

Telling Tales®

Celebrating
Stories

Annual Report

2022



Illustration by Cornelia Li

2022 Impact Report

Telling Tales celebrated our return to the great outdoors by launching our season with the theme, “*Open a Book, Open a World.*” And what a world we opened. The highlight was the return of our beloved festival to in-person programming at the spectacular Royal Botanical Gardens. Thousands of young readers and their families were delighted by interactive presentations from Canada’s finest children’s authors and illustrators.

Beyond the festival, Telling Tales has partnered with local service organizations like Rotary and EarlyON Child and Family Centres to produce in-person author presentations held year-round throughout our community. Likewise, our partnerships with local school boards have enabled us to continue a series of live-streamed author and illustrator workshops, designed for classroom audiences, locally and nationally. In 2022, through these presentations, we connected over 10,000 kids with their favourite Canadian storytellers.

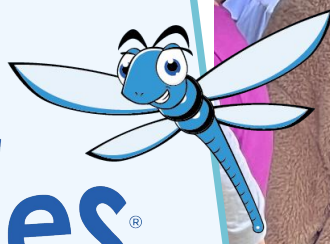
These virtual classroom presentations, year-round community events, and the return of our festival have furthered our mission in ways we could only have dreamed of three years ago. Each presentation and connection demonstrated to children and youth how reading provides doors and mirrors; how they can open a book to open a world. We are deeply grateful to our community partners, funders, and our volunteers who made these programs possible.

Susan Jasper
Executive Director



Telling Tales®

Celebrating Stories



MISSION

Deliver outstanding literary programming for children and youth that raises awareness of the importance of literacy in our communities.

VISION

To inspire a love of reading and improve literacy in children and youth.

OUR PROMISE

To celebrate Canada's rich cultural heritage. Foster understanding, compassion, inclusion, accessibility and environmental awareness. Inspire a love of reading by connecting children and youth with Canadian literary stars.

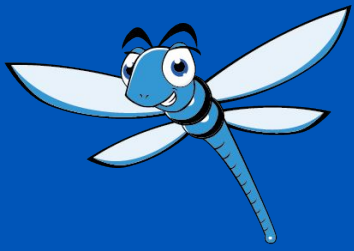


In the fall of 2020, we painted a picture of what we wanted to look like in 2023. We wanted to:

- ✓ be sought out as a **leader** in engaging young people in the love of reading and all aspects of literacy
- ✓ have excelled in finding that **hybrid combination** of having live festivals and digital content that inspires audiences all year long
- ✓ be an organization that is **well resourced and funded**
- ✓ have **become a household name** for families—especially in our festival geographic region

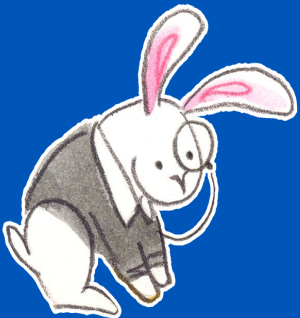


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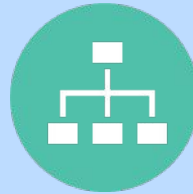


Four Goals of First Strategic Plan

2021 - 2023



1. Enhance programming and resources that speak to our promise.



2. Grow the range of audiences.



3. Create a strong talent pool.



4. Developing a strategy for financial growth and stability.

Goal #1-PROGRAMMING

Enhance programming and resources that speak to our promise

2022-2023 Program Highlights

- **FIFTY** in-person performances and workshops at the Telling Tales Festival September 24 & 25, 2022
- **NINETEEN** virtual, live-streamed presentations May 2022-January 2023
- **FOUR** in-person presentations June 2022-July 2022





Program Highlights: Telling Tales Festival at Royal Botanical Gardens

14th Annual
Telling Tales
Festival

**September 24 & 25 2022 at
RBG's Hendrie Park**

- **3,000** guests over two days
- **60** authors, illustrators, musicians, and performers
- **10,000** children's books were distributed—every guest added new or gently used books to their home libraries!
- **500** autographs signed
- **130** community members volunteered



"Our 8 year-old is an avid reader and wants to be an author so it was amazing to have her meet published authors and illustrators in person for the first time (Lawrence Hill, Zetta Elliot, and illustrator Megan Kearney)"-Festival Guest



