



Celebrating 30 years of lifelong learning

Since its inception in September 1990, ABC Life Literacy Canada has worked tirelessly to support the literacy and learning community in Canada. Through the development of programming and resources, awareness raising for the literacy cause and millions of dollars raised for community literacy programs, ABC Life Literacy Canada fulfills its mission to strengthen organizations that promote adult learning and to support literacy in Canada.

1991 The PGI Golf Tournaments for Literacy

The PGI Golf Tournaments for Literacy tees off. Started as the Peter Gzowski Invationals, by radio broadcaster Peter Gzowski, the PGIs are held in every province and territory. Tournaments are organized locally with every dollar raised remaining in that community to support local literacy programs with more than \$10 million raised.



1995 Workplace Education Centre

Workplace Education Centre is open for business to help develop the field of workplace education across Canada. The centre provides corporations and unions with needs assessments and connects organizations with local adult literacy providers.

..... 1990 ABC CANADA launched

ABC CANADA Literacy Foundation launches on September 8, 1990, during International Literacy Year.

Launched by a group of influential business, education, and labour leaders to raise awareness for literacy and enlist the active participation of the private sector in supporting the issue.



..... 1990 First awareness campaign

First national awareness campaign *Read with your children* launches to raise awareness of the importance of engaging in literacy activities as a family. Support from the media and advertising industries provides millions of dollars annually to awareness campaigns.



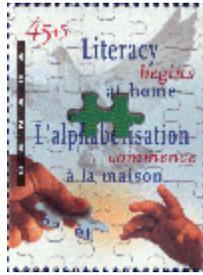
..... 1994 LEARN program

The LEARN program connects adults with literacy programs to improve reading, writing and math skills with support of Yellow Pages publishers across Canada. LEARN fills the literacy gap – hundreds of literacy programs across Canada with only a small percentage of adults aware of their programming.



1996 Literacy Stamp

The first literacy stamp with a hole in it is developed with Canada Post and sold for an additional 5¢. Sales resulted in over \$250,000 raised and distributed to family literacy programs across Canada.



1999 Family Literacy Day

Family Literacy Day is born on January 27, 1999 with support from Honda Canada, to raise awareness about the importance of reading and engaging in other literacy-related activities as a family. ABC Life Literacy creates a national bilingual awareness campaign each year as well as free learning and promotional materials to help community partners and families celebrate.



2002 share the stories

share the stories program launches to provide literacy organizations, schools and libraries with more than \$400,000 in grants, supported by Coca-Cola Canada, to create children's book collections and reading circles.



2005 Gift of Words

Gift of Words follows the success of share the stories to continue to support literacy organizations, schools and libraries to create or maintain book collections and reading circles. Program, supported by Starbucks, helps adult literacy programs to bring a family literacy component to their programming and provides \$229,500 in funding to the community



Gift of Words
PRESENTED BY STARBUCKS

1997 Moving Forward: A Forum on Workplace Education

Moving Forward: A Forum on Workplace Education conference brings together 280 participants from the literacy, labour, government, education, corporate, and HR industries to explore issues in the rapidly growing field of workplace education.



2000 Support to family literacy programs

\$400,000 raised and distributed to family literacy programs through donations made by Canadian Honda dealers who made a donation for each family literacy travel kit provided to new minivan owners.

2003 Training Matters

Canadian CEO and Training Matters magazines showcase successful workplace literacy and essential skills programs and initiatives, providing information on how to implement a program and learning from best practices in workplace education.



2009 Guinness World Record

Guinness World Record for “Most Adults and Children Reading Together - Multiple Locations” spearheaded for *Family Literacy Day* 2009 with support from Oxford Learning. The result was 121,368 Canadians participating in 1,007 events in every province and territory across Canada – breaking the 2006 record held by the US at 78,791.



2010 Rebrand to ABC Life Literacy Canada

ABC CANADA Literacy Foundation launches a new brand identity: ABC Life Literacy Canada. The new name reflects the focus on lifelong learning for all Canadians.



2010 Good Reads Books

Good Reads Books series is developed in partnership with Grass Roots Press. A collection of short, easy reading books written for adult learners by well-known Canadian authors. The books encourage reading practice, develop reading skills, and increase reading confidence.



..... 2009 BNL and Ben & Jerry's If I had 1,000,000 flavours

Barenaked Ladies teams up with Ben & Jerry's to introduce a first-ever Canadian flavour “If I had 1,000,000 flavours” named after the band’s classic song. Portion of sales of the ice cream go to ABC CANADA.



..... 2010 Essential Skills Day

The first national *Essential Skills Day* celebration takes place in September 2010 and shines a spotlight on the importance of the 9 Essential Skills for work and life. These skills are the foundation for learning and enable people to evolve with their jobs and adapt to change.



..... 2011 Money Matters

The *Money Matters* financial literacy program is created with support from TD Bank Group to help adult learners build confidence and skills to manage their finances. Workshops are held in communities across Canada reaching more than 41,000 learners.



2011 Financial Literacy Month

Financial Literacy Month in November, launches along with the Financial Literacy Action Group to raise awareness about the importance of strong financial literacy skills for financial well-being.



2015 Civic Voting Guide

A Guide to Voting is created for adult literacy educators in collaboration with Elections Canada to help teach their learners about the importance of voting, the basics for how to register and what to expect at a polling station in preparation for the federal election.

Civic Voting



2015 ABC Health Matters

ABC Health Matters is developed to empower Canadians to manage their health more effectively by increasing their confidence when talking about and making decisions regarding health issues. Supported by AbbVie Canada, adult learners develop a deeper understanding of how to advocate for their and their family's health and better understand how to access health care.



..... 2012 Canada Life Literacy Innovation Award

The *Great-West Life, London Life and Canada Life Literacy Innovation Award* (renamed to *Canada Life Literacy Innovation Award* in 2019) is first presented to recognize community organizations that have developed innovative literacy programs. One top winner is chosen to receive \$20,000 and four honourable mention winners are chosen to each receive \$5,000 towards their programs.



..... 2015 HSBC Family Literacy First

HSBC Family Literacy First, a multilingual family literacy program is first presented to the family literacy community and in family homes across Canada. The online learning resources and workshops are designed to engage adults and children in learning together in many first languages.



2016 LookUnderLearn.ca

LEARN goes online with a national, searchable database of adult literacy programs at LookUnderLearn.ca. The website platform allows a user to connect with their local program from anywhere across Canada. Users can search for programming in the areas of ESL, workplace skills training, high school equivalency preparation and family literacy, among others.



2019 Youth Teaching Adults

Youth Teaching Adults is launched. A free, introductory digital literacy program for adult learners, led by youth volunteer-tutors. The program encourages youth to develop their leadership skills through teaching and helps adults increase their digital literacy skills. The program is presented in collaboration with Youth Empowering Parents.



..... 2017 UP Skills for Work

UP Skills for Work is created to help learners develop key employability skills through free workshops and downloadable workbooks with support from Canada Life. Employability skills help workers to be adaptable and motivated throughout their whole employment and as they move into new roles or careers.



..... 2020 Activate Learning

Activate Learning, a literacy and essential skills program for learners in Newfoundland and Labrador is launched. The program aims to grow the number of learning opportunities for adult learners, employees and workplaces in the region on the topics of: Essential skills, Employability skills, Financial literacy and Health literacy.



We look forward to the next
30 years of lifelong learning.

abclifeliteracy.ca