

**Connect with the  
English-speaking  
community...**



NEWCOMERS

YOUTH

MEMBERS

COMMUNITY

EMPLOYERS

# Annual Report 2008 - 2009



Voice of English-speaking Québec



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Voice of English-speaking Québec

**Board of Directors  
2008-09**

John Klassen, President  
John Haberlin, 1<sup>st</sup> Vice President  
Bill Donnelly, 2<sup>nd</sup> Vice President  
Ed Slattery, Corporate Secretary  
Brigitte Wellens, Treasurer  
Teresa Spysma, Member-at-Large  
Gina Farnell, Member-at-Large

Jan Anderson-Toupin	Denise Giguère
Joan Beattie	Simon Jacobs
Stephen Burke	Ann Martell
Stephen Clarke	Nectaria Skokos
Marielle Feenstra	Edward Sweeney
Brian A. Garneau	



**Staff**

Jean-Sébastien J. Gignac, Executive Director  
Melanie MacDonald, Newcomers' Coordinator/Executive Assistant  
Shannon Ker, Project Coordinator  
Patrick Tomlinson, Project Coordinator  
Maureen Gurrie, Secretarial Support

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## Mission Statement

Voice of English-speaking Québec is an autonomous non-profit organization dedicated to the preservation of a dynamic English-speaking community in the Greater Québec Chaudière-Appalaches regions and to the promotion of its interests.

VEQ has four primary roles:

**Act as a hub of information for the community**—This entails gathering and clarifying information on the community such as statistical data and needs assessments. It also involves disseminating this information to the proper channels.

This role also allows VEQ to offer information and referral services to members of the community and newcomers. The posting of employment offers on our Job Bank is linked to this role, as is preparing the *Community Connection*, our community's directory.

**Foster community cohesiveness**—This role entails creating opportunities for various segments of the community to gather together whether to simply get to know each other because of shared interests, or a desire to work together for a common cause.

This role is expressed through the organization of events such as Happy Hours and the recent 400<sup>th</sup> Weekend Celebration *Let's Celebrate Together – Fêtons Ensemble.*"

**Support the development of the community**—VEQ acts as a catalyst for the development of new initiatives of benefit to the community. Generally this involves obtaining funding for and managing short-term projects. These projects historically have become self-sustainable allowing our involvement in them to become less labour intensive. The employment initiative falls into this category.

VEQ may also help other organizations to get off the ground. The support given to CEDEC, the ESL Teachers' Network, the Community Centre Network, and the Coalition of Community Volunteers are good examples of this.

**Promote the interests of the community**— This involves identifying issues of interest to the community, researching and preparing positions and, if necessary, presenting these positions to the proper forums or authorities. It also involves facilitating debate on issues, as well as the emergence of consensus whenever possible.

The work done by the Policy Committee and presentations to the Estates General on the French Language and the Health Commission are examples of this. Our work concerning the saving of DDO School represents our most recent efforts.

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## President's Message

### **VEQ – Leading Community Development**

As we approach another annual AGM, I reflect on the past year with a good deal of satisfaction. Last year, at this time, VEQ was in a period of transition. As you may recall, we had just chosen a new Executive Director, Jean-Sebastien Jolin-Gignac, and were about to lose our very capable Administrative Assistant, Jennifer Alexander. As well, the Board membership had changed substantially. These changes signaled a possible new direction and focus for the organization. Fortunately, as is so often the case, new members and staff brought fresh ideas and novel ways of approaching old challenges to the table. We have been most fortunate in having found replacements who are enthusiastic, talented, and hardworking.

VEQ, once again, engaged in a variety of interesting and purposeful activities over the past year. We began the fall by launching a comprehensive survey of our newcomers, a survey for which the data has been collected, analyzed, and documented. This project, funded by the Programme d'Actions régionales en immigration, was of particular significance to the organization. Serving newcomers is an area that we focus on intensively, and the study helps us to direct our efforts and resources where they are most needed.