Program Highlights: Telling Tales Festival at Royal Botanical Gardens

Visitor Feedback

84%- Telling Tales Festival furthered their family's desire to read together

96%- Would recommend a Telling Tales event to someone else

90%- Would return next year





Program Highlights: The return to in-person community presentations

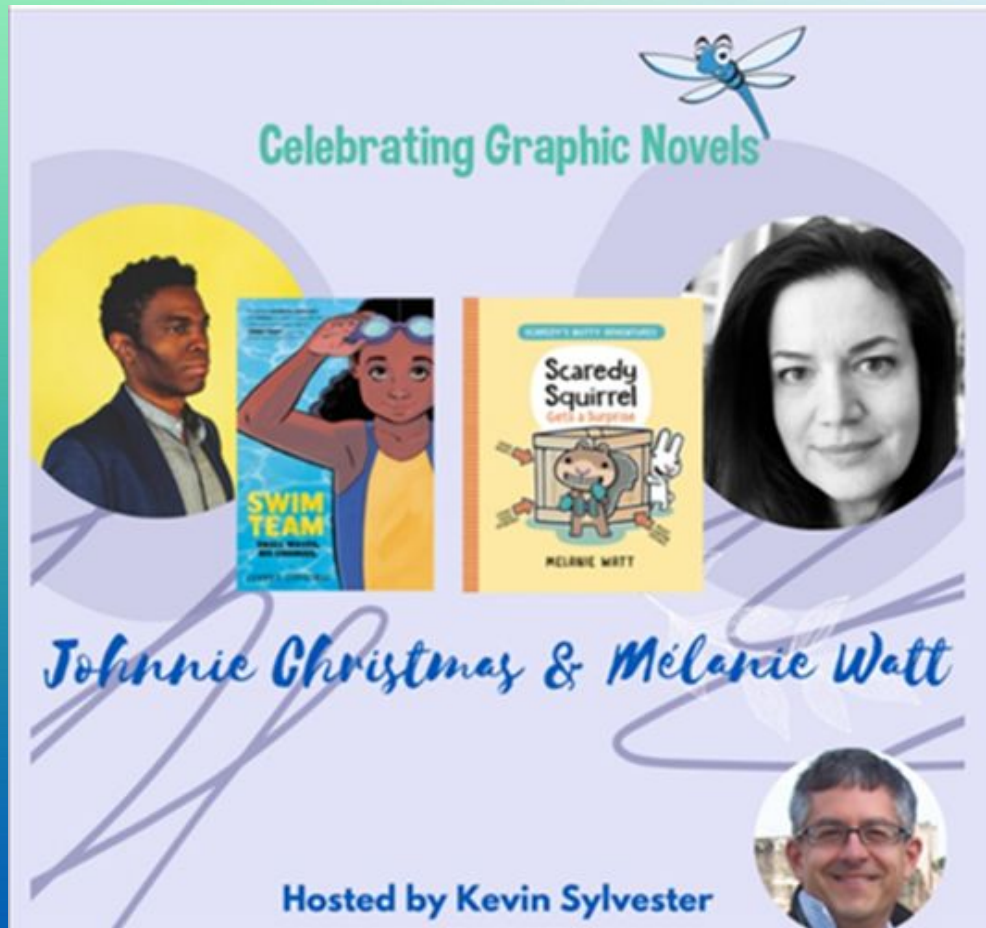
Imagine In The Park Gage Park, June 2, 2022

- **THREE** presentations in partnership with EarlyON, The City of Hamilton, Hamilton Rotary AM
- Nadia L. Hohn, Aimee Reid, and Andrew Larsen
- **500** children and their families enjoyed this day-long series of presentations and activities—all free of charge





Program Highlights: Celebrating Graphic Novels - live-streamed presentations-national broadcasts.



June 15th, 2022

240 classrooms registered
for Melanie Watt.

80 classrooms for Johnnie
Christmas.

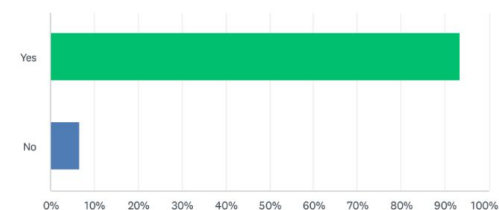
Over **3,000** students.

Strong positive feedback
from educators.

2022 Celebrating Graphic Novels - Feedback Survey

Q6 Do you believe the presentation supported student literacy in your
classroom?

Answered: 45 Skipped: 6





Program Highlights

TWO virtual presentations

February 10, 2022-Ruth Ohi

November 30, 2022-Nadia Hohn

- **50** families served by these locations met Ruth Ohi & Nadia Hohn.
- All received a copy of their books, thanks to The City of Hamilton.

Plus Imagine in the Park - Presentation



EarlyON at Bernie Morelli Centre July 7, 2022

- Mireille Messier presented *Tresor* to **30 families** served by this EarlyON Centre.



