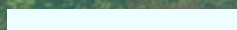




COMMITTEE FOR ANGLOPHONE SOCIAL ACTION

ANNUAL REPORT

2021



PRESIDENT'S MESSAGE



Well, what can one say about 2020? Personally, the arrival of the new year offered promise of clarity, balance, and optimism for the coming year.

As we all know, it didn't quite turn out that way. The pandemic posed mysterious and new threats to us individually, to our communities and to our institutions and community organisations. I am proud of the reaction of the CASA team and other partners in our response to the confusion, uncertainty, and fear, as we waded through uncharted territory.

Faced with a new reality, the CASA team managed to innovate, modulate, and extend its outreach to our community. We joined local community organizations, governmental agencies, and local officials as we mobilized to form a concerted and unified response to the impact of the pandemic.

The notion of 'it takes a village' rang true during this ordeal, and the CASA staff and board are residents of this 'village'. Still faced with uncertainty as we all move forward towards a 'new normal', we are well prepared to respond, capable and determined to be an ever-present, engaged member of our communities.

Bruce Wafer
President

EXECUTIVE DIRECTOR'S MESSAGE



Change often provides opportunity. Last year's change and uncertainty forced CASA and its team to evolve ways of working together and with community members, stakeholders and partners. This ability to adapt is a tribute to the commitment and flexibility of our staff.

As we look to the future, CASA is better positioned than ever to embrace change and to take advantage of new opportunities to serve the English-speaking community across the coast. CASA has grown quickly over the past years and we will need to evolve our way of working to continue to expand our reach and form partnerships across the region.

I wish to thank Cathy Brown for the legacy she has left, one of professionalism, integrity and respect from our partners. CASA's growth and increased capacity is a direct result of your tireless efforts.

I also want to thank Kim Harrison for her excellent leadership in a time that CASA needed a steady hand on the wheel. The success of CASA over the past year is a testament to her capacity to adapt and lead during times of unprecedented instability and change. She has positioned the organization to be in the forefront of continued and new initiatives in the English-speaking community of the Gaspé and across the province.

I am excited to be part of CASA's awesome team. Having grown up around the organization I am a true believer in the power of community development and CASA's impact on the English-Speaking Community. I look forward to using my experience and knowledge to help continue to evolve the organization and as we forge new long-term relationships with our partners to better serve English-speaking Gaspésians.

Allen Richards
Executive Director

FAREWELL



In a year of change and adaptation, the departure of Cathy Brown was perhaps one of the biggest changes for the organization.

With CASA since 2002, Cathy left in August to pursue the role of Executive Director of the Regional Development Network based in Quebec City. For close to 20 years, Cathy dedicated herself to CASA. First as bookkeeper, then as the Health and Social Services Coordinator, and finally, as Executive Director.

As Executive Director, Cathy created closer bonds with leaders in the Francophone community, forged ahead with innovative ideas and strategies, and convinced decision-makers of the need to support the community.