My last newsletter outlined the details of our brief to the CRTC on



**John Klassen, President**

*Broadcasting Services to Minority Linguistic Communities*, submitted in November 2008. Although the hearings took place in January of this year, they have as yet resulted in no positive directives. The lagging economy and the financially challenging position that most of the major networks find themselves in could explain the reluctance of the CRTC to act at this time.

On the social side, VEQ held two very successful "Meet and Greet" events this past year. The first event was held at Les Voûtes du Cavour, in Place Royale, in November. Over 120 people attended this 5 to 7, one of our best turnouts ever. The second "Meet and Greet" was held in March at La Cage Aux Sports, in Place Laurier. Attendance was, once more, in excess of what we had anticipated. These events demonstrate that there are as many Anglophones as Francophones who enjoy meeting in a relaxed atmosphere to socialize over good food and drink.

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## President's Message

We were particularly pleased to partner with the *McGill Institute for Learning in Retirement* (MILR) in launching a new activity for Quebec City seniors. Plans are to develop a lecture/talk series on topics of interest to participants, similar to the one in Montreal, which began very modestly some 20 years ago, and now boasting over 800 members from all walks of life.

Our new Newcomers' Coordinator/ Executive Assistant, Melanie MacDonald, worked diligently to offer newcomers a series of information meetings designed to help them get established in the community and address some of the challenges that they face. In particular, she organized and oversaw five "Finding Your Niche" information and networking sessions. These events were well attended and greatly appreciated.

If you have access to the internet, then I am certain that you have noticed the improvements to our web page. These improvements are largely due to the efforts of our Project Coordinator, Shannon Ker, who is presently on maternity leave. Shannon and her husband are the proud parents of a son, who arrived in March of this year, a future Board member I am led to believe. Mother and son are doing well, and we look forward to Shannon's return in the fall.

The organization undertook a major review of membership this past winter. Ably chaired by Board member Simon Jacobs, the

committee consulted numerous other community organizations and examined all aspects of our membership criteria. A particular outcome of this review, aided by an ad hoc survey of some of the members, was that membership, for the time being, will continue to be free of charge. However, greater emphasis will be placed on keeping our membership data bank current.

VEQ continued to be a part of the *Leadership Table*. Our representatives met twice with Mayor, Régis Labeaume, as well as with the Provincial Health and Social Services Minister, Dr. Yves Bolduc.

On a final note, another of our Board members, Ann Martel, has graciously agreed to help us develop a comprehensive employee policy. Ann has valuable experience and training in this area, and the initial meetings have laid the groundwork for what I believe will be a most valuable document.

As this is my last report, I want to take this opportunity to wish each and every one of you a most pleasant summer. It has been my privilege to have served as your president for the past 17 months, and I encourage you to be active in your organization. Let us know your areas of concern, drop by the VEQ office to meet the friendly staff, and give us suggestions on how we can be of even greater service to the community.

Warmest Regards,

John Klassen, President

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## Executive Director's Report

What better way to start as the new VEQ executive director than to face one of the busiest years in the history of VEQ. From the 400th Anniversary celebrations last summer to the recently published Newcomers Study, we have honoured our mandate and completed our mission. With a small team, it really has been a race against time from start to finish.

Wanting to ensure the continued success of VEQ, one of my first priorities was to surround myself with competent and efficient people. First, Melanie MacDonald was hired as executive assistant and was soon also appointed as the newcomers' coordinator. Second, VEQ hired Shannon Ker as project coordinator and she didn't wait long to leave her mark on many dossiers such as the Youth Project and in the Marketing and Communications department. As ED, it is a real blessing to be surrounded by such an efficient and professional team.

The year began with the 400th celebrations and a weekend of numerous festivities for the English-speaking community. It was simply unbelievable to see over two-hundred Anglophones and Anglophiles for our happy hour, over five-hundred for our community festival in the Old City and a near seven-hundred at our gala at the Quebec City Convention Centre. An undeniable success!

Having worked for almost two years



**Jean-Sébastien J. Gignac**  
Executive Director

on this project, I am very proud to say that I was part of it. Once again, thank you to all of our sponsors and partners who were essential to the success of this historic event. And a special thank you to the community members who joined us to help celebrate!

