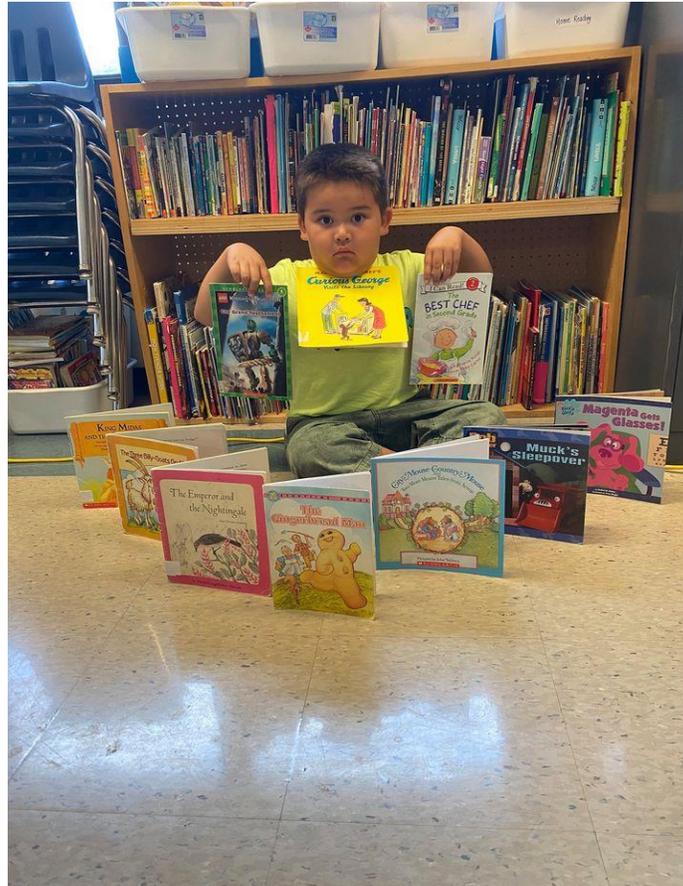


# SHARE THE MAGIC BOOK PROGRAM

## ANNUAL REPORT 2020



As an avid reader myself, I know how powerful giving a book to a child is. Share the Magic has now given over 50,000 books to our CSI Summer Learning Program students! That is an amazing accomplishment and, on behalf of our students, congratulations and thank you. We look forward to having Share the Magic visit us again this summer.

Ron Brown  
President & CEO  
Boys and Girls Clubs of Winnipeg

## Message from the President and Executive Director

Dear Friend of Literacy,

The year 2020 began positively for Share the Magic. In early January, Share the Magic, in partnership with the Rotary Club of Winnipeg **sent over 9,000 books to four northern and remote First Nations communities**, in addition to the 2,500 books sent in 2019. We continued with our partnerships in schools. We had a wonderful book give-away with Manitoba pediatricians in February, I Love to Read month, **giving away over 34,000 books in 2019 and 2020** combined. We held our 2<sup>nd</sup> Annual Family Literacy Fun Day on 1 March. A week later we participated in the CanU annual event to encourage lower income families to aspire to university educations for their children.

**And then COVID-19 hit Manitoba and that changed everything. Or so we thought.**

As the province shutdown, Share the Magic continued to explore ways of getting quality reading to families, as we felt it was important for people to have books in their homes during those times of isolation due to the pandemic. **By researching how long the virus can live on paper, cardboard and plastic, a safe protocol was established, which ensured “clean” books were being given.** Share the Magic was then able to partner with groups such as Family Dynamics and The Winnipeg Aboriginal Sport Achievement Centre (WASAC), **providing several thousand books which were put into the hampers that were being distributed to the families they served.**

In the fall of 2020, using the above protocol, Share the Magic was able to resume partnerships with several of the public schools that we had been working with pre-pandemic.

**In all, during 2020, the Program was able to move over 52,000 books into the Manitoba community** of all reading levels, fiction and non-fiction. **Even 2020 has proven that no matter what, Share the Magic will always find a way to provide good quality reading to Manitobans of all ages and reading levels.**

**Take that COVID-19!**

Sincerely,

John Helliar, President

Chris Melnick, Executive Director

*Share the Magic acknowledges that the office is located on Treaty 1 territory and that the land on which we gather is the traditional territory of Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene Peoples, and on the homeland of the Métis Nation.*



Featured Partnership:  
The Boys and Girls Clubs of Winnipeg, CSI Summer Camp



Beginning in 2010, Share the Magic has been pleased to work with the **Boys and Girls Clubs of Winnipeg** to provide large and small, fiction and non-fiction books for every participant of their CSI Summer Camp, which is a reading enrichment program. Located at twelve inner-city schools, CSI Summer Camp runs through July to the beginning of August. At the end of the camp, each attendee can choose up to ten books to keep. This ensures that the reading enrichment activity will continue throughout the summer, until the children return to school in the fall.