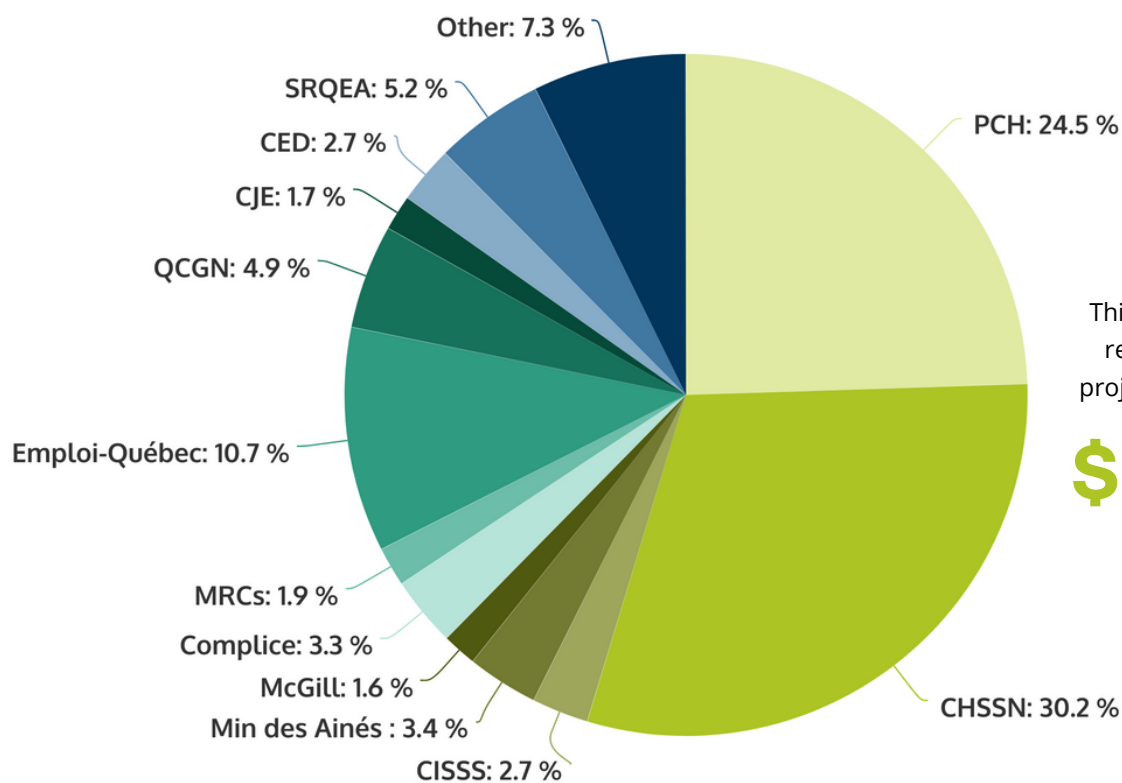
Seniors' Wellness Centres grew into a provincially-funded, province-wide initiative due to her perseverance. Bright Beginnings started here in the Gaspé, flourished, and also grew into a provincial program. Finally, it was after a meeting in New Carlisle that former Premier Phillippe Couillard began to understand the challenges faced by English speakers in the region and decided to establish the Secretariat for relations with English-speaking Quebecers.

CASA is now a member of the Regional Development Network, an organization that will also excel under Cathy's leadership.

Cathy, we wish you the best in your new role and thank you for your years of commitment to CASA and the English-speaking community of the Gaspé Coast.



FINANCIALS



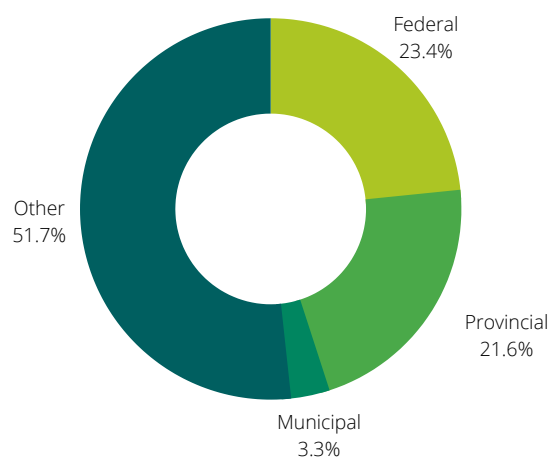
This chart presents the funding received for CASA's core and project programming in 2020-21.

\$ 1,486,990

FIDUCIARY ROLE

CASA manages funds totalling **\$ 2,069,089** for other organizations, including RESSORT-GIM and RDS Rocher-Percé

TOTAL BUDGET



REPRESENTATION

CASA represented the community on close to 50 local and regional committees and boards which involved numerous meetings. A focus in the recent years has been working with Le Réseau solidaire pour le rayonnement des territoires Gaspésie-Îles-de-la-Madeleine (RESSORT-GIM) and increasing CASA's presence on the social development committees in each MRC. These committees and organizations work to improve the lives and wellbeing of all citizens in the region.

Provincially, CASA is a member of the Regional Development Network, a new organization composed of regional groups working collaboratively for the socio-economic development of English-speaking communities across Quebec.