In order to remain closely connected to the priorities and challenges of the English-speaking community, VEQ once again organized a vast community consultation. At the end of the process, we were extremely proud to note that over two-hundred community and VEQ members donated their precious time to help us better understand their needs. We certainly look forward to continue consulting with the community on an ongoing basis as your feedback is fundamental in every aspect of our work.

VEQ was also very proactive this year on the employment dossier. Our job bank was once again very useful for English-speaking job seekers as well as for local



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## Executive Director's Report

employers who have growing needs in bilingual resources. Furthermore, in partnership with many organizations such as the Quebec City Board of Trade, *Emploi-Québec*, CeDeC and the Valcartier Family Centre, VEQ was a key contributor to a study on Anglophones and Allophones, employed or seeking employment in the Quebec City area. The study was managed by Zins Beauchesne and Associates for *Emploi-Québec*, the Quebec City Board of Trade and the Multilingual Committee.

VEQ, once again, held an organizational role in the Multilingual Zone during the 2009 Quebec City *Foire de l'Emploi*. During the event, over three-hundred people had their second language skills evaluated by teachers from the Eastern Quebec Learning Centre and over six-hundred stopped by to get information about employment opportunities in our region.

On a communications level, we totally revamped and greatly improved the VEQ website. The content was reorganized and new sections and features were added such as a featured partners page, a featured employers section, testimonials, easy-to-find statistics, a monthly poll and virtual tours. Finally, great efforts were made in making the website more user-friendly with easier to find information.

As for the Youth Project, VEQ maintained some of its useful

initiatives such as the *Bilingual in Quebec City* information tool and partnered in many community projects like the YEES!! initiative and the 5-30 Challenge with local English schools.

Finally VEQ worked all year on a major newcomers study financed by the *Programme d'Actions Régionales en Immigration*. Integrating newcomers into our community and into the larger Francophone majority has been a priority of VEQ for a long time. With this comprehensive and credible tool in hand, we are now even more confident in our capacity to facilitate the integration process of English-speaking newcomers in our region.

I am eager to start my second year as ED of VEQ and feel most confident in our abilities as a team to deliver another year of success for our community. I would like to take this opportunity to say a special thank you to our departing board members who are leaving us after six years of hard work. Thanks to President, John Klassen, Vice-President, Bill Donnelly, Corporate Secretary, Ed Slattery and Member-at-Large, Teresa Spyksma. Your contribution has been instrumental to VEQ's success!

And another special thank you to all our volunteers, partners and supporters.

Sincerely,  
Jean-Sébastien J. Gignac  
Executive Director

## **400th Anniversary - Let's Celebrate Together - May 16th to May 18th 2008**

Thanks to the financial support of *la Société du 400e anniversaire de Québec* and to crucial sponsors and partners such as the Citadel Foundation, Saint Brigid's—Jeffery Hale Hospital, Central Quebec School Board, BMO Groupe financier, and CEGEP Champlain—St. Lawrence, VEQ organized a big weekend of celebrations for the English-speaking community as part as *les Fêtes du 400e anniversaire de Québec*.

### **Happy Hour**

The opening event of the VEQ 400th weekend was a "Meet & Greet" at Les Voûtes du Cavour situated in Petit Champlain of the Old City. Over two-hundred community members enjoyed the festive atmosphere. CBC Radio decided to broadcast live from the restaurant and VEQ arranged for local folk duo Bette and Wallet to play background music.

### **Community Festival**

VEQ hosted a Community Festival at the Ursulines School in the Old City. The festival encompassed a number of activities inside as well as on the grounds, with four satellite sites - Cathedral of the Holy Trinity, Chalmers-Wesley United Church, Morrin Centre, and St. Andrew's Presbyterian Church. Approximately five-hundred participants enjoyed the event.

The festival offered a varied assortment of activities. Three

inflatable games were onsite, several local basketball coaches conducted clinics in the school's gymnasium, the 78<sup>th</sup> Fraser Highlanders showed off their guns, and clowns and face painters entertained people as they strolled between activities. A scavenger hunt was also organized to encourage visiting the satellite sites.

