



2020-2021 ANNUAL REPORT



FRANÇAIS POUR  
**L'AVENIR**  
FRENCH FOR THE  
**FUTURE**

# OUR MISSION

DEVELOP PROFICIENCY

Developing a strong French language proficiency benefits youth in their personal lives and career paths.

APPRECIATE DIVERSITY

In creating meaningful linguistic and cultural links, young Canadian students gain a greater appreciation for diversity and become motivated to persevere with their French studies.

MAKE CONNECTIONS

Strong personal connections inspire young Canadians to maintain a lifelong relationship with the French language and francophone cultures.

## OUR STRATEGY

We are helping to **create a Canada where all young people value our French heritage, appreciate Francophone cultures and endeavour to excel in the French language.**

Provide a sustained, significant and authentic **presence in French**; one that adapts to better reach an ever changing youth audience.

Offer periodic **WOW events** that promote French, nourish **emotional experience**, and **energize youth**.

Encourage **networking by and for young francophiles** in their locality, in their region and across Canada, based on their personal interests.



FOUNDED IN  
**1997**  
BY LISA BALFOUR  
BOWEN AND JOHN  
RALSTON SAUL



BASED IN  
**OTTAWA**



**14**  
POSTSECONDARY  
PARTNER  
INSTITUTIONS



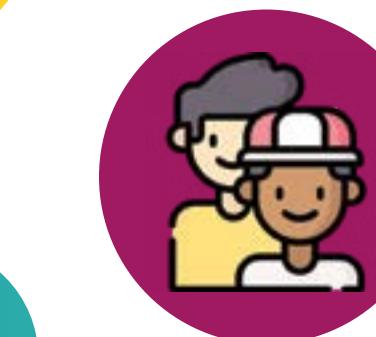
**\$348,000**  
IN SCHOLARSHIPS  
AWARDED TO STUDENTS



**8** EMPLOYEES  
**8** COORDINATORS  
**9** BOARD MEMBERS  
**86** VOLUNTEERS



FOR YOUTH AGED  
**12 TO 18** ACROSS  
CANADA

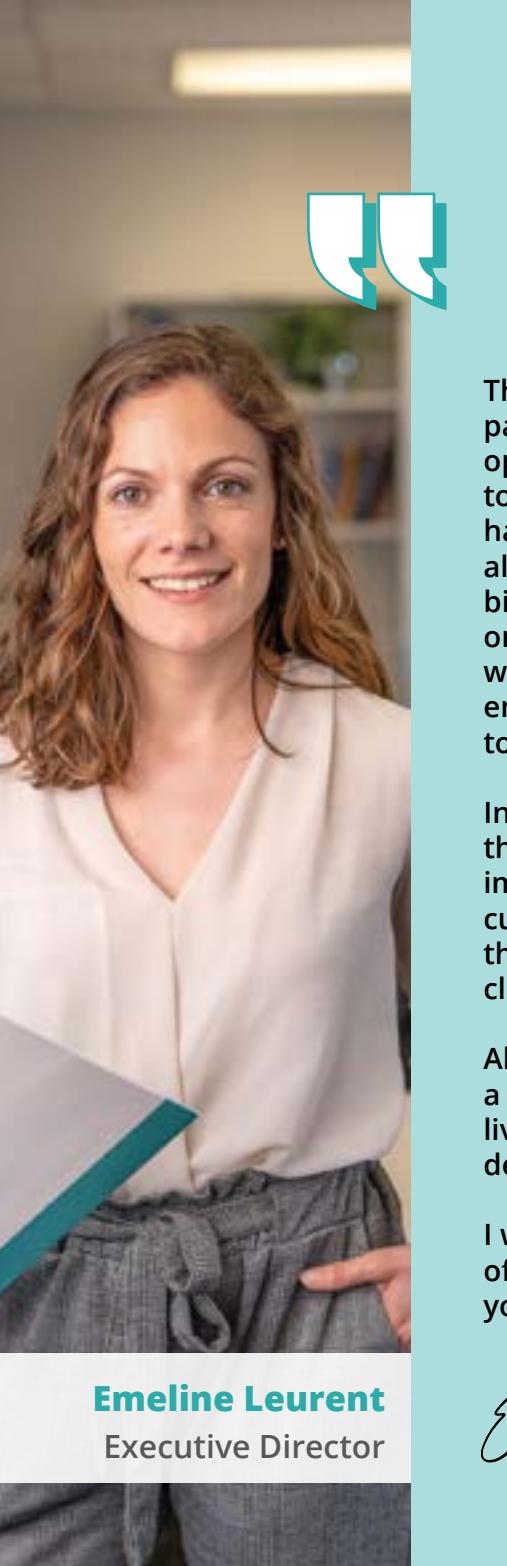


**38,000 +**  
YOUTH  
REGISTERED IN  
OUR PROGRAMS  
IN 2020-2021



**567**  
PARTICIPATING  
SCHOOLS

# MESSAGE FROM THE DIRECTOR



**Emeline Leurent**  
Executive Director

## OUR TEAM

The daily operations of French for the Future are provided by a permanent team based in Ottawa, Ontario.



