASA completed a three-year skills development and work experience program. Fifty-six youth from throughout the region participated in this program which was offered twice yearly. Close to 70% of participants went on to find employment or enroll in training.



**Group 9**

Group 9 offers participants support on a weekly basis to work towards the goal of obtaining employment. Individual assistance and accompaniment, as well as group activities, give youth the support they need to achieve their goals.



**Expanding Horizons:  
Beyond the Schoolyard**

One hundred and twenty-nine youth participated in a variety of after-school activities aimed at strengthening their relationships with their communities, learning new skills, and creating bonds with other students.





## Connecting the English-speaking community to regional employment, training and development opportunities

### Grand Défi: Building my Region

CASA partnered with the Grand Défi Building my Region to promote this initiative to English schools. The goal of this program is to inspire youth to undertake projects that will have an impact on their community and help develop entrepreneurial values.



### Business Coaching: Yes Montreal

CASA and YES Montreal hosted a free networking event with 19 entrepreneurs in the region. YES Montreal also provides free monthly business coaching at the CASA office.



### Hooked on School Days

CASA partnered with schools and Community Learning Centres in the region to design and offer in-school activities aimed at fostering school success.





## Connecting the English-speaking community to regional employment, training and development opportunities

### CBC Co-Lab

The CASA Youth Team participated and won first place at the CBC CO-LAB Challenge at Bishop's University. Tackling the question "Do I have a future in Quebec?", the team came up with a plan to increase employability within the 25-40 age group.



### Legal Careers

In partnership with Educaloï, legal information was provided to community members through in-person workshops and information on legal careers was promoted to youth via social media.



### Healthway Chats and Tours

In partnership with McGill University, health sector careers were promoted to New Carlisle and New Richmond secondary students. This program includes chat sessions with a health professional and the possibility of tours of health facilities.

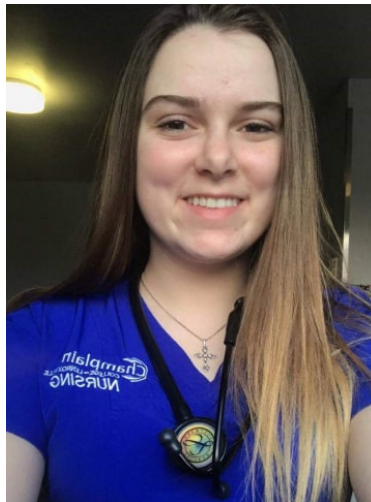


# *Bursary Winners*

The Health and Social Services Community Leadership Bursaries are offered to students in the area who are studying to pursue a career in health and social services. This year's winners were:



Nick Willett



Sarah Smollett-Loisel



Katie Major



**The Gaspesian Way is a new strategy aimed at fostering the increased participation in the tourism industry by Gaspesian English speakers and encouraging a greater number of English speakers to visit the Gaspé Coast.**

## **Going Our Way**

What is the word for finding yourself in a new place that feels just like home? Is there a phrase for turning a corner to discover something deeply familiar and surprisingly new at the same time? Can a single sentence describe the feeling of knowing the story of generations just by surveying the land? For us, it's The Gaspesian Way.

## **Travel Our Story**

What is The Gaspesian Way? It's a home-cooked meal and a story you'll never forget. It's a place where no matter where you walk, the ocean is on one side of you and the forest is on the other. It's a community. A chat with a stranger starting with a nod and a warm smile, lasting hours, and ending with a new friend. It's a calling and a lifestyle. It's a tradition.

## **Discover Our Coast**

The Gaspesian Way is a brand dedicated to promoting and developing the culture and heritage of the English-speaking community of Quebec's Gaspé Coast. We are the people and the place. We are The Gaspesian Way.





### **The Gaspesian Way Cultural Heritage Route**

A website is in production to include a 12-month calendar of events and activities taking place in the English-speaking communities of the Gaspé Coast. The website will include links to heritage and cultural organizations, individuals, events, festivals and activities, as well as a place to create your own itinerary as a local or visitor / consumer of Gaspesian arts, culture and heritage products.



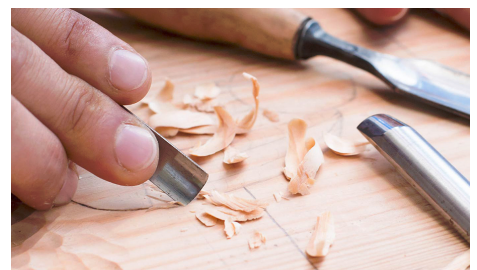
### **Bilingual Services Identification Program**

This program will allow English-speaking tourists to discover services available in English in the Gaspé. In partnership with Tourisme-Gaspésie, over 700 tourism enterprises have been made aware of the bilingual services identification program. Once members are classified, their bilingual services status will be on the Tourisme-Gaspésie website and in the annual guidebook.