Another key component of the community festival was the showcasing of over twenty community groups. The satellite sites also opened their doors to the public and provided tours.

### **VEQ's 400th Gala**

To conclude the weekend celebrations, VEQ organized a gala dinner, show, and dance at the convention centre to celebrate the important contribution of the English-speaking community to the history and development of Quebec City.

Close to seven-hundred community members participated in this historic evening. VEQ also released a video presentation on community spirit during the evening and the gala continued with a special performance by star comedian André-Philippe Gagnon.

The evening concluded with over three hours of dancing that saw some of the key leaders from our local English community presenting their best dance moves.

## Community Outreach

As a community-based organization, it is crucial for VEQ to stay closely connected to the needs and priorities of the local English-speaking community. That is why, once again, VEQ organized a vast community consultation to better serve the needs and priorities of the English-speaking community and to adapt our activities to meet community requirements.

This year over two-hundred community members participated in this important program. These yearly consultations keep us informed of your needs and allow us to respond to those needs in the most effective manner. Thanks to everyone who participated!

VEQ also proudly contributed to the 13th Annual Community Christmas Hamper Campaign. Once again, the Christmas Hamper Campaign was a vibrant testimony that a small community can do great things when everyone is aiming at the same objective. VEQ was very happy to offer a contribution through drafting, printing, and helping to distribute this year's angel-theme publicity material for the Campaign. VEQ staff were also extremely proud to volunteer in preparing, loading and delivering hampers.

Finally, VEQ has enthusiastically decided to partner with the McGill Institute for Learning in Retirement to bring to the community a special presentation on PEER-learning. This pilot project helped us in evaluating the potential to develop an

independent local PEER-learning study group in the English-speaking community. Information on the interesting initiative will be made available as plans are developed and implemented.



**Jean-Sébastien J. Gignac , VEQ ED, volunteering at Christmas hamper headquarters**

**VEQ**  
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## Community Events

VEQ has a mandate to organize community events that bring members of the English-speaking community together to socialize. This year again, VEQ organized and sponsored a number of exciting events in addition to our annual general meeting (AGM).

The AGM was held on June 12, 2008 at the Coin Soleil Room of the Jeffery Hale Hospital. Over seventy-five people joined us to celebrate another year of success and to enjoy an encore presentation of VEQ's 400th video titled 'What My Community Means To Me'. It was also at the AGM that we officially bade farewell to two long-serving and well-appreciated employees, Executive Director, Helen Walling and Executive Assistant, Jennifer Alexander.



VEQ also hosted a fall community gathering in December 2008, at Les Voûtes du Cavour situated in the Petit Champlain of the Old City. Over one-hundred and twenty community members and forty newcomers attended this successful community event. Thanks in large part to sponsors, a number of attendees

were the lucky recipients of door prizes that included two pairs of tickets to the Quebec Symphony Orchestra.



We also organized another successful gathering in February 2009 at la Cage aux Sports, situated in Place Laurier. Over eighty people, including 20 newcomers ventured out to enjoy our traditional Carnival Happy Hour.

Finally, VEQ, once again, offered free transportation to community activities at three different occasions during the year. Dozens of community members participated in the 400th celebration, the Valcartier Arts and Craft Fair and the Shannon Irish Show.



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## Newcomer Services

The members of Newcomers' Committee included board members Jan Anderson-Toupin, Bill Donnelly, Gisèle Giguère, John Klassen, Teresa Spyksma, Brigitte Wellens, community member Michele Thibeau and staff member Melanie MacDonald. The committee's mandate involves:

- Assisting English-speaking newcomers in establishing and integrating themselves and their families into a predominately French-speaking region.
- Assisting newcomers in locating and accessing services in English and helping them to connect with the local English-speaking community.
- Accelerating the integration process of new families and individuals into the region.
- Developing a more vital and dynamic English-speaking community over time.

Successfully integrating English-speaking newcomers is vital to the growth of our community. Every five years, 25% of our region's population is renewed through newcomers. This year, one-hundred and forty newcomers to the Quebec City region contacted VEQ for services; a 35% increase over the previous year, not to mention the hundreds of phone and email inquiries from individuals contemplating a move to the Quebec City region or simply wanting general information. To add, VEQ distributed over two-hundred newcomer packages with the help of supportive community partners such

**Melanie MacDonald**  
Newcomers' Coordinator



as Jeffery Hale Community Services in English, Valcartier Family Centre and Longtail Studios.