**Emeline Leurent**  
Executive Director



**Josée Bolduc**  
Program Agent



**Polina Moneva**  
Operations and Fundraising  
Coordinator



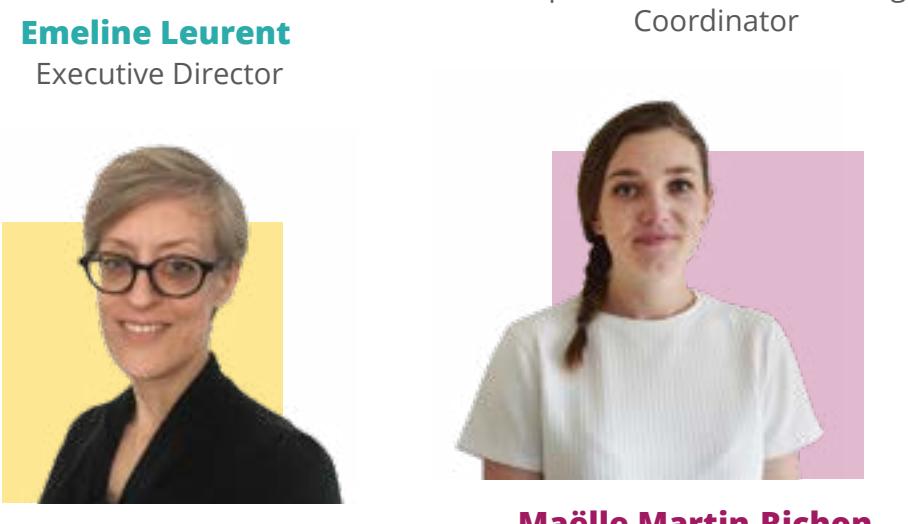
**Maëlle Martin-Richon**  
Marketing and  
Communications Coordinator



**Mathieu Gingras**  
Keynote Speaker



**Melena Mowbray**  
Program Support Agent



**Geneviève Gobeil**  
Program Coordinator



**Nikola LeBel**  
Communications and  
Marketing Agent



**Colton Williams**  
Communications Support Agent

This has been a year of adaptation. To provide youth with meaningful experiences in French in a pandemic context, we adapted our events to provide virtual versions, and we dealt with the cyclical opening and closing of schools across the country. This enabled us to offer 15 Local Forums from coast to coast, which brought together more than 3,500 students, some from rural schools who would not have been able to participate in an event in person. Our National Ambassador Youth Forum (FNJA) also took place online and brought together 39 youth who were motivated to promote Canadian bilingualism in their community. They had to be creative in achieving their mandate as ambassadors online, and they rose to the challenge brilliantly. I would like to use this occasion to acknowledge the work of the teachers who made significant efforts during the pandemic and who have continued to encourage their students to participate in French activities outside school. For everything that you do to support your students on their path to bilingualism, thank you!

In February 2021, the federal government released a visionary document on the modernization of the *Official Languages Act*. This ambitious document, which seeks to put an end to waiting lists for immersion schools, bodes well for all young Canadians who want to learn French and enjoy all the cultural, social and professional advantages of a bilingual life. The programs provided by French for the Future are more relevant and indispensable than ever for helping youth make the link between classroom learning and living in French.

Also at the heart of French for the Future's strategic considerations is the desire to provide youth with a space for learning French, where they can make connections and share their passions — in short, live in French in a mainly English-speaking North America. This is why we have decided to start developing a digital platform, which you will have a first, exclusive glimpse of in this report.

I would like to thank our coordinators, facilitators, partners and donors, our volunteers and our board of directors for their creativity and their daily devotion to our mission. Thanks to you, more and more young people can benefit from the gift of a bilingual life.

*Emeline Leurent*



# OUR BOARD OF DIRECTORS



## MESSAGE FROM THE PRESIDENT, DANIELLE ARCAD

Defending and promoting the French language in Canada and in Quebec are now matters of major concern. People are worried about the fragility of French on an anglophone American continent. In that context, French for the Future is proud to offer dynamic, evolving programming that reaches many high school students and motivates them to perfect their knowledge of French and actively experience their bilingualism.