Federally, the organizations were able to meet online with high level decision-makers and participated in consultations to ensure the region's voice was heard.



SOCIAL DEVELOPMENT

- RESSORT-GIM
- Réseau en développement social Rocher-Percé
- Comité territorial en développement social de la MRC de Bonaventure
- Comité territorial en développement social de la MRC de Bonaventure MRC d'Avignon



PROVINCIAL

- Provincial Employment Roundtable
- Regional Development Network
- Health and Social Services Priorities Setting Committee (Provincial)



REGIONAL

- Regional Access Committee GIM
- Agir tôt
- Mental Health Advisory Council



FEDERAL

- Meeting with Hon. Diane LeBouthillier and Hon. Melanie Joly, Minister of Tourism, Official Languages and La Francophonie around tourism.
- Meeting with Hon. Diane LeBouthillier and Hon. Pablo Rodriguez, Leader of the Government in the House of Commons, to discuss regional COVID impacts and seniors.
- Meeting with Hon. Diane LeBouthillier and Hon. Bardish Chagger, Minister of Diversity and Inclusion and Youth to discuss youth priorities for the Gaspé.
- Participation in Employment and Social Development Canada Dialogue Day

REGIONAL COLLABORATION

CASA's collaboration with the Council for Anglophone Magdalen Islanders (CAMI) and Vision Gaspé-Percé Now (VGPN) continued to be a priority. Working together, these three regional organizations addressed common issues, developed knowledge, and carried out joint initiatives.

Each organization also focused on increased collaboration with social development committees, MRCs, and other decision-making bodies in their territories. This ensured that English speakers were taken into account when policies and programs were designed. For CASA, inclusion in the design of the cultural and tourism policies in the MRCs of Bonaventure and Avignon was a major step forward. In MRC Rocher-Percé, English speakers were included in the Age-Friendly Municipality Policy.

In the coming year, these three organizations will launch an online platform to ensure Gaspesians

have greater access to local information in English, including videos, podcasts, live online shows, and more.

CASA, CAMI and VGPN are founding members of the Regional Development Network, a network of regional groups working collaboratively for the socio-economic development of English-speaking communities across Quebec.

Collaboration with local organizations such as Family Ties, The Anchor Adult Education Centre, and ESSB was also a priority. Monthly meetings bringing these partners together was the first step in establishing common priorities. CASA also provided financial and/or human resource support to organizations such as the New Richmond Cultural Association, the Chaleur Bay Seniors Residence (The Manor), the Community Learning Centres and Family Ties.



HEALTH AND SOCIAL SERVICES

Equitable access to health and social services in English is fundamental to the well-being of individuals and communities. CASA works with partners in the health and social services sector to ensure that the ESC has access to the programs, services, and information it needs in English.

Adaptation

Working with the CISSS de la Gaspésie, CASA, CAMI and VGPN assisted in improving the response to English language needs. This included the promotion of Patient Navigator services in Quebec, provision of English documentation, language training for CISSS staff, and the distribution of English press releases and information from the CISSS.

Santé Publique Partnership

The regional public health board provided support to CASA to carry out three initiatives: translation of documents related to prenatal training to be delivered by Family Ties and VGPN; the design and delivery of 30 workshops in secondary schools to support youth in making healthy lifestyle choices; and the development of a program to support parents from Matapedia to Shigawake.

McGill Training and Retention of Healthcare Workers

This initiative promotes careers in the health and social services sector. Six Zoom sessions were held in three schools to present options for students with an interest in this sector. In addition, health professionals received English second language training through CASA's Linguistic Mentoring program.

Information on Legal Services

Information and workshops from Educaloï are widely shared and promoted to community members. CASA created a partnership with Centre de Justice du Proximité (CJP) to deliver workshops on Labour Laws, What is Court?, and an Interactive Jury Quiz.

McGill Bursary Recipient

Sarah Smollett Loisel of New Carlisle, received a bursary of \$5,000 to assist with her studies in the field of Nursing at Champlain College Lennoxville.