VEQ, once again, presented the popular "Finding Your Niche for Newcomers" (FYN) series. FYN consists of social networking and information sessions free-of-charge. The sessions are designed to assist and support English-speaking newcomers as they adjust to life in the capital region. VEQ organized five FYN sessions:

- Newcomers' Meet & Greet (November 08) - a evening get-together to meet participating partners: Valcartier Family Centre, Jeffery Hale Community Services in English, Morrin Centre, Quebec Women's Club.
- Newcomers' Happy Hour (December 08) - held in conjunction with the annual community Christmas Happy Hour. Forty newcomers attended this event and sponsors donated door prizes just for them to win.
- Quebec City Walking Tour and Morrin Centre Visit (January 09) - a very popular event with two newcomer groups participating in learning about Quebec City history and enjoying maple syrup tasting during Winter Carnival.

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## Newcomer Services

- Info Fair (February 09) - held in partnership with the Valcartier Family Centre, newcomers learned about local employment issues and opportunities from the FORT Program and the English Second Language Teachers' Network, higher education from Université Laval, Tour Guide Program from CEGEP Champlain-St. Lawrence, French-language learning from EQLC, local practice firm positions at Artmerik and all about Toastmasters.
- Winds of Change Workshop (March 2009) - in partnership with Jeffery Hale Community Services, this was a mental health networking event addressing cultural adaptation and encouraging social interaction and feedback.

One-hundred and twenty-nine participants in total attended these sessions!



VEQ continues to actively encourage the English-speaking community and partner organizations to embrace newcomers through our ongoing initiative, the Newcomers' Registry. Now online on the new VEQ website, this service allows partners and community members a chance to refer newcomers to VEQ. And it's

working! This registry allows us to keep in contact with newcomers to inform them of pertinent information and upcoming *Finding Your Niche* events. The registry form is also distributed annually to various entry points within the community and to partner organizations, along with VEQ pamphlets and community directories. A special thank you to all of our partners and community members for taking the time to refer newcomers to VEQ.

This year VEQ also undertook a major newcomers' study thanks to the financial support of the *Programme d'Actions Régionales en Immigration*. The objective of the study was to survey English-speaking newcomers on their pre-arrival and post-arrival experience to the Quebec City region.

The results of our study indicate that major integration challenges identified by newcomers were: language barrier, social isolation, difficulties integrating into the local employment market and the lack of information about services available in English. With this data, we were able to identify concrete recommendations for each of these key integration hurdles. VEQ is now confident that with this comprehensive and credible tool in hand, we will be able to maximize our chances of increasing our funding in order to better serve this important clientele for both our linguistic community but also for the larger francophone majority.

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## Leadership Table

During the first three months of the year, the Leadership Table members met three times to finalize the details of the 400th Anniversary Celebration weekend of the English-speaking community. As mentioned before, these very successful festivities would not have been possible without the key contribution of all our important partners who are members of this Table.

During this weekend, the Table had the chance to meet Quebec City Mayor, Mr. Régis Labeaume. It was an excellent opportunity to demonstrate to Mayor Labeaume that we are indeed a dynamic community that can significantly contribute to the success of the larger community.

In September, the Leadership Table met with the newly appointed Provincial Health and Social Services Minister, Dr. Yves Bolduc, to inform him about the English-speaking Community and its current issues and challenges.



**Leadership Table members meeting with  
Provincial Health and Social Services  
Minister, Dr. Yves Bolduc**

Representatives from CEGEP  
Champlain—St. Lawrence, Saint

Brigid's—Jeffery Hale Hospital, Morrin Centre, Central Quebec School Board, CHSSN, Citadel Foundation, Jeffery Hale Community Services and religious organizations participated in the meeting.