The accomplishments of French for the Future are the result of numerous collaborations. We are grateful for productive partnerships with members of the Linguistic Duality Network and the FSL Partner Network, and excited about the sustained participation of French teachers across Canada, who support us by promoting our programs to their students. We are also very pleased with our involvement with 14 Canadian universities and colleges, which provide scholarships totalling almost \$350,000. The scholarships are awarded to the winners of our National Essay Contest.

French for the Future has successfully navigated the significant changes brought about by the pandemic: telework, programs provided online. We adapted, but we also noted the increasing importance of sustained and independent contact among youth from the various regions and cultural backgrounds of Canada. That is why this year, French for the Future's team, in addition to maintaining our regular programming despite the constraints, also focused resources and energy on developing an interactive virtual platform. The platform will be the culmination of lengthy considerations initiated during our most recent strategic planning. Its goal will be to encourage communication and facilitate youth sharing of their common passion "in French".

So I am pleased to salute the creativity and dedication of our expert team. Many thanks also to the board of directors for their availability and their contribution to the smooth functioning of our organization.

Finally, I would like to express my gratitude to our funders and generous donors, who believe in our potential and make it possible for us to hold French for the Future events, as well as develop and grow our programs and initiatives.

Danielle Arcand



## ADVISORY MEMBER



Lisa Balfour Bowen  
Founding President



John Ralston Saul  
Founder and Honorary President

## EXECUTIVE COMMITTEE



Danielle Arcand  
President



Ania Kolodziej  
Vice-President



Charles Ashikwé  
Treasurer



Alec Boudreau  
Secretary



Michael Salvatori  
Past President

## DIRECTORS



Drew Fagan



Denis Fontaine



Marie-Pierre Lavoie



The honourable  
Michel P. Samson



Patrick Lachance

Thank you!

A warm thank you to Patrick Lachance for his commitment and expertise as a director of French for the Future since 2016.

French for the Future is governed by a volunteer board of directors.



I think that French for the Future raises students' awareness of the issue of identity. Some of my students think that they are not fully Québécois because they speak English and learn French as a second language. But the keynote speaker showed them that diversity is what constitutes the Québécois identity, so they were reassured to hear that cultural and linguistic differences are the wealth of Quebec.

*Josiane Beutchom, French as a Second Language teacher, Montréal, Que.*

I loved the Local Forum much more than I expected to and it helped me to feel more at ease with my French. Thank you!!

*Luchia Meng, participant in the 2020 Toronto, Ont. virtual Local Forum*

**15**

*Virtual  
LOCAL  
FORUMS*

**3,580**  
**participating  
students**

**14%**  
are French as a  
First Language  
students

**86%**  
are French as a  
Second Language  
students

**89** participating  
schools  
**40** school boards  
**8** provinces

## THE FORUMS IN NUMBERS

# VIRTUAL LOCAL FORUMS

Each year, French for the Future organizes forums across Canada where thousands of grade 7 to 12 French as a Second Language (FSL) and French as a First Language (FFL) students meet, participate in activities and share moments in French outside school setting. The unprecedented health situation did not prevent our program from taking place. Thanks to the work of the national office and the dedication of local coordinators, 3,580 youth participated in our 15 virtual Local Forums and once again celebrated francophone cultures online.

### OUR LOCAL COORDINATORS



Amélie Montour  
Moncton, N.B.



Gabriel Boutros  
Edmonton, Alta.



Elodie Dorsel  
Toronto, Ont.



Josée Roy  
Winnipeg, Man.



Myriam El Anbri  
Montréal, Que.



Maxime Bourgeois  
Charlottetown, P.E.I.  
Fredericton, N.B.  
Halifax, N.S.  
Ottawa, Ont.  
St. John's, N.L.



Trish Rognvaldson  
Calgary et  
Cochrane, Alta.



Charlotte McCarroll  
Vancouver and  
Victoria, B.C.

### BEFORE THE 2020 virtual LOCAL FORUMS

**19%**

Feel confident  
about having a  
conversation in  
French

**22%**

Intend to continue  
their postsecondary  
education in French

**52%**

Would like to speak  
both official  
languages in their  
future workplace

### AFTER THE 2020 virtual LOCAL FORUMS

**33%**

Feel confident  
about having a  
conversation in  
French

**37%**

Intend to continue  
their postsecondary  
education in French

**62%**

Would like to speak  
both official  
languages in their  
future workplace



### OUR OBJECTIVES

- Encourage dialogue among FSL and FFL students
- Create a positive environment where students can practice their French
- Highlight the professional opportunities created by speaking both official languages
- Motivate students to continue their education in French
- Celebrate the French language, francophone cultures and the important role of French in Canada

## CONGRATULATIONS TO THE WINNERS OF SCHOLARSHIPS WORTH \$12,000 OR MORE!

\$20,000

Camilla Scarcelli, Vaughan, Ont.

