

# the 2010 Canada Post Community Literacy Awards



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CALL FOR NOMINATIONS

## President's message

I am pleased to invite you to participate in the 2010 Canada Post Community Literacy Awards. These awards recognize the tremendous efforts of dedicated individuals like you and your colleagues, as well as the people you help through their literacy journey.

Literacy knows no boundaries of age or gender. It is no secret that low literacy levels have a direct social and economic impact on society as a whole. In addition, literacy rates are telling indicators when predicting a country's economic growth.

Canada Post has been an advocate of literacy for almost two decades. From our beloved Santa Letter-writing Program, to our support for hundreds of community literacy groups, including La Dictée P.G.L., and our sponsorship of the Canwest Canspell National Spelling Bee, Canada Post supports some of the most extensive literacy programs in the country. Our Community Literacy Awards, generously supported by The Lowe Martin Group, celebrate the achievements of Canadians making a special effort or an important contribution to literacy.

I ask that you share the information in this booklet, or our website ([canadapost.ca/literacyawards](http://canadapost.ca/literacyawards)), with your peers and that you consider making submissions of your own. With your help, we can recognize the people who make a difference in Canada's literacy landscape.

I am pleased that Canada Post is able to recognize these accomplishments and dedication. I believe your efforts, particularly in this difficult economic climate, are more important than ever and I thank you.



Moya Greene  
President and Chief Executive Officer  
Canada Post

Official sponsor

the  
**LoweMartin**  
Group



From anywhere... to anyone

# Recognizing achievement

The Canada Post Community Literacy Awards were established more than 17 years ago to discover and acknowledge the achievements of Canadians who have made a special effort or an important contribution to literacy. Today, the program continues to celebrate the achievements of both adult learners and those who have helped them learn to read and write.

By acknowledging their efforts, the Canada Post Community Literacy Awards encourage thousands of Canadians to improve their reading and writing skills and inspire them to reach their personal literacy goals. For many, that means obtaining their Secondary School Diploma or General Educational Development (GED) in either of Canada's official languages. For others, it means reaching a level of reading and writing proficiency that allows them to more fully participate in the world around them.

## Your invitation

You are invited to nominate a deserving individual and/or educator from your hometown for a 2010 Canada Post Community Literacy Award. In this booklet, you'll find everything you need to make your nomination, including category descriptions, eligibility and submission criteria, and a nomination form. For samples of past submissions, the latest Community Literacy Awards news and more, please visit our official website at [canadapost.ca/literacyawards](http://canadapost.ca/literacyawards).

## Prizes and awards

Prizes and awards are presented at special ceremonies that take place across the country in the fall. Each winner is invited to attend the ceremony nearest to his or her home to receive his or her award.

Winners in the *Individual Achievement* award category will receive a cash award of \$300 and a framed, personalized Certificate of Achievement. *Educator* category winners each receive a cash award of \$500 and a framed, personalized Certificate of Achievement.

Both award categories represent a broad range of literacy accomplishments. We're now accepting nominations, so please use the form provided in this booklet to tell us about any individual or educator whose efforts you believe deserve to be recognized and honoured.

# How to apply or make a nomination

## General eligibility

Nominees must be 18 years or older and hold Canadian citizenship, Landed Immigrant or Refugee status. Past winners are not eligible.

## How to make a submission

The requirements for each Canada Post Community Literacy Award category are outlined in the pages that follow.

Submissions should be typed double-spaced on letter-sized (8.5" x 11") stationery, and should be no more than five pages long. Please pay close attention to the evaluation criteria and answer all the questions as fully as possible. Attach the completed nomination form from this booklet to the front of your submission.

***Please note: Submissions without signed nomination forms will not be accepted.***

Entries in the 2010 Canada Post Community Literacy Awards are judged solely on the content and quality of the written submissions. Please do not send books, videos or audiocassettes, CD-ROMs or other such additional material. These will not be distributed to judges or returned.

Entries must be received in Ottawa by **midnight (EDT), Friday, May 21, 2010.**

Mail your submission to:

**2010 CANADA POST COMMUNITY LITERACY AWARDS  
2701 RIVERSIDE DR SUITE N1081  
OTTAWA ON K1A 0B1**

To guide you in preparing a submission, samples of successful submissions are available on the Literacy Awards website at [canadapost.ca/literacyawards](http://canadapost.ca/literacyawards).

## Important dates to remember

Nominations for the 2010 Canada Post Community Literacy Awards will be accepted until May 21, 2010. For a list of finalists, please visit the Literacy Awards website after July 21, 2010. Winners will be announced in early September, and the award ceremonies will be held throughout September and October.

# Individual Achievement Awards

This award category is for adults who have faced challenges in life because they were not able to read or write well in either of Canada's official languages (English or French). They have taken steps to improve their reading and writing skills, and this has helped them to better their lives.

Up to 26 of these awards may be presented, one for an English-speaking person and one for a French-speaking person in each Canadian province and territory.