Program Highlights: Live streamed presentations-national broadcasts

Imagination Station Series:

October 19, 2022

November 16, 2022

December 7, 2022

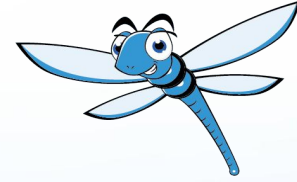
- **SEVEN** live-streamed presentations
- **EIGHT** authors & illustrators
- **250+** classrooms viewed these interactive presentations
- **7,000 +** Hamilton/Burlington kids grades 1-8, met their favourite Canadian storytellers



Wednesday December 7
FREE with registration



Program Highlights: Live streamed presentations- HWDSB



HWDSB

Hamilton Wentworth District School Board Livestreams:

EIGHT virtual presentations
January 2022-May 2022

- **6** authors & illustrators
- **160** classrooms viewed these interactive presentations
- **4,000** Hamilton/Burlington children in grades 1-8, met their favourite Canadian storytellers





Goal #2- Reach a Wider Audience

TT Digital highlights: Literacy resources available on demand



E-NEWSLETTER

3,700+ subscribers
47% open rate—**up over 6%**
from L/Y and **7%** about industry
average

DRAGONFLY
Tales



Telling Tales

ABOUT • FESTIVALS & EVENTS • READING LIST & ACTIVITIES • GET INVOLVED • PRESENTATIONS ON DEMAND • [DONATE NOW](#)

Presentations On Demand

Grade Level
All
4-6 / Kindergarten-2nd
6-8 / Grades 3-5th
9-12 / Grades 6-8th
12-14 / Grades 7-8th
14-18 / Grades 9-12th
0-4 / Early Years (1-3)

NEW

Mahabab Nasirminhan Age: 7 Grade: 4-6 / Kindergarten-2nd WATCH NOW	Jess Keating Age: 7 Grade: 4-6 / Kindergarten-2nd WATCH NOW	Cole Atkinson Age: 7 Grade: 4-6 / Kindergarten-2nd WATCH NOW
Michael Hutchinson Age: 7 Grade: 4-6 / Kindergarten-2nd WATCH NOW	J. Torres + Almaraz Age: 7 Grade: 4-6 / Kindergarten-2nd WATCH NOW	Naseem Hrab Age: 7 Grade: 4-6 / Kindergarten-2nd WATCH NOW
David A. Robertson & Almaraz Age: 7 Grade: 4-6 / Kindergarten-2nd WATCH NOW	Kenneth Oppel Age: 7 Grade: 4-6 / Kindergarten-2nd WATCH NOW	Les "Survivorman" Stroud Age: 7 Grade: 4-6 / Kindergarten-2nd WATCH NOW

In This Issue

- 15th Anniversary
- Share Your Story
- Author Q&A
- Featured Book
- Volunteer Opportunities
- Dragonfly Tales
- Creativity Club
- Partner with Us

Telling Tales
Stories Help Us Grow Celebrating 15 Years of Stories

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Telling Tales is Celebrating 15 Years of Stories

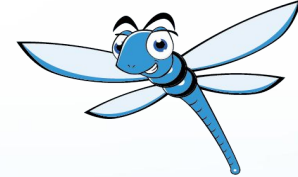
Anniversaries are a chance to reflect on our journey. As we celebrate 15 years of stories, we want to share our heartfelt gratitude to the hundreds and hundreds of dreamers: volunteers, families, educators, literacy artists, and supporters of every kind who have helped us to reach this milestone.

We've had fun collecting some of our fondest memories. Explore the [15th Anniversary](#) section of our website to find Favourite Book Lists by age group.



Goal #2- Reach a Wider Audience

TT Digital highlights: Literacy resources available on demand



21,000+ readers visited the Telling Tales website in 2022— a **15%** increase.

READING LIST

Theme
Any

Age / Grade
Any

Author / Illustrator
Any

Season
Any

☐ Fiction (203)
☐ Non-Fiction (25)

Adventures of Rabbit and Bear Paws: Tall Tale
By [Chad Solomon](#) | Scholastic Canada
Fiction | Paperback
Themes: Indigenous | Nature and environment
Age / Grade: 8-12 / Grades 3-6
Set in 18th century colonized North America, these graphic novels tell of the adventures of two mischievous Ojibwa brothers. Rabbit and his younger but bigger brother Bear Paws.
[Shop Local](#)
[VIEW DETAILS](#)

Another Squiggly Story
By [Andrew Larsen](#) | Kids Can Press | May 3, 2022
Fiction | Hardcover
Age / Grade: 4-6 / Kindergarten | 6-8 / Grades 1-3
In the inspirational sequel to Andrew Larsen's A Squiggly Story, a boy meets a blank page in this fun exploration of the writing process, celebrating self-expression, self-discovery and letting your imagination roam.
[Shop Local](#)
[VIEW DETAILS](#)

Beatrice and Croc Harry
By [Lawrence Hill](#) | HarperCollins Canada | November 1, 2022
Fiction | Hardcover
Themes: Emotions and Social Awareness | Family and Friendship | Nature and environment
Age / Grade: 8-12 / Grades 3-6
Beatrice, a young girl of unknown age, wakes up in a treehouse. Alone in a magical forest, she finds an unlikely ally in Croc Harry who has his own mystery to solve. So begins the adventure of an intrepid Black girl's search for identity and healing.
[Shop Local](#)
[VIEW DETAILS](#)



Kids can share their work on the TT Website

Blanket
2022/2023
[Shop Local](#)

A gentle wordless picture book about the difference a kind friend can make on a gray day.

