

Literacy and Learning Day Society of Edmonton

c/o 714 Evergreen Community

Edmonton, AB T5Y 4M2

www.literacyday.ca

780-476-0078

Charitable Registration Number: 81085 1741 RR0001

May 2017

ATTENTION: Corporate Social Responsibility Manager

Dear Sir/Madam:

HISTORY:

Professional Development for parents, grandparents and primary caregivers of children is hard to find. FREE access to this type of support is virtually unheard of; the annual Literacy and Learning Day Conference offers exactly this. Initiated by a group of parents wanting to make a difference in the lives of children, for 14 consecutive years (2003-2016) the free Literacy & Learning Day Conference has offered adults in Edmonton and area an opportunity to obtain skills, resources and knowledge that will help to support children in school and in life. Literacy & Learning Day has been a volunteer organized event that has been professional, meaningful and easily accessible to all parents, grandparents and caregivers. Details regarding previous conferences can be found at: <http://www.literacyday.ca/history/>

THIS YEAR:

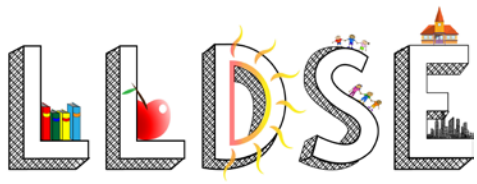
The 2017 Literacy and Learning Day Conference, scheduled for Saturday, October 28, 2017, is in serious jeopardy. Up to 5 years ago, donations totaling up to \$50,000.00 from local businesses, school-based fundraising associations and individuals have greatly contributed to the overall costs of the day. Possibly due to the economic situation in Alberta, or perhaps because our community no longer sees a need for this type of event, fundraising efforts and donation/sponsorship campaigns to date have not resulted in the receipt of sufficient funds to pay for most of the items and supplies needed to offer a conference this year.

Optimistically, our Board and Organizing Committee have been putting together plans for this year's Literacy and Learning Day since last fall: Keynotes **Barbara Coloroso** (*Just Because it's not Wrong, Doesn't Make it Right!*) and **Alyson Schafer** (*Honey, I Wrecked the Kids!*) have already been partially paid, several break-out workshop presenters have already promised their time and expertise (see Topics at a Glance below) and a deposit has been made for the venue – again reserving space at the Edmonton Expo Centre. However, must-haves such as audio-visual support (screens, projectors, mics, etc.), power and lighting, and nice-to-have items such as delegate bags, subsidized parking fees (the \$16 charge at the Expo Centre is unmanageable for many of our participants), and conference programs are currently unfunded.

We also do not have the funds to print, and distribute, conference posters, brochures and registration forms as we have in the past; email notification of open registration will commence in early September to those individuals and organizations who have requested such.

By providing a key contact name and email address to info@literacyday.ca, this will enable us to send direct updates as to the status of the 2017 Literacy and Learning Day Conference, as well as any relevant registration information. We will count on your key contact to then determine the best way to share this information with others in your organization and/or community.

Literacy and Learning Day Society of Edmonton supports children by providing free professionally delivered learning opportunities for their parents, grandparents and caregivers



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YOUR ASSISTANCE IS NEEDED:

We absolutely require your assistance to provide this valuable learning opportunity this year! At minimum, we need to raise \$10,000.00 just to hold a very basic event at all this year. With \$40,000.00, we believe we could offer the same quality of event as we have in the past 3 years (world-class keynotes, quality breakouts, reduced parking fees, perhaps a coffee break). If we can raise \$70,000.00, we will be able to provide everything, including a modest breakfast and lunch for all participants.

Please share this letter with your school community and local businesses. Be assured that all donations pay for items provided by local businesses and employers; **an investment in Literacy and Learning Day is an investment in our local economy.** A *Sponsorship Opportunities Form* is included with this letter; please copy and distribute it as you deem appropriate! Every donation helps and will assist us in providing our 2017 Literacy and Learning Day Conference to parents, grandparents and caregivers looking for barrier-free, professional, support and guidance.

WORKSHOP TOPICS AT A GLANCE*:

*Subject to change

- ❖ Math Play: Best Strategies to Play Math with Your Children
- ❖ The Music Effect: How Music Enhances Learning
- ❖ Why Some Children Struggle to Learn to Read
- ❖ High Impact Science on a Low Budget
- ❖ How to Raise Kids Who Thrive in the Digital Age
- ❖ Supporting Your Child's Literacy Development
- ❖ Calm Life: Mindfulness & Meditation Techniques for Adults & Kids
- ❖ Financial Literacy: Talk to Your Kids About Money
- ❖ Inside an Eating Disorder
- ❖ Understanding Learning
- ❖ Building a Brain: The Brain Architecture Game
- ❖ No Tears, No Fears: You Won't Believe it is Math

FOR MORE INFO:

Visit our website www.literacyday.ca, Find us on Facebook, Twitter or Instagram, or contact us directly by any method listed below.

Yours in Literacy,

April Cardinal

April Cardinal – President

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Cell: 780-953-2302

Wendy Keiver

Wendy Keiver - Organizing Committee Chair 2017

info@literacyday.ca

Cell: 780-940-9572

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