

# Telling Tales<sup>®</sup>

Celebrating Stories

Festival · Community Events · Digital Resources · School Engagement

## Telling Tales 2017 Impact Report

Dear Valued Supporter,

Thank you for helping us to inspire a love of reading and improve literacy in children and youth. Your support is essential to our success. With this report we share evidence of your impact. Your support continues to make a difference.

Our Mission is to deliver outstanding literary programming for children and youth that raises awareness of the importance of literacy in our community.

Our Vision is to inspire a love of reading and improve literacy in children and youth.



As we enter our 10<sup>th</sup> year, we are proud to announce that we have grown to be far more than a one-day festival. We are now building a year-round program that will allow us to develop our reach through four streams:

1. Digital Resources
2. Community Events
3. School Engagement
4. Telling Tales Festival, September 16, 2018

TellingTales.org



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Charitable Registration #72526 0897 RR0001



## New Leadership

In the spring of 2017 a board of directors was formed. Chaired by Richard Koroscil, the board has been working with the Steering Committee to develop a Strategic Plan to ensure that Telling Tales continues to be financially stable as we inspire young readers for years to come.

## Charitable Status

At the end of the 2017 we received our official charitable designation. Effective July 1<sup>st</sup>, 2017 we operate independently of the Rotary Club of Hamilton.

## Financial Sustainability

The financial result for 2017 was breakeven with revenues and expenses each at \$183,500. Revenues and operating costs increased a healthy 46% over the previous year.



## Digital Resources

Growing our impact

Our year-round reading campaign began in May when we announced our line up and the 2017 Reading List. Over the year our reach grew exponentially:

- Facebook reach - over 200,000 a year
- Facebook video views - over 60,000 (up 20%)
- Facebook likes - increase to 4,100 (up 33%)
- Instagram followers - 647 (up 240%)
- Twitter followers - 2,177 /10,000 impressions (up 18%)

- App banner views - 80,000 (up 33%)
- Website referrals increased from presenters, community partners and media
- Dragonfly Newsletter - 800 subscribers - Open rates average 30% (double industry standard)

## Community Events

Reaching new audiences

In 2017 we experimented with a variety of events through community hubs and partners including McQuesten 150 Celebration, Canada 150 Peace by Piece event, ArcelorMittal Dofasco Canada Day Picnic and Westfield's Ice Cream Carnival. Cumulatively we reached over 1,000 children and families.





## School Engagement

Connecting authors with readers

At the annual kick off in May we launched our second annual school contest. Winning schools are treated to a presentation from a Telling Tales author.



We continue to explore new ways to engage classrooms by conducting educator focus groups. This has resulted in a number of pilot "Telling Tales Family Literacy Events" planned for 2018.

## Telling Tales Festival

Celebrating stories

During the 9th Annual Telling Tales Festival over 5,000 children and families participated in more than 50 presentations that took place across nine stages at Westfield Heritage Village. Children were inspired to tell their own stories after meeting

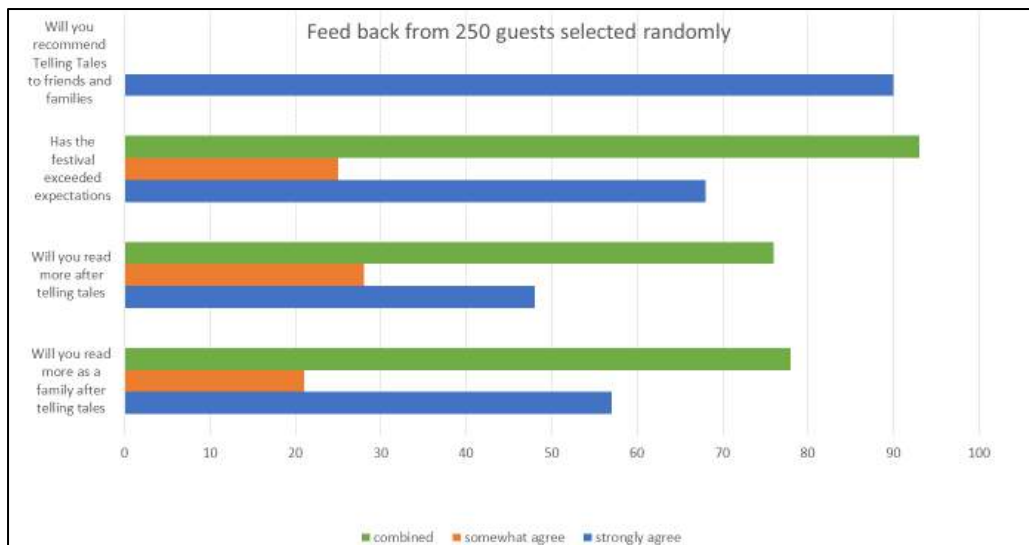


internationally acclaimed authors Emma Donoghue, Itah Sadu, Andrew Larsen, Kevin Sylvester and Ted Staunton, and local authors such as Joanne Levy and Nicola Winstanley.

Donations hit a record high. Over 20 buses brought families from high priority neighbourhoods, and over 5,000 books were exchanged at the Book Swap. Now entering its 10<sup>th</sup> year, Telling Tales Festival continues to be a free event with programs designed to appeal everyone. Thanks to the courtesy buses from schools and community centres we enjoy a correspondingly diverse audience.



Hamilton Youth Poets and Itah Sadu, African Caribbean storyteller and author



This survey was conducted on the courtesy buses provided to low-income families.

**Testimonials from our presenters continue to demonstrate that we are doing something right. The following, from author Andrew Larsen, is a testament to the power of your support.**

*Thank you!  
For all that you do.  
Not just for me.  
Not just for other authors.  
Not just for the kids who come out to the country for a day.  
But for the entire community.  
You make it a better place.  
A much better place.  
Telling Tales is an extraordinary thing.  
I am honoured to be associated with it.*

~ Andrew Larsen, author

We couldn't have said it better ourselves!  
On behalf of the Telling Tales Team, our friends, fans and followers, Thank you!

Sincerely,



Susan Jasper  
Executive Director

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