HEALTH AND SOCIAL SERVICES

Networking and Partnership Initiative

- The Mental Health Advisory Council commissioned a study to determine the current situation in regards to mental health in the region.
- A COVID survey was conducted to determine priority needs in the English-speaking community.
- Staff were able to participate in several Zoom training sessions on senior care, mental health, legal issues, digital literacy training to support seniors and more.
- A "Café-Rencontre" was created in order to bring together health workers and community organizations to discuss the needs of the community.
- A survey was developed for MRC Avignon to identify all bilingual health and community workers.
- A protocol was put in place for direct corridor of service for English-speakers with targeted CISSS services.
- COVID information was shared widely, including daily updates during confinement periods.

The CHSSN – Networking and Partnership Initiative (NPI) supports CASA in engaging with local and regional partners in order to improve access to health and social services for English-speaking Gaspesians. The NPI is designed around five core activities - networking, representation, knowledge development, partnerships and outreach.

- 180 seniors participated in a telephone survey to gather input on openness to virtual senior wellness centres.
- Numerous community members were referred to the services they needed, specifically in regards to COVID, social services, and mental health services.
- English health information and regular in-house health bulletin were distributed.
- Close to 600 COVID wellness packages were distributed to community members.
- A COVID directory for MRCs of Avignon and Bonaventure was translated.

Bright Beginnings

The experiences that children have in their early years deeply affect their future development and the adults they will become. Bright Beginnings, which had its roots in the Gaspé, aims to support children and their families throughout the province.

Although in-person activities were not possible, the Bright Beginnings team demonstrated their adaptability and resilience, and moved all activities online. The following activities were held regularly to a virtual audience.

- Online story time with coordinators and special guests
- Online cooking/baking, a BB television show
- Zoom workshops for parents offered by a psychologist
- Virtual information session on understanding autism spectrum disorder
- Various online interactive contests and events



Parent Volet

In partnership with ESSB, the “Parent Volet” program was delivered to Pre-K in 5 schools, focusing on increasing a sense of attachment of the parent and child to their school. Over the course of 10 months, the Bright Beginnings team:

- organized 28 Parent Volet activities
- posted and shared 20 video capsules
- delivered 342 school readiness and educational kits



Exploring with Elliott and Estelle

Parents and caregivers can stay up to date with events and activities for children by following Elliott and Estelle as they explore the Gaspé Coast. Information on events normally only promoted in French is now available on the Bright Beginnings Facebook page. Many families have expressed their gratitude for this service and have followed Elliott and Estelle's suggestions.



Bright Beginnings

Language Development Program

Working with speech pathology professionals by Zoom, this program aimed to improve the development of communication and language skills in young English-speaking children, in particular, but not exclusively, those facing conditions of risk. Fifty-five participants benefitted from six online information sessions. In addition, four families received one-on-one time with a speech therapist for six weeks.



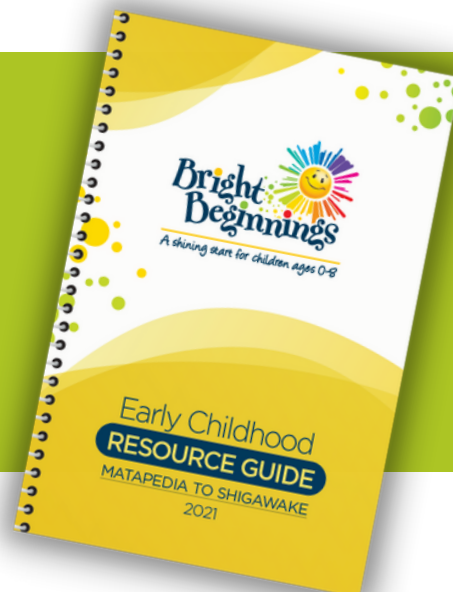
Early Childhood Regional Forum

A regional forum (held by Zoom) for those working in early childhood was organized and co-facilitated with CHSSN. With 37 participants, this annual event is an opportunity for sharing best practices and identifying areas of collaboration in reaching English-speaking children and families. This year, the format was adapted and allowed partners to hear from experts in the field on promising initiatives around social paediatrics and speech language pathology.