Then the Table met once again with Mayor Régis Labeaume. At this meeting, the members shared their concerns on critical issues and Mr. Labeaume clearly indicated that bilingualism and the importance of better integrating newcomers were concerns that he shares with the English-speaking community. Mr. Labeaume also stated that he would be happy to work more closely on these issues with the community in the near future.

Following that very interesting meeting, representatives from CEGEP Champlain—St. Lawrence, Morrin Centre, Central Quebec School Board, Jeffery Hale Community Services and VEQ met several times to develop a community project addressing these two important issues. A formal English-speaking community project proposal will be submitted to the City in 2009-2010.

  
Voice of English-speaking Québec

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## Employment Services

VEQ maintains a well-consulted, online Job Bank, which can be viewed at [www.veq.ca](http://www.veq.ca). Employment positions that require English-language skills or bilingualism are posted. The site features both regular and summer employment offers available locally.

This service is offered free-of-charge to local employers and over one-hundred and twenty-five quality employment positions were posted on the site during the year. A few examples of positions featured on our site, include the following:

- Executive Director
- Financial Security Advisor
- Account Manager
- Controller
- Director of Development
- Communication and Marketing Coordinator
- Programmer / Analyst
- Policies Writing Analyst

VEQ also continues to work in collaboration with many organizations such as Emploi-Québec, the Quebec City Board of Trade, and Parc Technologique du Québec Métropolitain, through the Quebec City Multilingual Committee and the Community Partner Group to expand visibility of our organization's employment services.

As a member of the Quebec Multilingual Committee, VEQ also worked tirelessly on a study on Anglophones and Allophones who are employed or seeking employment in the Quebec City

area. This important study, managed by Zins Beauchesne and Associates will help us to help integrate English-speakers into the local job market.

Furthermore, and once again, VEQ held a leadership role in the Multilingual Zone during the 2009 Quebec City Foire de l'Emploi. VEQ coordinated this valuable initiative that continues to build on the success of the previous three, thanks to the partnership of CeDeC, Central Québec School Board, Eastern Québec Learning Centre (EQLC), École de langues de l'Université Laval, Emploi-Québec, Quebec City Board of Trade, the Cégep Ste-Foy and the Valcartier Family Centre.



The success of the Multilingual Zone was once again indisputable with over three-hundred people having their second language skills evaluated by teachers from the EQLC and over six hundred stopping by to acquire more information about employment opportunities for English-speakers and bilingual people in the Quebec City region.



## Marketing and Communications



**Shannon Ker**  
Project Coordinator

The members of the Marketing and Communications Committee included board members Brigitte Wellens, Ed Slattery, Simon Jacobs (Chair), Stephen Clarke, Teresa Spyksma and staff member Shannon Ker. The mandate for the committee is to:

- Aid and support the board of directors, executive director, and the various committees in their mandate, by providing them with the appropriate tools to communicate information on their policies and decisions or events to the members, public groups, or government bodies.
- Make recommendations to the board of directors regarding any communications issues.

### Development of a Brand Signature

Building on the revised VEQ logo, a brand signature consisting of five colored blocks in a horizontal arrangement was added to advance the VEQ brand. Each block represents one of VEQ's serviced markets and each block has an assigned color which has been carried throughout marketing tools directed toward that target market. Red represents Newcomers. Yellow

represents Youth. Green represents Membership. Purple represents Community. Blue represents Employers. A style guide was also developed to ensure the proper use of the VEQ brand - logo and signature.

### VEQ Website

The VEQ website content, navigation and appearance were redone. The new site was launched in February 2009. The look of the website was revamped to incorporate the look of previously established marketing tools such as the community directory and VEQ pamphlet. The content was reorganized and new sections and features were added. New sections and features that were added include: featured partner page, featured employer page, upcoming events on the homepage, testimonials, easy-to-find statistics, a Thinking About Moving to Quebec City section, VEQ Foundation page, our partners page, newcomers section, members section, community section, a monthly poll and virtual tours.