**During the summer of 2020, Share the Magic was pleased to give the CSI Summer Camp kids the 50,000<sup>th</sup> book.**

Share the Magic is very grateful for this wonderful partnership and looks forward to the day when we can proclaim that the 100,000<sup>th</sup> book has been given away to a CSI Summer Camp kid!

## Pediatricians and Staff at the Manitoba Clinic -



Thank you to the **Manitoba Pediatric Society** for partnering with Share the Magic to distribute over 34,000 books to their little patients during February, I Love to Read month, in 2019 and 2020.



Share the Magic would also like to thank the unsung heroes of the pediatrician partnership, the **Maintenance staff at the Manitoba Clinic**. Jason along with his colleagues, helped us move over 34,000 books combined in 2019 and 2020 from the ground floor of the clinic to the fifth floor.

**Thanks Guys!** We could not have done this without your generous help and muscle!

## Events



Share the Magic was pleased to provide **Buzz and Boomer** of the Grey Cup winning Winnipeg Blue Bombers with a great book during the CanU event.  
**Go Big Blue!!!!!!!!!!!!!!!!!!!!!!!!!!!!**



Even **Spiderman** got into the book give-away spirit at our 2<sup>nd</sup> Annual Family Literacy Fun Day, and the kids certainly responded!

# Share the Magic Programs

Share the Magic provides the following programs, free of charge:

- 1) Book give-aways - catering to the ages attending any given event. For example, books for ages K-6 if in an elementary school. For street festivals, we provide books ranging from baby books, picture books, learn-to-reads, chapter books, youth, older young adult and adult fiction and non-fiction.
- 2) School room libraries – providing enough books, at appropriate reading levels, to schools to create 100 book school room libraries.
- 3) Summer holiday book give-aways – providing enough books at appropriate reading levels for each child in a school to choose five books to keep.
- 4) Winter holiday book give-aways – providing enough books at appropriate readings levels for each child to choose two books to keep.
- 5) Community libraries – providing books for all ages to establish new or complement existing community libraries.
- 6) Special subjects for teachers – providing teaching aides and books on special or difficult subjects.
- 7) Free books to community programs – providing books for community projects that require books to give away through their programming models.
- 8) Pallet program – co-ordinating the ordering of pallets of giveaway books from First Book Canada and providing warehouse space for the sorting and organizing of these books.



## Share the Magic Mission Statement

**To develop partnerships to provide books free of charge to all age groups in low income communities throughout Manitoba and create a website which promotes literacy and diversity by ensuring the reading of books of many languages and to work in partnerships with grassroots organizations on special projects that support our mission.**

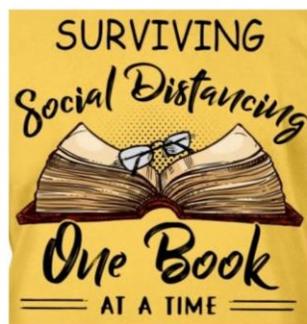
## Activity Report 2020

In 2020 Share the Magic provided books for **46 give-away events**, including monthly give-aways at Share the Magic schools, West Broadway Community Ministry and to four northern and remote First Nations communities.

**In 2020 Share the Magic gave away 52,161 books at an estimated value of \$626,380.75. In 2020 the Program broke 600,000 books given-away at an estimated value of over \$4 million.**

Year	2017	2018	2019	2020
Total # of books in year	41,982	61,104	77,822	52,161
Grand total # of books	416,044	480,148	557,970	610,131
Estimated value in year	\$118,517.00	\$172,500.00	\$719,594.50	\$626,380.75
Estimated total value	\$2.57 million	\$2.7 million	\$3.4 million	\$4,038,378.25

See separate attachment for 2020 Financial Audit



Share the Magic was so pleased to partner with the **Winnipeg Aboriginal Sport Achievement Centre (WASAC)** and their generous volunteer deliverers to bring hampers full of wonderful items, including books to the families they serve. Let's keep giving!



In 2020 Share the Magic partnered with the following to give away books:

West Broadway Community Ministry

Dr. Norm McLean

You Can't Spoil a Baby

R. B. Russell Vocational High School

Niji Mahkwa School

Boys and Girls Clubs of Winnipeg – CSI Summer Camp

CanU – Family Fun Evening

Pluri-elles – French language books

Sister MacNamara Elementary School

Children of the Earth School

Tech Voc High School

King Edward Community School

St. Theresa Point First Nation

Garden Hill First Nation

Little Grand Rapids First Nation

Wasagamack First Nation

Family Dynamics

Winnipeg Aboriginal Sport Achievement Centre (WASAC)

Gonzaga Middle School

West Central Women's Resource Center

Yazidi Community of Winnipeg

Villa Rosa Inc.