Early Childhood Resource Guide

A 36-page guide was created to assist parents and caregivers in finding services for children 0 to 8 years of age. Starting from planning a family to school registration, this guide is a must-have for all English-speaking families in the MRCs of Avignon and Bonaventure. It is now available to download on the CASA website or the Bright Beginnings Facebook page.



YOUTH

As the effects of COVID on youth were presented in studies and discussed widely in the media, CASA worked with Eastern Shores School Board (ESSB) and focused on delivering activities aimed at combating isolation and providing a sense of normalcy to young people.

Expanding Horizons

CASA continued to offer free activities to youth ages 9 to 17 in Chaleur Bay. From archery, rock climbing and golf, to art, yoga and survival skills, 231 youth participated in 26 activities designed to foster a sense of attachment to the region, develop leadership skills, and create connections.

LEAD

Lead, Empower, Assist, and Direct (LEAD) was created to provide opportunities for youth to develop leadership skills during two five-day summer camps and to provide guidance and direction for youth to be able to effect longer-term change in their communities. As summer camps were not permitted, CASA partnered with Youth Leadership Camps Canada (YLCC) and ESSB to offer online workshops to 252 students over 14 weeks. The YLCC program empowers today's youth to leave a positive impact on our world and to develop a greater understanding of the short and long-term impacts of their words, choices and actions.



The English-speaking community has faced a number of labour issues within the community for years - high unemployment levels, low income levels, and low employment participation rates - compared to the averages in the region. In addition, a large percentage of the English-speaking community are employed in lower-income jobs, usually related to seasonal or service professionals, which make them increasingly at-risk for unemployment during periods of economic hardship.

Employment services

CASA continued to offer services such as resume-writing, cover letters, job search assistance, business coaching, and promotion of training opportunities in the region.

Group 9

Group 9 offers participants support on a weekly basis to work towards the goal of obtaining employment. Individual assistance and accompaniment took a different shape this year, as youth were supported mainly through Zoom and by telephone. Despite these challenges, participants were connected to the services that they needed.



Ready to Work en Gaspésie

Fourteen youth participated in 14 weeks pre-employment training to overcome employment barriers. Participants developed a broad range of skills and knowledge and participated in 16 weeks of on-the-job training.



Regional Labour Market Study

CASA, CAMI and VGPN conducted a labour market study to:

- Identify the general employment and economic development needs of the English-speaking community within the Gaspésie-Îles-de-la-Madeleine to be addressed in the next 5 to 10 years.
- Provide recommendations for the English-speaking community in the region to increase labour force participation and better prepare its community members for participation within the region's emerging industries.



Seniors Wellness Centres GASPÉSIE-LES ÎLES

Seniors Wellness Centres

In place since 2008, the Seniors Wellness Centres program offers regular activities in nine different locations. Wellness Centres reach 180 individuals over the age of 50 from Chandler to Matapédia. The Wellness Centres 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.

Due to the pandemic, in-person activities were not permitted. However, staff quickly adjusted and ensured that seniors were well-supported and connected. CASA's basement was turned into an impromptu recording studio and Wellness Centres were taken online. A live show was presented twice a week and staff soon became pros in front of (and behind) the camera. Bingo soon followed, care packages were delivered across the region, and information and assistance was provided to seniors as needs arose.

Messages from participants during the pandemic

"It was good seeing you yesterday & not only because you were bearing gifts - which are greatly appreciated! We can't get depressed because you keep us occupied with the Tuesday morning show which is always informative and of course - Thursday evening bingo! Keep up the good work. We appreciate your devotion to the wellbeing of us seniors."



"Thank you for all you do for the seniors! Blessed to have you in our community.♥♥"

"We miss you both already. You both are a joy to be in our home twice a week. Enjoy the summer & keep safe! Sure looking forward to seeing you both again in the fall."

"You are much appreciated and will be missed over the summer. Hope we can all get back together next fall. Thanks for keeping us entertained."