It's a beautiful morning, but when Cat wakes up, the world feels gray. Cat wraps up in a blanket and hides — until Dog comes in. What can Dog do to help Cat?

Dog joins Cat under the blanket and listens to Cat's worries. Dog's flashlight illuminates the darkness and brings laughter. The two friends build a blanket fort where they can make shadow puppets and find comfort in storybooks. Dog makes sandwiches so that they can share a picnic meal. With Dog's help, Cat discovers ways to cope until the sadness starts to lift.

Ruth Oh's first wordless picture book is a quiet, heartfelt story about those times when you just want to hide under a blanket — and how much it can mean to have a friend who will be there to keep you company.

[LINK TO DOWNLOADABLE ACTIVITIES FOR BLANKET](#)

Reading list is searchable by theme, age etc and now have a “learn more” option for expanded description & auxiliary items

NEW AUDIENCES AS OF APRIL 2023

**10,504 TOTAL
FOLLOWERS**

Over 7% growth



2,707



1,850



5,549



398



Our 2022 media partners

Global News > RADIO
900 CHML

Welcome to the Party
energy
95.3

Y108
Hamilton's Rock

 **The Canadian
Children's
Book Centre**

CABLE **14**

YourTV
truly local



**THE
HAMILTON SPECTATOR**

'80s '90s & '00s
BOUNCE
RADIO 102.9



Quill & Quire

OVER **15,000,000** MEDIA IMPRESSIONS IN 2022



Goal #2. Reach a Wider Audience

TT Digital highlights: Learning about our audience



OUR AUDIENCE

WHERE DO THEY LIVE?

	In-Person	Website
Hamilton	40%	16%
Halton	26%	19%
GTA	23%	18.85%
Ont and across Canada	11%	71%



WHO ARE THEY?

- Parents and grandparents
- Females aged 25-45
- 40% teachers
- Above average education and moderate household income

AUDIENCE VALUES

- Community
- Literacy
- Creativity
- Nature



Goal #3 Create strong talent pool - **Volunteer program**

Renewed volunteer program

- **130** volunteers at the TT Festival
- **50** recruited from local secondary schools
- **735** volunteer hours contributed on the festival days
- **1,000+** volunteer hours contributed year-round on The Selection Committee, Program Committee, and Board of Directors





2022 Board Members

The
Telling Tales[®]
Board



**Laura Lukasik,
Chair**



**Derek Fleming,
Treasurer**



**Sue Cochrane,
Secretary**



Jane Allison



Hortense Fraser



Lori Moulden



2022 Board Members



Kyla Kumar



Madeleine Levy, Fundraising Chair



Tyler Cowie, Marketing Chair



Gillian O'Reilly, Past Chair



Goal #3 Create strong talent pool - 2022 Staff Team

The Telling Tales® Team

Susan Jasper

Executive Director

Bailey Duff

Administrative Coordinator

Emily Patrick

Operations Manager

Linda Cvetanovic

Manager of Marketing and Communications

Tracey Warren

Director of Program and Development

Laura Van Alphen

School Liaison

Grace Davidson

Development Coordinator



2022-23 Selection Committee

Naomi Brun, Chair

Tammy Csajaghy

Catherine Yang

Ainara & Shani Alleyne

Heather Wilson

Lois Mercanti

Maddy Haalboom

Celine Grandbois

Brooke Lavallee

Fartumo Kusow



Goal #4 Develop a strategy for financial growth and stability

Audited Financials 2022

2022 Revenue - \$455,571



- Government Grants
- Foundations/Rotary/Donations
- Earned Revenue
- Sponsorships

2022 Expenses - \$443,507



- Program Costs
- Administrative Costs
- Fundraising Costs

In line with the 2022 budget, revenue grew by 15% from the previous year with modest growth across all channels and the continuation of strong government pandemic relief which carried over from 2021.

Program expenses increased by 20% from the previous year with the return to in-person festival representing 63% of the total. Higher investment in fundraising was achieved with OTF Resiliency Fund support.

Thank You to Our Sponsors



The Turkstra Family

The Patrick J. McNally Foundation

Telling Tales

Celebrating Stories

Thank you for helping us connect local kids to inspiring literacy programs.

Your support helps to enrich lives and create lifelong readers.

Telling Tales is a Canadian registered charitable not-for-profit, #72526 0897 RR0001

Address: % BLR-LLP, P.O. Box 1521, 20 Main Street North, Unit 4, Waterdown, Ontario, L0R 2H0.

