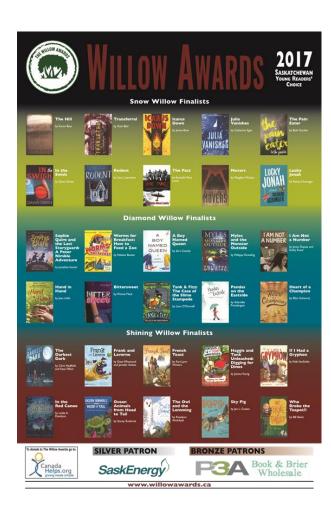
SASKATCHEWAN YOUNG READERS' CHOICE AWARDS



THE WILLOW AWARDS ANNUAL REPORT 2017-2018



The Willow Awards Poster 2017

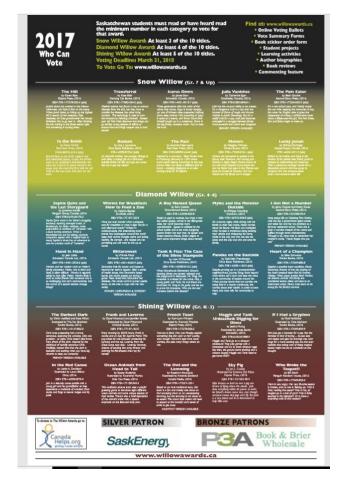


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BOARD MEMBERS 2017-2018

President: Erin Walton, Regina

Past President: Amy Korver, Saskatoon

Vice President: vacant

Vice President Communications: Elann McChesney, Regina

Treasurer: Yvonne Denomy, Saskatoon

Secretary: Melody Wood, Yorkton

Officer: Fundraising: Amy Korver, Saskatoon &

Rhonda Wills, Regina

Director: Website: Rhonda Wills, Regina

Directors at Large:

Donna Lindstrom, Regina

Terry Wood, Regina

Hali Hamel, Saskatoon

Danielle Bergen, Waldheim

Director: SLA Rep: Kathryn Drapak, Denare Beach

Director: SRC Rep: Pam Foy, Moosomin

MISSION STATEMENT

The mission of SYRCA –Saskatchewan Young Readers' Choice –The Willow Awards, Inc. is to promote reading and celebrate Canadian literature. Each year, Saskatchewan children and youth vote for Willow Award recipients from finalists nominated in three award categories.

OBJECTIVES

To achieve its Mission, the Corporation will:

- develop an annual list of Canadian and Saskatchewan books nominated to receive a Willow Award;
- maintain a website to inform the public of the list of nominated books, and to conduct the voting electronically;
- present Willow Award(s) to the author(s) of the winning book(s);
- promote reading of Saskatchewan and/or Canadian books by conducting the award, and by developing incentives for young readers to participate;
- develop and ensure implementation of SYRCA Saskatchewan Young Readers' Choice The Willow Awards, Inc. policies;
- encourage community involvement in all levels of SYRCA- Saskatchewan Young Readers' Choice The Willow Awards, Inc. activity;
- cooperate with other organizations and groups to maximize the use of limited resources;
- ensure that SYRCA Saskatchewan Young Readers' Choice The Willow Awards, Inc. is managed in a financially responsible, prudent and ethical manner.

SYRCA - THE WILLOW AWARDS STRATEGIC PLAN

Effective strategic planning requires us to focus on a few key priorities, while at the same time continuing to attend to all the important areas that relate to our mandate as outlined in our mission statement. A priority is often carried out over more than one year.

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- Task & Responsibilities
- Board Meetings

Fiscal Responsibility

- Budget
- Fund Development

Communications

- Website
- Posters, Bookmarks
- Internal Communications
- External Communications
- Conferences

Sustainability

- Membership
- Board Memberships, Human Resources, Volunteers

Programs

- Book Selection
- Gala winning authors' attendance, reading at host schools
- Launch
- Educational Activities

PRESIDENT'S REPORT

The Saskatchewan Young Readers' Choice Awards (SYRCA), The Willow Awards Inc., Board of Directors met four times during the 2017-2018 year. As a provincial board, with members from across the province, we strive to meet the geographical challenges for members through online chats, conference calls as well as regularly corresponding through email.

Three valued members of the board stepped down at the end of 2016-2017 year; Cassandra Mireau, our past president, Leanne Forrest, our website coordinator and Cynthia Bretell our SLA representative. Two new board members Kathryn Drapak, our new SLA representative from the Creighton area and Terry Wood from Regina were recruited for this year rounding out the board to twelve members. In the spring Danielle Bergen, our Snow Chair, resigned from the board after the completion of her duties. We thank all our past board members for their dedicated service.