The navigation was reorganized to make it more user-friendly and

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## **Marketing and Communications**

easier to find pertinent information. The major navigation revisions include the separation of information into the target markets; newcomers, youth, membership, community and employers, allowing the user to immediately see themselves in one of the categories and access information that is pertinent to them. The placing of upcoming events on the homepage and the addition of the Thinking of Moving to Quebec City section which helps those who are not yet in the city but are either in the process of moving or deciding to move to Quebec City, find the information they need to help them with the relocation and settlement process. The community knowledge base section called Statistics and Reports was moved to the front page to make it easy to access and the section was reviewed and updated with three new reports. This section ensures the English-speaking community has access to information they may need to help assess the community landscape when making community, organizational or program decisions.

The new website was built in a content management system called WordPress. This allows for all content updates to be done in-house. As well, the website address was shortened to [www.veq.ca](http://www.veq.ca) from [www.veq.qc.ca](http://www.veq.qc.ca) to make it easier for the user to find the site. The community portal is now housed on the VEQ website under the our partner section. The website was officially launched and presented to

over fifteen partners on February 9, 2009. At the launch the site's new features and navigation were reviewed with all those in attendance. The changes were well received. According to the monthly poll posted on the website almost 90% of those who visited the new site reported they thought the site was an improvement. Since the launch at least ten partners have reviewed the site and provided comment.

### **Membership contact**

The email tool Constant Contact was again employed this year to contact the community. There was an increase in communications sent to inform the community about VEQ events and community events. Emails that were sent had a higher than industry average open rate. According to [mailchimp.com](http://mailchimp.com) the non-profit industry open rate is approximately 25% where VEQ emails achieved and surpassed this open rate consistently.

The membership list has grown and other lists were developed. These other lists included a newcomers list, a partners list and a board of directors list.

### **VEQ Newsletter**

The VEQ newsletter format was redone. It was given a new look to match the new VEQ look. The newsletter was distributed three times electronically and in print copy; May 2008, November 2008 and February 2009.

## Youth

The committee's mandate is to foster the growth and vitality of the English-speaking community by increasing youth and community awareness concerning the various employment and educational opportunities for bilingual qualified people in Quebec City region. VEQ continued to develop a print and web-based information tool presenting employment and educational opportunities for bilingual people in our region.

The winter edition of this tool titled *Bilingual in the City* was given a new look and highlighted important scholarship and youth program information. The success stories that were usually found in the past editions were not included in this edition because this function was addressed by the recently launched Youth Employment and Education Success Stories (YEES) initiative. VEQ was an important partner in the YEES initiative and it did not want to duplicate what the YEES initiative accomplished.

Our Youth Advisory Committee strengthened partnerships with English and French-speaking stakeholders concerned with youth issues. The success of this initiative was due to the contribution of Quebec High School students, representatives from Service Canada, CEGEP Champlain-St. Lawrence, Valcartier Family Centre, Forum Jeunesse de la région de Québec / CRÉ Capitale-Nationale, Groupe Perspective, Ville de Québec, Québec / Chaudière-Appalaches CeDeC, Youth Employment and Educational Success Stories and Québec High School.

VEQ also continues to be actively involved in numerous committees that are focusing on bilingualism and / or youth like the Quebec City Multilingual Committee, the Community Partners Group, and the CEGEP Champlain-St. Lawrence Business Program Advisory Committee. Our participation in these committees allows us to promote our objective of creating links between local employers and bilingual youth with different partners. We also developed new partnerships with organizations such as the Cégep de Ste-Foy and Youth Employment Services—Montréal in order to develop and implement collaborative initiatives to the benefit of the youth of our community.

VEQ was also a key partner in the Youth Employment and Educational Success Stories project.



## Youth

The objective of this project is to demonstrate to our community that there are many opportunities for English-speaking and bilingual young adults in the Greater Quebec City and Chaudières-Appalaches regions.

To date, the top twenty-six successful youths have been selected and we have started publishing their profiles in *Le Soleil* newspaper. In August of 2009, a gala will be hosted for these successful youth where they will be presented their awards. The best way to encourage youth to stay, move to, or return to the Québec Chaudière-Appalaches region is to promote the youth who are succeeding and to illustrate examples of the success they have experienced.

