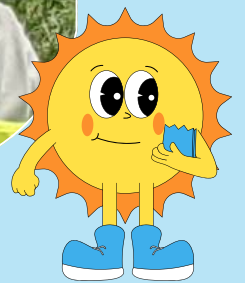
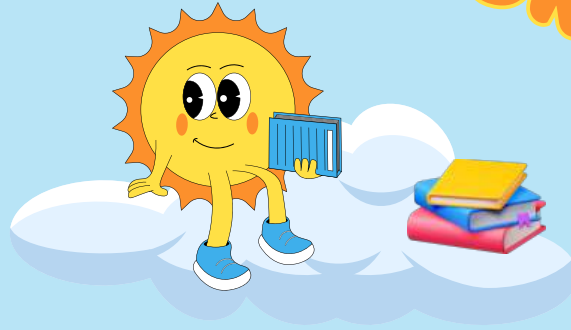


# SUNSHINE AND STORYTIME



## FINAL REPORT SUMMER 2024


OUTREACH PROJECT PRESENTED BY THE FRASER-HICKSON INSTITUTE  
IN COLLABORATION WITH THE CÔTE-DES-NEIGES-NOTRE-DAME-DE-GRÂCE (CDN-NDG) PUBLIC LIBRARIES


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**Montréal** 

# OUTREACH PROJECT SUMMER 2024 SUNSHINE AND STORYTIME



## FINAL REPORT

In response to the growing demand for outreach projects within the CDN-NDG community and encouraged by the success of our summer 2023 Storytime in the Parks project, the Fraser Hickson Institute launched the **SUNSHINE AND STORYTIME** project in collaboration with CDN-NDG libraries. The project aims to bring early literacy activities and storytime to parks, particularly in areas far from a public library or identified as vulnerable for children aged 0-8, helping instill in them a love for reading and learning. This project also raised awareness of the wealth of services offered by CDN-NDG public libraries and encouraged families to visit their local libraries more often.

Thus, over ten weeks this summer, children were welcomed to ten municipal parks in CDN-NDG to enjoy stories in the sun twice a week, every Tuesday and Thursday morning. The project was a resounding success, with **16 sessions** successfully organized and the participation of a remarkable **948** children from the community. Due to weather conditions, we facilitated four sessions indoors at different daycares in CDN-NDG.

## PROJECT IMPLEMENTATION

The Fraser Hickson Librarian and team successfully coordinated the project with the support of ten dedicated volunteers. To create workplace learning opportunities, we collaborated with Concordia University to hire an intern to assist with project operations. Our volunteer coordinator individually recruited and trained each volunteer in the concepts of Early Literacy Development and Storytime animation, resulting in 20 hours of training time. We also invested in equipment such as a tent, a table, a hand cart, and mats for children to sit on the ground.

## CANCELLATION STRATEGY

We cancelled four sessions (20%) due to unfavorable weather conditions. We communicated all cancellations via social media. Considering that access to the park chalets was not guaranteed, we decided to host the storytime sessions in our partner daycare locations instead. This ingenious solution ensured that a given storytime session was not completely lost.

# COMMUNICATION STRATEGY

From April to June, we promoted the project via word-of-mouth within our vast partner network. On June 27, we published and formally emailed the detailed project program to 125 partners, including daycares, CPEs, community centers, and a dozen day camps. In addition, our partner Bureau Coordonnateur Cavendish Lieu des petits distributed it to 63 home daycares.

We called and emailed partners located near the park where readings were scheduled each week. We also issued weekly invitations for each upcoming park location, and posted the program on bulletin boards in some partner organizations and public libraries.



# ANIMATION STRATEGY

We decided not to pre-determine the language of the storytime sessions. We adopted a flexible approach based on the language preferences of the audience present, which helped us to engage the community more inclusively and effectively. On many occasions, we also gave the children a choice of books to read.

The presence of two or more animators proved very effective, especially when there were a large number of children. The animators could read a story together or share roles, which also helped to get the children involved and was enjoyable for all.







## PARTICIPATION DATA

We are delighted to announce that a total of **1,158 participants** joined the outreach project this summer!