Due to the economic downturn and the loss of some key sponsorships, during the previous year, the primary focus of the board for this year was to renew and expand our fundraising campaign. The fundraising campaign has been gratifying with some previous sponsors coming back onboard as well as new sponsors partnering with us. The Board is also committed to local fundraising, like the successful steak night fundraiser held in Regina. We would like to thank our generous patrons, sponsors, friends, and donors for your partnership in promoting reading and quality Canadian's literature to children and youth across our province.

Our new Willow Awards website was unveiled this past summer and has been received with great praise. We are pleased to offer a quality website that is a vital tool in communication with schools, the public, publishers and authors. Twitter and Facebook continue to be key communication tools, as well. Through yearly mailouts, we distribute our posters and bookmarks to all schools and libraries across the province, promoting the newest finalists. We also had the opportunity to promote The Willow Awards at Word on the Street in Saskatoon in the fall and to developing teachers at the University of Regina in the winter.

Voting participation is critical to the Willow Awards program. This year voting was down especially in the Diamond and Snow categories and we will need to investigate ways to improve these numbers for the future. Developing book activities for the finalists and holding events throughout the year like the launch contest, voting prize draws and the gala are also essential to encouraging participation and engagement in the Willows. The Board would like to thank the many participants across the province who took part in these events ensuring the continued success of the Willow Awards.

I would like to thank our diligent and talented volunteer Board who put in countless hours of work to fulfill the SYRCA mandate and the continued operation of the organization. Their selfless dedication and passion towards promoting current Canadian literature and fostering the love of reading in Saskatchewan children is commendable.

The SYRCA Annual Report reflects the ongoing work and successes of the 2017-2018 operating year. Minutes of the 2016-2017 Annual General Meeting will be available at the May 26, 2018 Annual General Meeting.

Respectfully submitted by **Erin Walton**, **President**

Word on the Street display



FUNDRAISING REPORT

Saskatchewan Young Readers' Choice Awards is a non-profit, volunteer-run, charitable organization that relies solely on donations to cover our expenditures. Currently, The Willow Awards has five different supporter levels: **Gold Patron** \$5,000 or more; **Silver Patron** \$3,000 - \$4,999; **Bronze Patron** \$1,000 - \$2,999; **Sponsors** \$500 - \$999; and **Friends** \$100 - \$499.

Last year seemed to be a difficult one for many, and our corporate sponsorship was almost totally gone. We were not sure that we would be able to continue in the way that we had in the past. We looked at essential expenditures and tried to trim costs as much as we could. In our proposed 2017-2018 budget, we hoped that we might be able to increase sponsorships this year to \$21,250.00.

Fifty-eight contacts were made with businesses, corporations and individuals through letters, email and online applications and proposals. Twenty-eight of those were new contacts for The Willows. Through these contacts \$15,900.00 was raised. As well, two schools held fundraisers to help support The Willows, a steak night was held in Regina and several individuals made donations. We have been grateful for the continued support of long-time patrons and welcomed the support of several who are new to our endeavours. Although we did not achieve our proposed goal, we were much closer this year and are confident that we will be able to continue for another year.

We would like to say a huge thank you to everyone who offered financial support to SYRCA this year. Your contributions and commitment to literacy and to the children of Saskatchewan have made the Willow Awards possible once again. Every contribution, no matter how small, has made a difference and we are grateful.

Respectfully submitted by Rhonda Wills
Fundraising Officer



REGINA STEAK NIGHT

On Tuesday, April 4,2017, a Willow Awards steak night fundraiser was held in Regina at Bushwakker Brew Pub. Forty-five people bought tickets to enjoy a relaxed evening of books, good food and chatting with friends and new acquaintances.





Regina Willow board members created a prominent display that shared information about the Willow Awards as well as the 2017 Willow Awards Finalists with fundraiser attendees and other patrons of the pub. The display also included a wide array of book submissions from the past reading year. For a minimum donation of \$5 people could fill a bag with books from the display. There was great excitement and response to this opportunity to select books from both fundraiser attendees and other Bushwakker patrons.

The evening raised a total of \$1920, the majority of which was gained through the "bag of books" donation event. The evening afforded a great opportunity to visit with Willow supporters as well as promote reading and awareness of the Willow Awards to a wider community audience through the venue and the "bag of books" event.