Strathcona School

Mulvey School

Families First Home Visitor, Winnipeg Regional Health Authority,

and Point Douglas Community Area



Share the Magic is very excited to be working with the **Yazidi Community of Winnipeg** to provide good books for all ages and reading levels. Good summer reading -- it doesn't get much better than that!



(Can you find the pile of books with two feet?)



Share the Magic was pleased to provide French language books to **Pluri-Elles** for their fall event at which social distancing and hand-sanitizing were the rules of the day.



## Our Donors: Caring Together While Keeping Apart

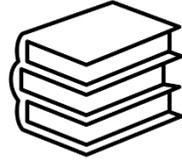


Community Leaders for Old Navy Stores making a socially distanced donation—10 boxes of fabulous books.



Thanks to **Anthony Zappitelli** for donating wonderful books to Share the Magic. It is community caring like this that keeps the program going, especially during these difficult times.

**2020 Share the Magic gratefully accepted books donated by:**



Individual Citizens

Hanover School Division

Pembina Trails School Division

Winnipeg Public Library

École Crane School

Anthony Zappitelli

Old Navy Community Leaders

Shaftesbury High School

École Riverview School

St. Paul's High School

Laidlaw School

INSPIRE Group, Sisler High School

Kim Baranowski-Klein, École secondaire Oak Park High School



**Share the Magic would like to thank the following for their ongoing support in  
so many ways:**

The Share the Magic Board

The Share the Magic Volunteers

Winnipeg Humane Society

Peter Pirch, École R. H. G. Bonnycastle School

Rotary Club of Winnipeg

John Hindle

Winnipeg Public Library

Friends of Winnipeg Public Library

Councillor Brian Mayes

Councillor Matt Allard

Councillor Vivian Santos

Councillor Jason Schreyer

Councillor Cindy Gilroy

Councillor Ross Eadie

Rachel Morgan

Elsie

Lord Roberts Community Centre Staff and Board

Bruce Berven

SCT Welding

Jill Dickin

Manitoba Pediatric Society

Mel Lazareck

Red River Co-op

First Book Canada

Riverbend Moving and Storage  
Kiwanis Club of Winnipeg  
ACOMI - African Communities of Manitoba, Inc.

Chris Hidalgo-Mazzei

Folklorama

Performers and other contributors:

Joshua – Spiderman

Folklorama Llama

Mary Swain (Face Painting)

India School of Dance

Sopilka

Mariachi Ghost Band

Story Book Fairy

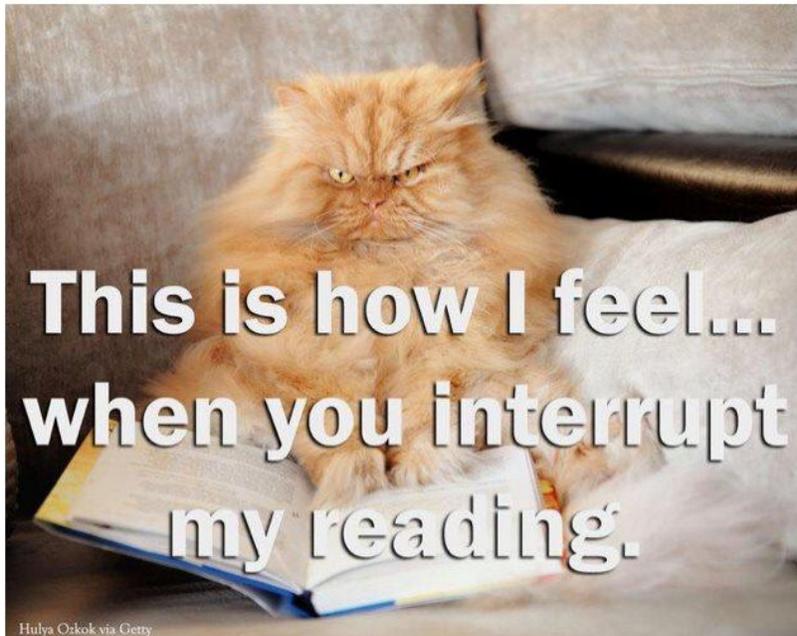
Mr. Richard

Flett-Roulette Powwow Family

Resound!



**If all else fails...**



**Enough said!**

“Let us read, and let us dance; these two amusements will never do any harm to the world.”

*Voltaire*

Check us out by going to [www.facebook.com](http://www.facebook.com) and search “Share the Magic Book Program”

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**SHARE THE MAGIC BOARD OF DIRECTORS - 2020**

President - John Helliar

Vice-President - Yusur Alhassini

Treasurer - Jeff Hook

Secretary - Joey Olafsson

Members at Large - Terry Reilly – Trott

**THANK YOU FOR CARING ABOUT LITERACY!**



**We hope you love reading as much as we do at Share the Magic!**