## Am I allowed to enter?

To enter, you must:

- have improved your reading and writing skills in your first language of English or French, or improved your English or French literacy skills when they have been learned as a second language (ESL or FSL);
- have joined a recognized adult literacy or ESL/FSL program such as a workplace, community or LINC program. Programs beyond the Secondary School Diploma and General Educational Development (GED), or their equivalents, do not qualify; and
- have not won this award before.

## Can someone help me write my entry?

You can receive help to complete your entry, but the story should be told from your own point of view. If someone else nominates you for this award and writes your story on your behalf, you must give them your permission and sign the nomination form.

## What points should my story address?

You can use the following points as a guideline to tell your personal success story:

- What was your life like before you improved your ability to read and write? Describe some of the problems and challenges you faced because of your difficulty with reading or writing. **Include the highest level of education grade you completed in your description.**
- What made you decide to improve your reading and writing skills, and what led you to join an adult literacy or ESL/FSL program? Briefly describe the program and **be sure to include the name of the program.**
- Describe what it was like to learn to read and write. How did the teachers and tutors help you? Tell us about your experiences, both positive and negative, and any sacrifices you had to make while attending classes.
- How has learning to read and write changed your life? What things do you enjoy doing now that you could not do before? Describe how improving your reading and writing skills has helped you do things for yourself, your family or your community.

# Educator Award

These awards honour educators, tutors and advocates who have demonstrated a commitment to the cause of adult literacy or teaching adult ESL/FSL. Up to 26 awards may be presented, one for an English-speaking person and one for a French-speaking person in each Canadian province and territory.

Educators who support adult literacy or adult ESL/FSL training by developing initiatives or teaching skills, or by otherwise working within their communities to improve reading and writing skills in either of Canada's official languages, are eligible for nomination.

Entries should demonstrate the nominee's significant contribution to adult literacy education, as well as highlight his or her creativity or innovation in developing literacy-oriented adult-learning programs.

For the achievements cited in the submission, nominees must be, or have been, affiliated with a recognized workplace, government-sponsored or community literacy, ESL or FSL program(s).

Previous winners of this award are not eligible.

## **Submissions are expected to include the following elements:**

### **1. Background**

- A brief description of the nominee's background, including why he or she became involved in adult literacy or adult ESL/FSL training, and what sort of role he or she played in the lives of learners.

### **2. Commitment**

- A statement of the length of time the nominee has been involved with adult literacy or adult ESL/FSL programs.
- Examples that demonstrate the nominee's commitment to the cause of adult literacy.

### **3. Innovation and creativity**

- A description of the nominee's approach to an adult literacy or adult ESL/FSL initiative or instruction, including the types of materials and activities used, and the most effective approaches he or she has developed to stimulate and motivate adult learners.

### **4. Impact**

- A description of the nominee's contribution to improving reading and writing levels, including how he or she has made a difference in the lives of individuals or the community.
- A description of the positive impact the nominee's efforts have had upon the community or individuals within it.

# Making a nomination

Nominating is easy. Simply follow these seven steps:

1. Please read and ensure that you understand the Award Rules below.
2. Remove the nomination form on the next page of this booklet. The form may be photocopied for additional nominations.
3. Print clearly and complete all the information requested in the Nominee section of the form.
4. If you are nominating a person other than yourself, please complete the information in the Nominator section of the form.
5. **If the nomination form is completed on behalf of the nominee, he or she must give permission for the entry and must sign the form.**
6. Please limit your entry to a maximum of five typed, letter-sized pages, plus the nomination form from this booklet. **Don't forget to complete and sign the nomination form.**
7. Mail your submission to:

**2010 CANADA POST COMMUNITY LITERACY AWARDS  
2701 RIVERSIDE DR SUITE N1081  
OTTAWA ON K1A 0B1**

Entries must be received in Ottawa by **midnight (EDT), Friday, May 21, 2010.**

## Awards Rules

- A completed and signed nomination form must accompany each submission. **Submissions without a signed nomination form will not be accepted.**
- Judges will evaluate all submissions that meet the requirements outlined in each award description. Entries are judged solely on the content and quality of the written submission. Do not send books, video or audiocassettes, CD-ROMs or other such additional material with your submission. Judges' decisions are final.
- Winners agree to accept the awards as presented and must sign a Waiver and Consent Form.
- All submissions, including support materials, become the property of the 2010 Canada Post Community Literacy Awards Committee, and will not be returned.
- The 2010 Canada Post Community Literacy Awards Committee may publish or publicize information contained in any submission without compensation to the nominators or the nominees.
- By signing the nomination form, nominators and nominees agree to these rules.

# Nomination form

## Award Category

Check the award category for this submission. Only one category may be selected.

Individual Achievement    Educator

## Nominee Information

*Print clearly and sign below.*

Name of Nominee

Mailing Address

City/Town

Province

Postal Code

Telephone

Fax

Email

Contact Person (if other than the nominee)

Telephone

Signature of Nominee\*

Date\*

## Nominator Information

*Complete this section if someone other than the nominee is making the nomination.*

Name of Nominator

Nominator's Title (if applicable)

Organization (if applicable)

Mailing Address

City/Town

Province

Postal Code

Telephone

Fax

Email

Signature of Nominator\*

Date\*

**\*IMPORTANT: Submissions without signed nomination forms will not be accepted.**