STICKER REPORT



Finalist stickers are circles, one inch in diameter. The green graphic on white, shown above, is for finalist books; a similar sticker with the green graphic on gold foil background is for winning books. Many schools and libraries identify Willow Award Finalist books in their collections by placing a Willow sticker on the spine or front cover of the books. Stickers are another way that we raise funds. Our sticker sales were up almost \$200 from last year. This is probably due to an easily accessible order form on our new website and a webpage providing suggestions of where and how to use the stickers. Over the past few years we have one consistent problem: slow payment. We are unsure why this is a problem, but we are investigating additional payment methods that might be more accessible to the schools.

| | 2013 | 2014 | 2015 | 2016 | 2017 |
|--------------------|----------|----------|----------|----------|----------|
| Total Sales | \$922.00 | \$742.00 | \$756.00 | \$564.00 | \$740.00 |

Respectfully submitted by **Pam Foy**

TREASURER'S REPORT

At the beginning of our operating year, the directors looked closely at our available funds. They were lower than we anticipated, so we were even considering cancelling our main program, the Willow Awards Gala as it was the highest expenditure, next to our posters and bookmarks. Thanks to a successful fundraising campaign, and to some returning sponsors and donors, our programs were safe for the year.

We acknowledge and thank Rodney Blakley, Saskatoon accountant, for the financial review engagement report and for his financial suggestions.

Our reviewed financial statement will be available on our website at www.willowawards.ca.

Yvonne Denomy, Treasurer

LAUNCHING OF THE WILLOW FINALISTS

Each year, every school in the province is encouraged to launch the new Willow Award nominees!

We are very interested in sharing the great work teacher librarians, librarians and school staff have done to promote this quality literature. During October and November participants can enter a competition to win a complete set of 30 nominated books by submitting a photo (photos) and/or a description of their local launch, such as bulletin boards, guest reader, book talking or a special project. Winners are randomly drawn. This year we received 10 submissions.

Congratulations to the following people, who submitted their launch ideas and are recipients of book prizes:

<u>Grand prize winner</u>: recipient of an entire set of 2017 Willow finalists (30 books): *Erin Laczynski, Punnichy Elementary Community School, Punnichy*;

<u>Runner up winner:</u> recipient of a full set of 2017 Shining Willow finalists (10 books): *Mary Obritsch, Kerrobert Composite School, Kerrobert*;

<u>Runner up winner:</u> recipient of a full set of 2017 Diamond Willow finalists (10 books): *Hannah Patterson*, *Deshaye Catholic School, Regina*;

<u>Runner up winner:</u> recipient of a full set of 2017 Snow Willow finalists (10 books): *Pamela Wenger, Harbour Landing Public School, Regina*;

<u>Honourable mention:</u> recipients receive a selection of books: Jean Anne Jackson, Maymont Central School, Maymont, Rosemarie Thiessen, Maude Burke Elementary School, and Phyllis Thomas, Davin Elementary School, Regina, Lenora Bardura, Lloydminster Comprehensive High School, Lloydminster, Brenda Fredrickson, Judge Bryant Elementary School, Regina, and Joan Long, Rosetown Central High School, Rosetown.

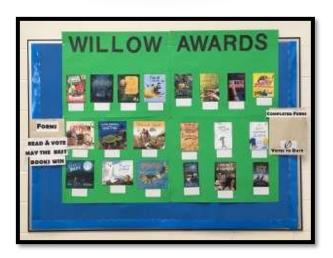




LAUNCHING THE WILLOWS IN PICTURES











Some of the images from our launch submissions!

COMMUNICATIONS: WILLOW AWARDS WEBSITE REPORT

The launch of Saskatchewan Young Readers' Choice Awards new website in the spring of 2017 was an exciting time for everyone involved! The website was almost a year in development and we are excited about it's new look and feel. We would like to say a huge thank you to BlackSun Design Inc. for their hard work in bringing the design to life. The website continues to be a key communication tool for everyone who needs information about The Willows and great Canadian literature!

Some of the website's features include the ability:

- to look for books in our "Previous Years" archives
- to search for a book by title in our sitemap where titles are listed alphabetically
- to find information about books, authors, illustrators and publishers
- to submit votes online

You will also find:

- PDF's of the book covers that can be printed to aid in making displays
- printable versions of the bookmarks and a small version of the poster
- printable ballots to use with voters
- pictures showcasing ideas used to promote The Willows
- links to past Gala celebrations
- timely news items and
- a contact form that allows participants to easily communicate with the board

The SaskEnergy Willow Awards Gala will be live-streamed from Warman Community Middle School on our website and we hope that many across the province will be able to watch the celebration. Facebook and Twitter continue to be platforms where we promote news about The Willow Awards. We are also investigating how we can email news items to individuals who have submitted votes in the previous year. Follow us on Facebook and Twitter @willowawards. Use #willowawards when "tweeting" about The Willows. Visit our website at willowawards.ca. We appreciate feedback from our users regarding improvements we can make in any of these areas.