Seniors Wellness Centres GASPÉSIE-LES ÎLES

Keeping Connected

It is vitally important that seniors are connected and supported during the pandemic. CASA was able to purchase and distribute tablets to 17 seniors and also provide training on tablet operation.

CASA has received two-year funding to implement a Senior's Telephone Line. In the coming year, volunteers will be trained to offer regular social activities over the telephone to seniors who live alone or have limited social contact.

Outreach Worker

Over 2,000 requests for assistance from seniors were received, CASA's outreach worker worked steadily to connect isolated seniors with the services they needed, particularly in regards to COVID. The year was a challenging one for those working with seniors, not being able to visit seniors in their homes or hold activities in person was difficult. After restrictions were finally lifted, it became evident that feelings of isolation, loneliness and disconnectedness had been amplified for many clients during lockdown.



Working with CHSSN's Patient Navigator, CASA's Outreach Worker was able to help a client connect with his wife who was hospitalized in Quebec City.





The Gaspesian Way is a brand dedicated to promoting and developing the culture and heritage of the English-speaking community of the Gaspé Coast.

Marketing and promotion

A new website (thegaspesianway.com) was created to present a 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. Activities were limited in the last year, but content will continue to grow in the coming year.

Marketing and social media plans were designed and implemented. Promotional items were created including kiosks, banners, giveaways, and more, in order to increase brand awareness.

Supporting the region's talent

The Gaspesian Way (TGW) promoted and highlighted local craftspeople, artisans and artists through virtual and in-person activities (when permitted). Three online events - The Twelve Days of Gaspesian Christmas, a St. Patrick's concert and a Valentine's Day show attracted 50,000 views.

A feasibility study was also conducted and a business plan completed in order to establish a social enterprise that will help to develop the full range of talent and skills in the community.

TGW is also working on developing authentic products and souvenirs for tourists that are representative of the community and the region. These will be available in the coming year.





Cultural activities

Despite the pandemic, arts, culture and heritage activities continued to be offered to the community.

- The Building Bridges through First Nations Art allowed community members to take part in interactive workshops, both in-person and online. Workshop leaders from Listuguj and Gesgapegiag shared their skills around moccasin, drum, basket and lanyard-making, online Mi'gmaq language lessons were held, and workshops on traditional medicines and ceremonies were shared.
- A tri-cultural play was written by English-speaking, French and Mi'gmaq students from New Richmond High School and École Bois Vivant. The play showed what it was like being a teenager in the 70s from each cultural perspective, and the students' dream for the future. Due to COVID, practices could not take place, so adults from the three communities did a live reading. This was recorded and has been seen 2,000 times.
- Finally, Art to Serenity is a project aimed at improving wellness and mental health through art. Several online activities have taken place; this project will continue for the next year.