Evora Esooh, Iqaluit, Nvt.

\$12,000

Melissa Chik, Toronto, Ont.

Rouginge Kazemi, Vaughan, Ont.

Simone Saini, Surrey, B.C.

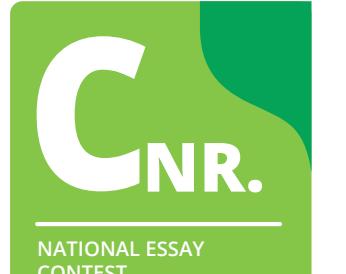
Selyan Makhlof, Scarborough, Ont.

Emeline Isingizwe, Sherbrooke, Que.

Aya Mabrouk, Chibougamau, Que.

You can find the complete list of all our winners on our website at:

[www.french-future.org](http://www.french-future.org)



### OUR MISSIONS

- Stimulate self-confidence in youth
- Help teenagers to plan for postsecondary education in French

49%

said they were very confident in their ability to write in French.

73%

wish to continue their postsecondary education in French.

96%

felt encouraged to write their essay.

99%

of participants would recommend the CNR to their friends.

## NATIONAL ESSAY CONTEST

Each year, our National Essay Contest enables students from grades 10 to 12 (in Secondary IV, Secondary V or CEGEP 1 in Quebec) to win a scholarship ranging from \$1,000 to \$20,000 in one of our 14 postsecondary partner institutions that offer French-language programs.

387 students from across the country had the opportunity to test their skills in French by submitting a 750-word essay on the following theme: How has fake news changed your relationship with the media?

96 scholarships with a total value of \$348,000 were awarded. Congratulations to the winners!

In partnership with:



### THE CNR IN FIGURES

**387**  
essays received  
**14** partner institutions  
**165**  
participating schools

**38%**  
**62%**  
are French as a First Language students  
are French as a Second Language students

**96**  
scholarships with a total value of  
**\$348,000**



### THE CNR CHANGED MY LIFE!

My decision to participate in the National Essay Contest really was a turning point in my journey. If I hadn't dared to participate ... I would never have studied in a Francophone university, the best decision I've made in my whole life. ... I wouldn't have found my voice, a voice I now use to encourage other Anglophones to study in French.



Emily O'Donnell,  
New Brunswick,  
winner of a \$5,000  
scholarship in 2017





My students understood that there is no shame in having an accent. The Franconnexion Session increased their desire to communicate in French at school and at work.

Véronique Bélair, teacher, Ottawa, Ont.



By doing fun activities related to bilingualism, we had lively discussions on the subject, and particularly on the impact of French on each of us.

Andreea Vassiliu, 2020 French for the Future ambassador

**660** kit downloaded by  
**176** parents  
**431** teachers  
**53** ambassadors & coordinators

**1,240** sessions organized  
**33,762** participants

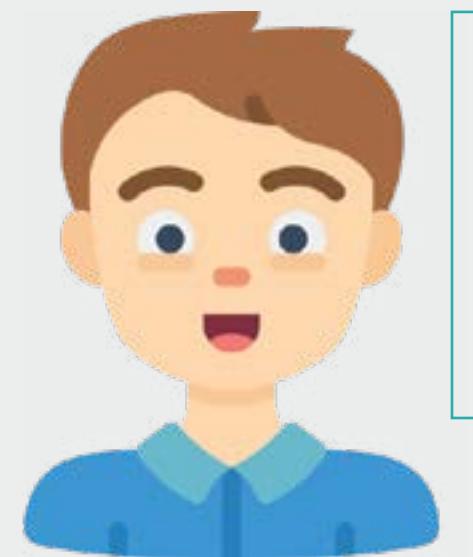
**313** participating schools from  
**10** provinces  
**2** territories

## FRANCONNEXION SESSION

All year long, French for the Future provides teachers, program coordinators, our ambassadors and parents with a toolkit of pedagogical resources specially designed to raise awareness among students from grades 7 to 12 about the advantages and the fun of speaking and living in French.

This completely free toolkit contains a teaching guide, videos, quizzes and many other engaging and motivating activities that help them easily and independently organize a Franconnexion Session.