### **Social Enterprise**

Planning is underway to launch a social enterprise that will engage local craftspeople, artisans and artists and develop the full range of talent and skills in the community. This initiative will see the creation of market-ready, uniquely "English-speaking Gaspé" products.





### **Write on Gaspé**

After having writing retreats in cabins and castles, the Write on Gaspé project ended with three successful book launches of *Homegrown: A Collection of Gaspesian Writings*. A writing group, Gaspesian Soul Writers, was a direct result of the project.

### **Growing up in the Gaspé**

Growing up in the Gaspé is a play about growing up on the Gaspé Coast as English, French and Indigenous teenagers. The students of two schools, New Richmond High School and Le Bois Vivant School, worked together to learn about each other's cultures and languages as they created their play. The students hope their play will reach members of all three communities and will help bring the communities closer together.



### **Building Bridges Through First Nation's Art**

These educational workshops will give community members the opportunity to learn more about the Mi'gmaq culture and art forms. The workshops were scheduled to start in March in communities from Escuminac to Chandler, but are now on hold.



### **Promoting local talent**

During the pandemic confinement period, Facebook live sessions were offered every week presenting local musicians, artists, artisans and storytellers. These videos were viewed over 57,000 times!

**WOMEN of the COAST!**  
Celebrating female musicians of the Gaspé Coast, join us  
Thursday night, July 30, at 8pm for this amazing line up!

Debbie Sams	Linda Drody	Melissa Girvan	Tammy Adams	Kathy Kennedy	Suzanne Briand	Cara Howell
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Tune into The Gaspesian Way, A Different Tune, or  
The Shigawake Music Festival Facebook pages at 8pm for the live feed.  
Brought to you by:



SADC

**Thirsty Thursdays presents:**  
**Jordan Duguay live:**  
**Thursday, June 25th, 8pm.**

Follow any of these Facebook pages for the live feed.

- The Gaspesian Way
- A Different Tune: Musical Heritage in English-speaking Quebec
- Shigawake Music Festival and Agricultural Fair

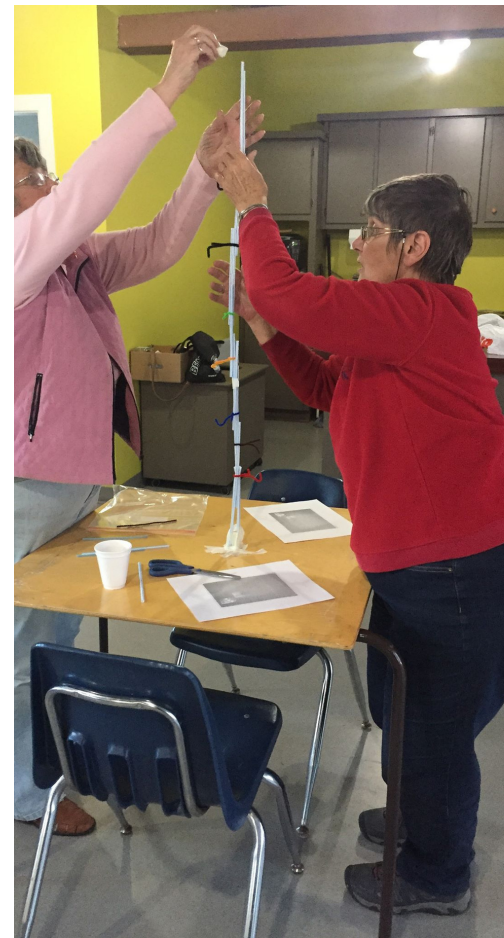


SADC





CASA works with partners to adapt and implement services and programs that allow seniors to live their best life. In operation since 2008, the Seniors Wellness Centre program provides seniors with tools to remain autonomous, improve health and well-being, increase knowledge, and create connections with the health care system. A typical Wellness Centre experience features activities to stimulate the participants' bodies and minds, and encourage healthy lifestyles. Nine Senior Wellness Centres are offered reaching 165 seniors bi-weekly.





# Baby Boomers

An event was designed for Baby Boomers - forty-three people registered for the first ever BOOMER BLAST! CASA hopes to resume this in the near future.



## Senior's Outreach Worker

CASA's Senior's Outreach Worker has been on the ground, providing community members with visits, phone calls and information. This service is available to all seniors living in the MRC of Bonaventure.