VEQ is proud to be a partner in this community project. This year, VEQ participated in the Youth Employment Conference organized by Youth Employment Services—Montreal. This initiative, presented in Montreal, was also broadcasted in seven other locations across the province. VEQ presented on employment opportunities for bilingual people in the Quebec City region. We also presented some of the various quality life advantages that our region has to offer.

Finally, VEQ co-managed the 5-30 Challenge in our region for the English-speaking community in partnership with the Quebec High School Community Learning Centre.

The objective of the 5-30 Challenge is to promote health eating habits and active lifestyles.

After developing a promotional and registration campaign focusing on our various community schools, we organized a big kick-off day where Mr. Otis Grant, former World Boxing Champion, met over 1000 students from different English schools to speak about his career as a



professional boxer and about the benefits of having healthy eating habits and an active lifestyle. Finally, a Health Information Day was organized where youth were informed about proper exercise techniques and given the opportunity to put them into practice at the school gym.

**VEQ**  
Voice of English-speaking Québec



**Balance Sheet  
As of March 31, 2009**

	<u>2009</u>	<u>2008</u>
A S S E T S		
CURRENT ASSETS		
Cash and cash equivalents	14 124	23 683
Accounts receivable	26 851	50 606
Advance to VEQ Foundation	855	855
	41 830	75 144
CAPITAL ASSETS (note 3)	7 397	6 365
	49 227 \$	81 509 \$
L I A B I L I T I E S		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	9 531	8 638
Funds for programs in progress (note 4)	-	10 504
	9 531	19 142
N E T   A S S E T S		
INVESTED IN CAPITAL ASSETS	7 397	6 365
UNEXPENDED REVENUE	32 299	56 002
	39 696	62 367
	49 227 \$	81 509 \$

*Prepared by Jocelyn Bernier, Comptable Agréé*



**Changes in Net Assets  
For the Year Ended March 31, 2009**

	<u>2009</u>	<u>2008</u>
NET ASSETS INVESTED IN CAPITAL ASSETS		
Balance - beginning of year	<u>6 365</u>	<u>7 023</u>
Purchase of capital assets	3 344	1 558
Depreciation of capital assets	( 2 312)	( 2 216)
	<u>          </u>	<u>          </u>
Changes in net assets invested in capital assets for the year	1 032	( 658)
	<u>          </u>	<u>          </u>
Balance - end of year	<u>7 397</u>	\$ <u>6 365</u> \$
UNEXPENDED REVENUE		
Balance - beginning of year	56 002	60 688
Excess of expenditure over revenue	( 22 671)	( 5 344)
	<u>          </u>	<u>          </u>
Changes in net assets invested in capital assets for the year	33 331	55 344
	<u>          </u>	<u>          </u>
Balance - end of year	<u>( 1 032)</u>	658
	<u>          </u>	<u>          </u>
Balance - end of year	<u>32 299</u>	\$ <u>56 002</u> \$

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Treasurer



**Revenue and Expenditure  
For the Year Ended March 31, 2009**

	<u>2009</u>	<u>2008</u>
REVENUE		
Government grants (note 6)	165 965	180 265
Literary and Historical Society of Quebec	39 000	-
Programme d'actions régionales en immigration	31 827	-
CHSSN Community Public Health	15 000	-
Gala Tickets (400 <sup>th</sup> Anniversary)	48 485	-
Sponsorship	35 600	-
Community connections	-	47 336
Fonds Régional d'Investissement Jeunesse	-	12 000
RECEPP (Newcomers)	-	5 393
Citadel Foundation	3 000	-
Interest	286	1 413
Other	206	3 866
	<u>339 369</u>	<u>250 273</u>
EXPENDITURE		
General operations (see schedule)		
Salaries and benefits	160 316	136 519
Honorarium	14 798	23 750
Travel	12 534	6 351
Publicity	15 256	16 723
Operating costs	159 136	72 274
	<u>362 040</u>	<u>255 617</u>
EXCESS OF EXPENDITURE OVER REVENUE FOR YEAR	<u>( 22 671)</u>	<u>\$ ( 5 344) \$</u>

*Prepared by Jocelyn Bernier, Comptable Agréé*



Voice of English-speaking Québec

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