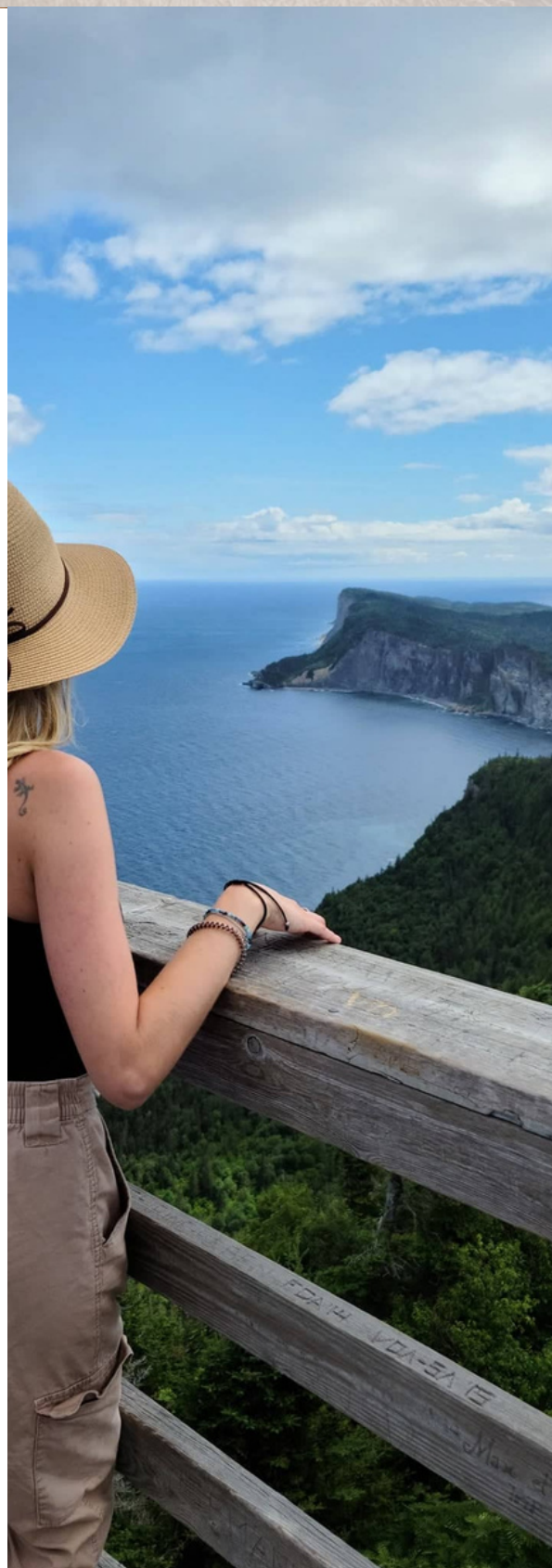
Tourism Rendez-Vous

In partnership with CEDEC, a four-part, weekly virtual series was organized to encourage collaboration in the tourism sector. Live presentations were held online around:

- Culinary, craft beer and distillery tourism
- Mi'gmaq and tri-cultural tourism initiatives
- Adventure tourism
- Marketing the assets of English-speaking Gaspé

Promotion of bilingual services

In partnership with the Tourisme-Gaspésie, the bilingual services identification program was launched. Members of Tourisme-Gaspésie were invited to participate, with nearly 100 taking part and identified as providing English services in the region's tourist guidebook. This program will allow English-speaking visitors to easily identify locations where they can receive services in English.



MEET THE 2020-21 TEAM

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Bruce Wafer - President

Stella Kennedy - Vice President

David Douesnard - Treasurer

Sharon Renouf - Secretary

Douglas Hunt

Stella Kennedy

Tony Conoley

Carl Garrett

Fred Kirch

Cathy Brown

Executive Director (April-July)

Kim Harrison

Development Officer/Interim Executive Director

Fay Gallon

Programs Manager

John LeGrand

Finance Officer

Ashley Renouf

Administrative & Communications Agent

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

Trevor Buttle

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Employability Agent, Gaspé

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Madelyn Hayes

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Program & Activity Agent, Avignon

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Design Agent

Rebecca Renouf

Animator

Matthew Munro

Health & Social Services Mobilization Officer

Cindy Carney

Program & Activity Agent

Lisa Jade Leblanc

Program and Activity Agent

Shelby Flowers

Summer Student



OUR FUNDERS

CASA gratefully acknowledges the financial support of the following organizations. Thank you—you make our work possible.

Canada 

Québec 

Centre intégré
de santé
et de services sociaux
de la Gaspésie
Québec 

QC
GN | Quebec
Community
Groups
Network

CHSSN
Community Health
And Social Services Network
Réseau communautaire de santé
et de services sociaux

 **McGill**


**CARREFOUR
JEUNESSE-EMPLOI**
AVIGNON - BONAVENTURE

Compl^{ice}
persévérance scolaire
Gaspésie-Les Îles

 **RESSORT**
Réseau solidaire pour le
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Gaspésie—Îles-de-la-Madeleine

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 **SADC**
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de la collectivité
DU ROCHER-PERCÉ

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de la collectivité
DE GASPÉ

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d'aide au développement
de la collectivité
DE BAIE-DES-CHALEURS


éducaloi



 **Yes**
Employment
+ Entrepreneurship

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