***The experiences that children have in their early years deeply affect their future development and the adults they will become. This program aims to support children and their families in the Gaspé by adapting existing services and developing new ones where none exist.***

- Bright Beginnings held two children's carnivals, in both New Carlisle High School and New Richmond High School welcoming over 145 children.
- Ten school visits to the Pre-K classes in NCHS, NRHS, SPDS and Escuminac were held to host a craft activity with the little ones.
- Bright Beginnings Learning Tree offered regular Saturday events including story-time, structured free play and other activities.
- Online Story Time with Bright Beginnings is a free book sharing Facebook group for parents with children ages 0-8.
- An annual meeting bringing together key actors in early childhood development is held annually to increase collaboration between organizations and institutions that provide services to 0-8 year olds. Scheduled for March 2020, this was postponed due to the pandemic.
- Reaching IN and Reaching OUT training, which reaches IN to face life's challenges and reaches OUT to opportunities that encourage healthy development, was offered to 6 employees of two local organizations.
- In collaboration with Eastern Shores School Board, 10 Parent Cafés were organized with information sessions led by professionals on various topics for parents.
- Baking and Craft videos on the Bright Beginnings GMI Facebook page provides entertaining and informative baking and craft videos. The page has received over 2000+ views and over 500 engagements.





A shining start for children ages 0-5



A shining start  
for children  
ages 0-5

presents...

## Baking with Becky!





# Health and Social Services

CASA works with partners in the health and social services sector to ensure that the English-speaking community has access to the programs, services and information it needs in English.

## NETWORKING AND PARTNERSHIP INITIATIVE

The Networking and Partnership Initiative (NPI) is a program designed to support Quebec's English-speaking communities in improving and maintaining access to the full range of health and social services. Funding for this program is provided by Health Canada and the project is managed by the CHSSN. The objectives of NPI are to

- coordinate a community health and social services network table that includes specific networking and partnership initiatives and events;
- represent the health and social service needs and priorities of the ESC;
- increase the use of evidence-based information in planning, policy, and decision-making;
- maintain and increase the number of partnership initiatives; and
- engage vulnerable English speakers and the health professionals serving them.

As one of 25 NPI member organizations, CASA works to ensure the community's vitality through cooperation and partnership with the health and social services system. CASA's programs focus on the needs of the elderly and children ages zero to five and their families.

- In collaboration with McGill University and CISSS de la Gaspésie, conversation cafés pairing 16 health professionals with English mentor volunteers were organized to help improve their English language skills.
- In 2019-20, CASA created and promoted health information and tools in collaboration with health partners, including health articles, video presentations on health issues, support for those travelling outside of the region for health care, and provided timely information regarding the pandemic.
- CASA is a member of the Regional Access Committee, working to improve access to health services and social services in the English language in Quebec.



- Two mental health and wellness fairs were held in Gespeg and Gesgapegiag with a total of 132 people in attendance,
- Three mental health workshops for women were held in New Richmond and New Carlisle with a total of 94 women in all.
- The Women's Day - Shine your Light event brought together 150 amazing women for an afternoon of entertainment, inspiration and celebration focused on mental wellness.





# CASA in the Community...





# Meet the Team



## 2019-2020

**Bruce Wafer**

President

**Douglas Hunt**

Vice President

**David Douesnard**

Treasurer

**Sharon Renouf**

Secretary

Directors

**Stella Kennedy**

**Tony Conoley**

**Carl Garrett**

**Fred Kirch**

**Tom Eden**

**Carissa Dempsey**

**Cathy Brown** - Executive Director

**Fay Gallon** - Programs Manager

**Kim Harrison** - Development Officer

**John LeGrand** - Finance Officer

**Krystal Duguay** - Administration Assistant

**Ashley Renouf** - Administrative & Communications Agent

**Carissa Dempsey** - Programs Coordinator Avignon

**Meredith Griffiths** - Programs Coordinator Avignon

**Shannon Marsh** - Program & Activity Coordinator

**Kathy Gallon** - Program & Activity Coordinator

**Shannon Day** - Program & Activity Coordinator

**Mary Robertson** - Program & Activity Coordinator

**Jennifer L Willett** - Program & Activity Coordinator

**Crystal Element** - Program & Activity Coordinator Gaspe

**Sally Walker** - Program & Activity Coordinator

**Madelyn Hayes** - Program & Activity Agent

**Lisa Jade Leblanc** - Program & Activity Agent

**Jolene Starnes** - Program & Activity Animator

**Rebecca Renouf** - Program & Activity Animator

**Amanda Crozier** - Program & Activity Agent Avignon

## Contact us

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**Open Monday to Friday from 8am to 4pm**

# Thank you to our Funders

Québec 

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