### SOME FIGURES



**68% OF STUDENTS KNOW HOW TO PUT FRENCH INTO PRACTICE INTO THEIR LIVES AFTER FRANCONNEXION SESSIONS**



Read the French side of instructions



Watch films in French



Program telephone settings in French



Listen to music in French



### OUR OBJECTIVES

- Inspire youth to participate in extracurricular activities in French
- Showcase actions that can be taken to normalize French in everyday life

- █ 76% now feel very confident about having a conversation and expressing themselves in French.
- █ 94% feel educated as ambassadors and ready to organize activities in French in their community.
- █ 91% self-identify as bilingual.
- █ 68% consider themselves to be francophones.
- █ 100% make new friends and develop their networks.

**1 ambassador**  
brings together  
 **108**  
young  
people

in his community



## OUR MISSIONS

- Train the Bilingual Young Leaders of tomorrow and support them in their commitment to their communities
- Contribute to the vitality of the Francophonie
- Promote postsecondary education in French
- Raise awareness of linguistic duality

# NATIONAL AMBASSADOR YOUTH FORUM



From August 9 to 14, 2020, 39 bilingual Canadian youths aged 15 to 17 were trained by French for the Future in leadership, communication and project management to become French language and bilingualism ambassadors.

This virtual training, full of workshops and conferences, but also games and meetings with great people, allowed them to gain the necessary **skills** for their new roles as **bilingual project managers** in their communities. At the end of the Forum, they also received **help with carrying out their projects throughout the school year**.

## OUR AMBASSADORS

**39**

bilingual high school  
students from across  
Canada

**43%**

come from visible  
minorities

**5%**

come from the  
Territories  
(Nunavut)

**10%**  
belong to  
First Nations

I come from an English-speaking city and it's really hard for me to express myself in French because of my strong accent, poor pronunciation and use of slang. I always saw it as a disadvantage, but actually, it only adds to the personality of my French and that's really cool! I learned at the FNJA that there is no bad way to speak French and that completely changed my view.

Ambassador 2020 Chloé Rodrigue,  
15, Ontario



# BILINGUAL YOUNG LEADERS

For the second consecutive year, French for the Future has chosen eight young bilingual Canadians to take part in its youth committee.

Throughout their term, these young leaders, aged 16 to 22, will work on implementing local initiatives to promote bilingualism, while being trained in governance and project management.

## OUR LEADERS 2020-2021



Claire Chen



Grace-Anne Janssen



Kaitlyn Lu



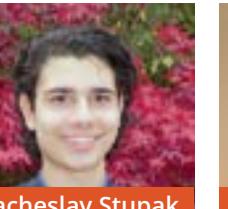
Kaitlin Gallant



Louis Prince



Seniha Gulluk



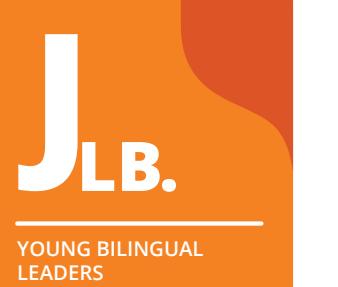
Vyacheslav Stupak



Simone Saini

## OUR MISSIONS

- Encourage projects by and for youth
- Act as an advisory committee for French for the Future
- Encourage Bilingual Young Leaders to create relationships
- Foster an appreciation of Canada's francophone cultures
- Make French-speaking youth aware of the diversity of the francophonie
- Inspire open-mindedness with respect to all French-speaking youth



A marvelous project was launched by our 2021 cohort of Bilingual Young Leaders: a book club called *Une page à la fois*.

Through this initiative, all young Canadians in grades 7 to 12, whatever their level of French, can join a community of passionate young readers who want to discover classical and contemporary literature.



Thank you so much for your support and for believing in us! ... In the beginning, I was a little bit afraid that the others wouldn't understand my accent or that I would speak too quickly. But you were able to create a climate of trust and I think everyone was able to feel comfortable.

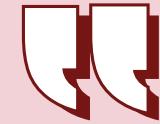
Rosalie Gendron, Que.



Jinian, Danèle , Alice, Alexia, Elizabeth, Rosalie et Trystan :

We thank you.

We would like to thank the first 2018-2020 cohort of Bilingual Young Leaders, who implemented a pan-Canadian correspondence project: the United Bilingual Correspondents. This program was a huge success, with 93 students and 32 schools participating when it launched in the fall of 2019. The program was held again the following year.



Becoming a bilingual correspondent helped me improve my French skills, in both writing and reading. .... I joined the program hoping to improve my French, but I gained so much more! ... In writing to my correspondent, I knew that it wasn't for school, so basically I wrote with a lot more passion and attention. This program also helped me to escape and get out of my comfort zone.