DATE	PARK	CHILDREN 0-8	ADULTS	PARTICIPANTS
JULY 2	GEORGE-ST-PIERRE	27	7	34
JULY 4	GEORGE-ST-PIERRE	36	9	45
JULY 9	LOYOLA	65	12	77
JULY 16	VAN HORNE	84	15	99
JULY 18	VAN HORNE	146	27	173
JULY 23	NOTRE-DAME-DE-GRAÇE	88	17	105
JULY 30	TRENHOLME	41	9	50
AUGUST 1	TRENHOLME	14	8	22
AUGUST 6	MACKENZIE-KING	49	13	62
AUGUST 8	MACKENZIE-KING	73	14	87
AUGUST 13	DE LA SAVANE	51	13	64
AUGUST 15	DE LA SAVANE	54	13	67
AUGUST 27	MARTIN-LUTHER-KING	14	5	19
AUGUST 29	MARTIN-LUTHER-KING	82	16	98
SEPTEMBER 3	MACDONALD	31	6	37
SEPTEMBER 5	MACDONALD	93	26	119
	<b>TOTAL</b>	<b>948</b>	<b>210</b>	<b>1,158</b>

\*Total data includes only outreach readings, excluding participants in daycare readings on canceled dates.

## INFORMATION SHARED

One aspect of this project is to encourage parents to bring their children to their local library. We shared general information about the CDN-NDG public libraries and distributed brochures.

BROCHURES	FRENCH	ENGLISH
Bibliothèque de Montréal (Abonnement)	64	53
Bibliothèque Benny (Programmation d'été)	17	22
Bibliothèque interculturelle (Programmation d'été)	41	16



## PROJECT HIGHLIGHTS

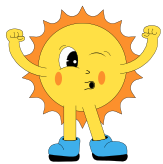
**948**  
**CHILDREN**



80% of the planned readings, a total of 16 sessions, were successfully completed, at which **948** children and **210** adults participated. The session with the greatest number of participating children (146) was very dynamic, and we were able to involve the various children present, such as the summer day camps. The sessions with the smallest number of children (14) enabled us to present storytime in a more intimate way.

The presence of two or three animators allowed a more flexible approach to the activities, especially when there were a lot of children. Facilitators, especially volunteers, benefited from interacting and participating together.

Offering a reading at a partner daycare center in proximity to a park on rainy days was a welcome and successful solution. This way, a reading was not completely lost.



**SOAK UP STORIES IN THE  
SUNSHINE!**



## TESTIMONIALS

"Are you ready for another story?"

-volunteer reader asks

"Yes!" - screamed the children

"I liked the story because I chose it!"

- participating child

"The way of reading the stories engaged the kids and was quite impressive."

- member of the public

"minibiblioPLUS ha been the best thing that happened to our daycare. It's a great tool for educators and our educational field!" - Nina Hazzan, Garderie Orsheli Olamsheli

"The animator was very expressive and made sure all the children could see the pictures. She responded well to the kids when they wanted to say something. She seems to love what she does!" - Educator from CPE Côte-des-Neiges

"I'm glad I discovered this organization and hope to participate more often." - Home daycare Educator

"The children really loved the outdoor stories. Hopefully there will be more activities like this in the future."  
- Educator from Blossom Academy



## IMPROVEMENTS TO REVIEW

It would be preferable to determine the selection of parks and confirm all authorizations before the end of April. This would allow us to better promote and publicize the project's programming to the community.

Children, mainly from daycare centers, usually left the park between 11:00 and 11:30 a.m., which often led to few participants during the second half of the activity. Considering the routines of many of the participants, we suggest that a 9:30 to 11:30 schedule might work better.

It would be useful to have a banner of the CDN-NDG libraries to promote their involvement, as well as to distribute brochures to the general public and not just to those taking part in the activities.



GEORGES-SAINT-PIERRE PARK



LOYOLA PARK



MACKENZIE-KING PARK

## RECOMMENDATIONS TO EXPAND THE PROJECT

We recommend establishing a stronger community presence around each park. It is worth considering selecting fewer parks, giving priority to those located farther from public libraries, and spending more time in each of them, for example 2 to 4 weeks.

For summer 2025, we recommend developing our promotional strategy, which should include local community organizations and summer activity programming at CDN-NDG. To make this possible, permissions will need to be obtained one to two months in advance. Volunteers could help us spread the word about our project.

Finally, in the coming years, we recommend an increase in personnel to extend the scope of the project. For example, we could organize two simultaneous storytelling sessions, which could also take place in different parks. The team would be made up of employees, interns (via CEGEPs and universities), and volunteers.



# PHOTOS



VAN HORNE PARK



TRENHOLME PARK



MACDONALD PARK



MARTIN-LUTHER-KING PARK



MARTIN-LUTHER-KING PARK



LOYOLA PARK



NOTRE-DAME-DE-GRÂCE PARK



VAN HORNE PARK



MACDONALD PARK



LOYOLA PARK



GEORGES SAINT-PIERRE PARK



MACKENZIE-KING PARK



MACKENZIE-KING PARK



TRENHOLME PARK



TRENHOLME PARK