

EDMONTON PUBLIC SCHOOLS

January 25, 2011

TO: Board of Trustees  
FROM: E. Schmidt, Superintendent of Schools  
SUBJECT: Delegation – Literacy and Learning Day Society of Edmonton  
ORIGINATOR: T. Parker, Assistant Superintendent  
RESOURCE  
STAFF: Anne Sherwood

INFORMATION

Ms Wendy Keiver, President Literacy and Learning Day Society of Edmonton, has requested an opportunity to address the Board (Appendix I).

The Society is requesting:

- A \$5,000 donation (Double Platinum Level) in support of the Literacy and Learning Day Conference being held April 9, 2011.
- Communication of the event via District communication vehicles

Arrangements have been made for Ms Keiver and members of the Society Board to make their presentation at the Tuesday, January 25, 2011 board meeting (Appendix II).

AS:mmf

- APPENDIX I - Request from Literacy and Learning Day Society of Edmonton as well as background information regarding the Literacy and Learning Day Conference
- APPENDIX II - Correspondence from the Corporate Board Secretary

**From:** Wendy Keiver  
**Sent:** Monday, December 20, 2010 8:34 AM  
**To:** Anne Sherwood  
**Subject:** Delegation request  
**Importance:** High

Good morning, Anne

The Literacy and Learning Day Society of Edmonton is requesting an opportunity to present, as a delegation, to the Board of Trustees at the Public Board Meeting on January 25, 2011.

Our intention is to have 3 members of our Board participate in the presentation, which will also include a PowerPoint slide show.

Please advise as to what additional information you require in order to facilitate this request.

Respectfully,

*Wendy Keiver*

President,  
Literacy and Learning Day Society of Edmonton



## Literacy and Learning Day Society of Edmonton

c/o 714 Evergreen Community

Edmonton, AB

T5Y 4M2

[www.literacyday.ca](http://www.literacyday.ca)

780-476-0078

June 2010

### ***About our Conference:***

The Annual Literacy & Learning Day Conference, scheduled for **April 9, 2011** is now in its 9th year. It is organized and supported by parents, FOR parents and there is no charge for parents and community members to attend. It is **FREE OF CHARGE** to ALL participants. The keynote speaker for 2011 will be Robert P. Ocker, a contributing author to the book *Indigo Children*, and a middle-school guidance counselor considered to be a "paradigm pioneer" for education and child development.

### ***Previous Conferences:***

Previous keynote speakers have been David Bouchard, Barbara Coloroso, Dr. Scott Wooding, Dr. Karyn Gordon and other well known individuals who are recognized for their skills and knowledge in the areas of literacy, learning and parenting. Opening and Closing addresses have been provided by, amongst others, Superintendents of major school districts, Lt.Gov. Lois Hole, Dr. Eric Newell and David Bouchard.

### ***Why support Literacy & Learning Day:***

Supporting Literacy & Learning Day enables almost 1,000 parents, educators and caregivers to attend Literacy & Learning Day. The knowledge, resources and tools they gain by attending **does** make a difference in children's lives.

Some statistics.... Over the last 8 years:

- **Over 7400** parents and caregivers have registered to attend our conferences! (In 2006, Barbara Coloroso was our Keynote Speaker and **over 1200** people registered to attend!).

And we also know that Literacy & Learning Day works!

- **98%** of parents who have evaluated Literacy & Learning Day felt that the information that they received during the day would help them support their child's literacy and learning in school.
- **99%** of parents said they would recommend Literacy & Learning Day to others.
- **Over 50** professional educators, business people and experts **volunteer** their skills and knowledge each year for our workshops. For 2010, 60 presenters offered **59 workshops** of varied topics that covered almost every facet of our children's lives.
- More information and details regarding our past seven Literacy and Learning Days can be found on our website: [www.literacyday.ca](http://www.literacyday.ca)

### ***About the Literacy & Learning Day Society of Edmonton and our operations:***

*The mission of the Literacy and Learning Day Society of Edmonton is to offer a free public conference providing the community with information and educational tools to enhance and support the literacy and learning of the children in their lives.*

- The volunteer Board of the Society consists of 7 people who oversee the operations of the Society and the Conference.
- The volunteer Organizing Committee is made up of 7 Board-appointed Coordinators who oversee 27 distinct Crews of approximately 150 volunteers who are responsible for managing every detail of preparation, execution and follow-up of the Conference.
- The budget for the day is approximately \$75,000.00 which, in the past, has been fundraised in its entirety from these sources: Parent Councils/Parent Fundraising associations; grants; donations from foundations associated with Literacy and donations (in cash or in kind) from corporations. Due to declining donations for the 2010 Conference, alternative funding methods were successfully implemented.