*Harleen Kaur (Ontario), a participant in United Bilingual Correspondents, was paired with a young Canadian of her own age in British Columbia.*

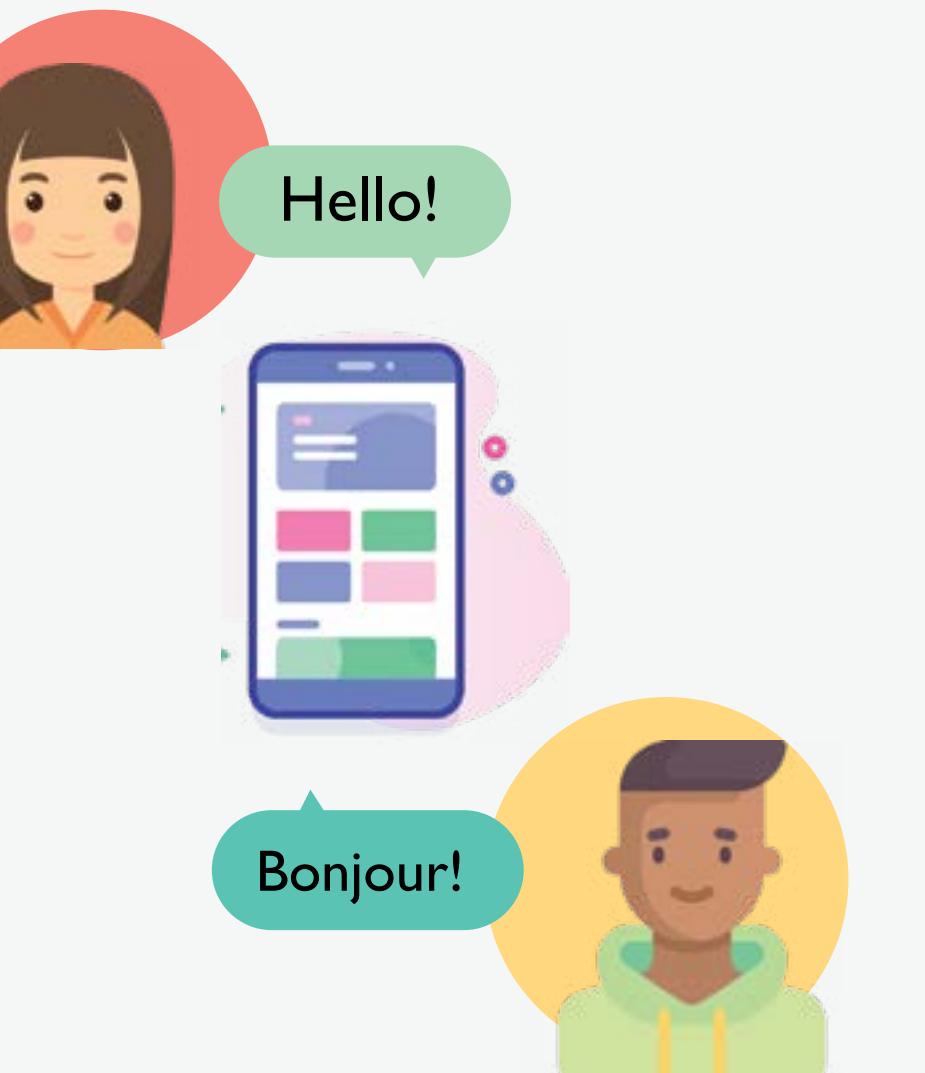


## OUR MISSIONS

- Create an environment that facilitates French language improvement and practice
- Encourage relationship building between participants in grades 7 to 12
- Foster an appreciation for Canada's francophone cultures
- Raise French-speaking youth's awareness of the diversity of the Francophonie in Canada
- Encourage an open-minded approach to the French language as a language of self-expression

**C**  
**BU.**

UNITED BILINGUAL CORRESPONDENTS



# UNITED BILINGUAL CORRESPONDENTS

In September 2019, the Bilingual Young Leaders launched a **program for youth**: The United Bilingual Correspondents. The pilot project was immediately successful and is now one of French for the Future's official programs.

It is offered to students from grades 7 to 12 who want to **meet bilingual Canadians** from other provinces, **improve** their language skills and **learn** more about **Canadian diversity**, all as part of an **experience of online correspondence in French!**

Each young person is **paired** with another **correspondent** and both **commit** to remaining in **contact** until the end of the school year using various **means of communication** (social networks, email, etc.).

## A FEW FIGURES

**229**

participants  
from across  
Canada

**74%**

**86%**

of participants now associate French with a positive or even very positive emotion

of participants felt encouraged and free to write to their correspondents

**34%**

come from visible minorities

**91%**

of participants would recommend the program to their friends

# *Thank you* TO OUR DONORS AND SPONSORS!

As a non-profit organization, French for the Future depends on individual donations, business donations and sponsorships to maintain its activities and grow its programs. Thank you for your support!

## \$10,000 +

ACUFC  
BMO Financial Group  
Farm Credit Canada  
Government of Ontario  
Lisa Balfour Bowen  
Margaret McCain

## \$5,000 - \$9,999

Air Canada  
Anonymous  
Government of British Columbia  
Michael Tims  
The William And Nona Heaslip Foundation  
- Nona Heaslip  
Université de Moncton  
William C. Graham

## \$1,000 - \$4,999

Allen And Marion Lambert Fund (William Lambert)  
Canada Border Services Agency  
Canadian Parents for French – New Brunswick  
Canadian Parents for French – Ottawa  
Canadian Parents for French – Prince Edward Island  
Collège Communautaire du Nouveau-Brunswick  
Eric Li  
Government of New Brunswick  
Government of Manitoba  
Groupe Média TFO  
John Ralston Saul  
Karim Manaa  
Ministry of Education, Early Learning and Culture (Explore)  
Office of the Commissioner of Official Languages  
Public Service Commission of PEI  
R. Howard Webster Foundation  
Saint-Paul University  
The Whiteside Foundation  
UNI Financial Cooperation  
University of Ottawa  
Université Sainte-Anne  
YMCA

Le français pour l'avenir reçoit le soutien de  
French for the Future is supported by



## \$1 - \$499

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Marie-Josée Arcand  
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Michael Salvatori  
Micheline Dubé  
Myriam Lafrance  
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Polina Moneva  
Staunton Bowen  
Trudy Comeau

## \$500 - \$999

Beatrice Donald  
Caisse Financial Group  
Canadian Parents for French – Nova Scotia  
Canadian Parents for French – Ontario  
Clair Balfour & Marci McDonald  
Francofonds  
Honda Canada Foundation  
Jeunesse Acadienne et Francophone de l'Île-du-Prince-Édouard – JAFLIPE  
Réseau des services de santé en français  
Robert Yalden  
Sean Ingram  
Tim Hortons



Eric Li

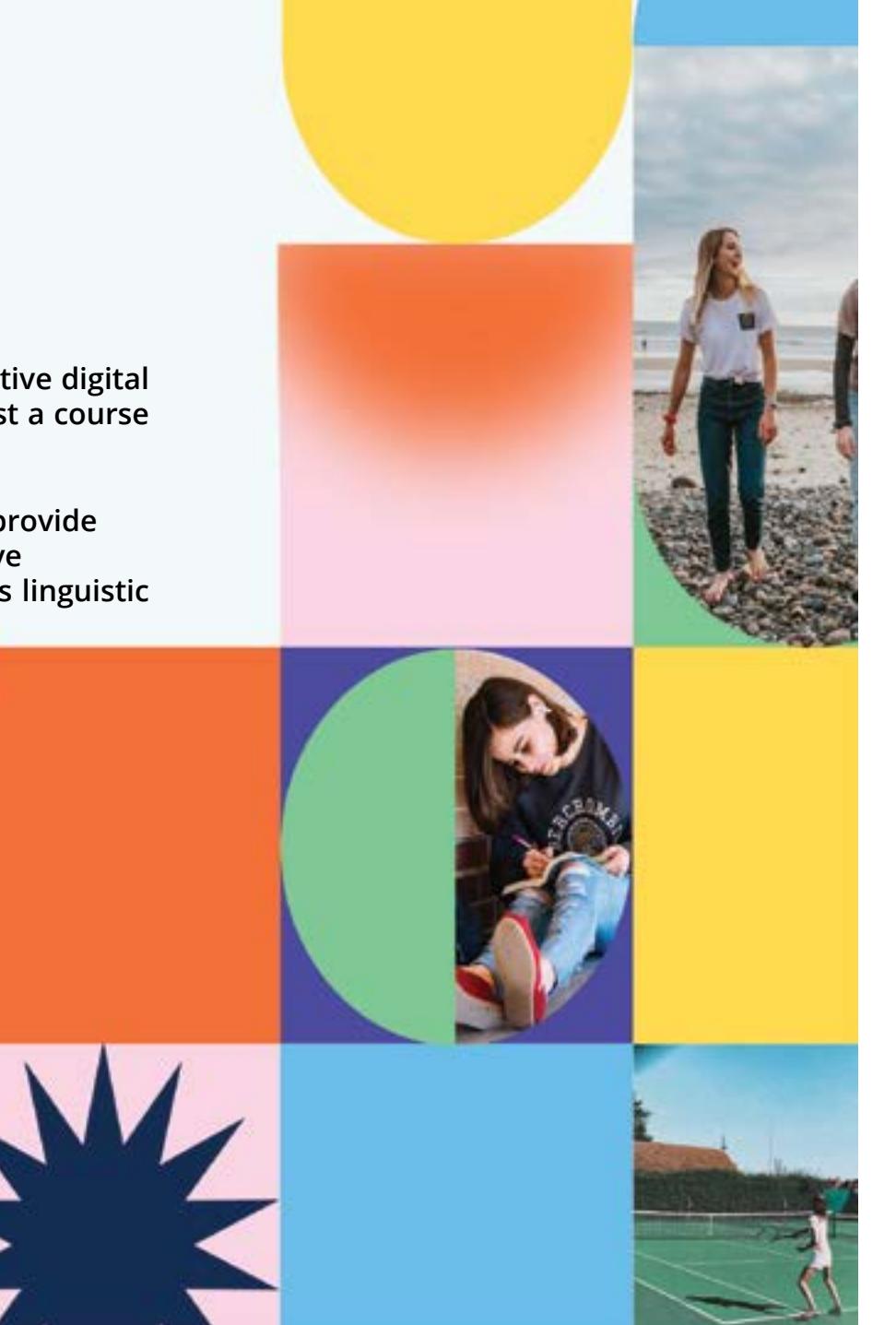
At 16, Eric Li, our 2021 French for the Future Ambassador, has become our youngest donor! With the help of his parents, he founded a charitable organization, Canada E.L. Leadership Society, dedicated to promoting the French language.