### ***How you can be involved as a partner in Literacy & Learning Day:***

- Support the day through a donation. Donation levels are recognized as per page 2 of this letter; opportunities include sponsoring keynote address, breakfast or lunch or other specific services or items needed for the conference.
- Broadly advertise and promote this event, both within your organization and to others who may benefit or want to be involved.
- Donating products or materials for use in conference preparation, for participant bags or as door prizes;
- Provide volunteers to assist before or on the day.

Please contact us to discuss the many ways we can work together to ensure that Edmonton and area children continue to receive the gift of literacy and learning....

#### **Wendy Keiver, President**

Literacy and Learning Day Society of Edmonton

Home: 780-476-5179

Office: 780-476-0078 Cell: 780-940-9572

#### **Luc Bouchard, Vice-President**

Literacy and Learning Day Society of Edmonton

Home: 780-485-0515

Cell: 780-668-8054

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## DONOR / SPONSOR RECOGNITION LEVELS

### **DOUBLE PLATINUM (\$5000+)**

- Platinum Recognition PLUS
- Logo on T-Shirt – est. 100+ prints\*\*
- Information in Bag – est. 1000 copies
- Small Banner Ad on the Literacy and Learning Day Homepage

### **PLATINUM (\$2500 - \$4999)**

- Diamond Recognition PLUS
- Logo on Bag\*\*
- Participation in the Resource Fair \* pending Board approval

### **DIAMOND (\$1000 - \$2499)**

- Gold Recognition PLUS
- Logo on Program\*\*
- Name / Logo on Registration Form – est. 30,000 copies \*\* receipt prior to Jan 1.

### **GOLD (\$500 - \$999)**

- Silver Recognition PLUS
- Logo on Website
- Sponsor Membership

### **SILVER (\$250 - \$499)**

- Bronze Recognition PLUS
- Active hyperlink to your Website

### **BRONZE (\$1 - \$249)**

- Name on Program – est. 1000 copies\*\*
- Name on Bag – est. 1000 copies\*\*
- Name on Website – unlimited viewers
- \*\* All Printed Materials are subject to Time-Sensitive Deadlines. If donations are received past these deadlines, those forms of recognition may not be available.

**From:** Anne Sherwood  
**Sent:** Tuesday, January 18, 2011 3:24 PM  
**To:** 'Wendy Keiver'  
**Subject:** Confirmation of Arrangements for January 25, 2011 Board Meeting

Dear Ms Keiver:

In response to your e-mail request of December 20, 2010 for the Literacy and Learning Day Society of Edmonton to appear as a delegation to present to the Board, please be advised that arrangements have been confirmed for your group to speak at the January 25, 2011 board meeting. We understand that the Society will be presenting information about the Annual Literacy & Learning Day Conference and will be requesting:

- A \$5,000 donation (Double Platinum Level) in support of Literacy and Learning Day.
- Communication of the event via District communication vehicles

Your item will be third report on the agenda. The agenda and related reports will be posted tomorrow afternoon at: <http://www.epsb.ca/board/agenda.shtml>

I understand you wish to do a PowerPoint presentation and would ask that you contact Ms Cheryl Schewe in Building Operations (429-8300) at your earliest convenience to make the appropriate arrangements.

The following is the link to Board Policy JAB.BP Comments, Delegations and Presentations at Board Meetings by Public and Staff Representatives <http://www.epsb.ca/policy/jab.bp.shtml> with respect to the Board's procedures regarding delegations. You will note that you may have 10 minutes in total to make your presentation. You will also note that decisions regarding requests made by delegations will be dealt with at the next meeting of the Board or appropriate committee unless otherwise agreed to by a majority vote of the members present.

We have included the information you provided in the report being provided to the Board which will be posted on-line tomorrow.

The Board meeting will commence at 6:00 p.m. and will be held in McCauley Chambers on the second floor of the Centre for Education at 102 Street and Kingsway. Underground parking is available.

Please have a seat in McCauley Chambers until called by the Board Chair. Please note that you may make your presentation from the wooden podium or from the Administration table that faces the Board.

If you have any questions or concerns, please contact me.

**Anne Sherwood**  
**Corporate Board Secretary**  
**Phone: (780) 429-8020**