As a child of Asian immigrants and living in an area that is mostly inhabited by other immigrant families, I spoke nothing but Chinese ... Since most of the children in my community have few opportunities to practise French, both at home and at school, I created a non-profit organization dedicated to promoting the French language and its rich cultural heritage. My goal is to collect \$2,000 for the National Ambassador Youth Forum this year. I hope the funds can help the FNJA in promoting the French culture and heritage among youth. Thank you all for your support, your help and your encouragement!!

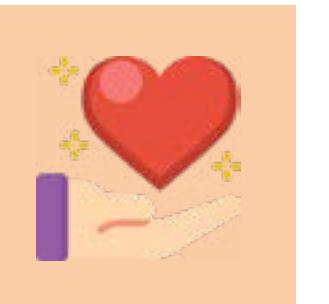
## STAY CURRENT, FRENCH FOR THE FUTURE ALWAYS DOES +

French for the Future will soon be launching its new interactive digital platform FR+ because French (FR), is much more (+) than just a course at school!

Designed for teenagers between 14 and 17 years-old, it will provide personalized interest-based content and enable users to have conversations in French in a spirit of caring that encourages linguistic security.



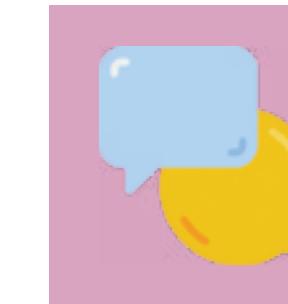
## WOULD YOU LIKE TO SUPPORT US?



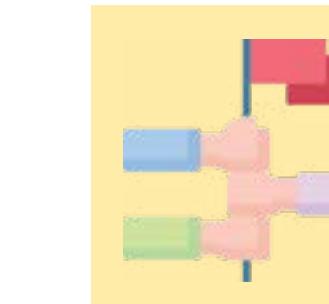
DONATE TO FRENCH FOR THE FUTURE



SHARE WHAT WE DO ON YOUR SOCIAL NETWORKS



SPREAD THE WORD ABOUT OUR ORGANIZATION



JOIN OUR TEAM AS A VOLUNTEER OR EMPLOYEE



#### NATIONAL OFFICE

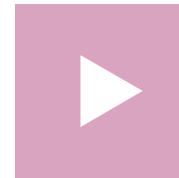
170, Avenue Laurier West, Suite 904, Ottawa, Ontario, K1P 5V5 | Tel.: 613-233-1616 E-mail: [info@francais-avenir.org](mailto:info@francais-avenir.org)  
CHARITY REGISTRATION NUMBER - 869760579 RR0001

**WRITING AND LAYOUT** - Myriam El-Anbri, Maëlle Martin-Richon

**TRANSLATION** - Nations Translation Group

**GRAPHIC DESIGN** - Axelle Compte (some infographics come from flaticon.com)

## LET'S STAY IN TOUCH!



@lefrancaispourlavenir



@francaisavenir

**french-future.org**