Respectfully submitted by

Rhonda Wills and Hali Hamel





2018 WILLOW FINALIST VOTING REPORT

The main purpose of the Willow Awards is to promote reading and great Canadian Literature among Saskatchewan children and youth. We gauge our success through the voting that occurs in the spring each year. Voters embrace the role of literary critic. They are excited to know that what they think matters and they eagerly await the announcement of the winners at the spring Gala. This year, there were 12,266 votes cast for the 2017 Willow Award finalists. This was down slightly from our record set last year but comparable to other years in the past. The majority of votes continue to be cast for the Shining category. Of note, are the low number of votes in the Snow category. We will be investigating ways that we might be able to boost voting numbers in the Diamond and Snow levels in this next year.

| Votes by Category | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|----------------------|--------|--------|--------|--------|--------|--------|--------|
| SHINING | 11,270 | 10,871 | 11,839 | 12,680 | 9,901 | 13,898 | 11,144 |
| DIAMOND | 1,400 | 1,145 | 1,092 | 866 | 883 | 1,230 | 941 |
| SNOW | 593 | 602 | 423 | 572 | 307 | 396 | 30 |
| TOTAL VOTES | 13,293 | 12,618 | 13,354 | 14,118 | 11,040 | 15,524 | 12,266 |

Respectfully submitted by **Rhonda Wills**

VOTING DRAWS

This year, voting draws were held to encourage and thank those participants who voted for the Willow Awards finalists. An early bird draw was made on May 15th as well as three more draws following the closing of the voting for a selection of books.

Congratulations to the following participants and their schools who were the lucky winners:

Wendy Paquin from Whitewood School in Whitewood (Early Bird)

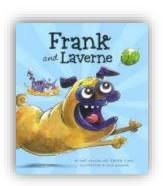
Arden Creasy from Kincaid Central School in Kincaid

Kristen Smith from Silverspring School in Saskatoon

Sue Hewitt from Emerald Ridge Elementary School in White City

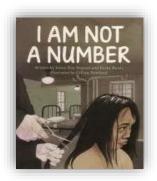
2017 WILLOW AWARD WINNERS

SHINING WILLOW

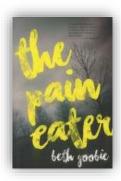


Frank and Laverne by Dave Whamond and Jennifer Stokes

DIAMOND WILLOW



I Am Not a Number by Jenny Dupuis and Kathy Kacer SNOW WILLOW



The Pain Eater by Beth Goobie

PROGRAM: SHINING WILLOW SELECTION COMMITTEE REPORT

With only one new member to our committee, our committee was made up of enthusiastic and passionate teachers, teacher librarians, library technicians, and children's programmers. We considered approximately 150 books this year and after many meetings filled with passionate and insightful discussions.

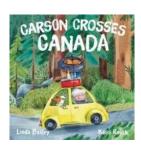
Thank you to our dedicated readers: Erin Boyle, Cindy Bretell, Wilfred Burton, Hali Hamel, Laurie Hnatiuk, Joelene Linner, Lindsay Martel, Kerri Anne Nakoneshny, Stephanie Ochitwa, Lindsay Sali, and Susan Voitka Seager in Saskatoon, and Coralee Danyluk and Melody Wood in Yorkton.

The Shining Willow Committee is pleased to present the 2018 finalists for the Shining Willow Award.

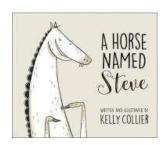
Respectfully submitted by **Amy Korver Shining Willow Committee Chair**

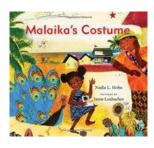
SHINING WILLOW FINALISTS FOR 2018

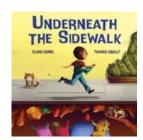




















PROGRAM: DIAMOND WILLOW SELECTION COMMITTEE REPORT

The 2018 Diamond Willow reading committee had 102 nominations up for consideration, including 5 titles rolled over from last year. Seven titles were passed up to the Snow Committee and 6 titles were moved down to the Shining Committee. After the finalists were selected, 13 titles have been rolled over for consideration for the 2019 awards.

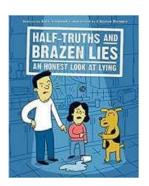
The Diamond Willow Committee was made up of 11 wonderful teachers, retired teachers, teacher librarians and public librarians who are passionate about children's literature and dedicated many hours to reading and great discussions that resulted in the 2018 Diamond Willow finalists. Thank you to the excellent committee consisting of Jessica Cammer, Kendra Bender, Susan Holmes, Elann McChesney, Rhonda Wills, Donna Lindstrom, Charmaine Stouse, Heather Dolmage, Morgan Hunter, Debbi-Lynn Bateson and Erin Walton.

The Diamond Willow Committee is pleased to present the finalists for the 2018 Diamond Willow Award.

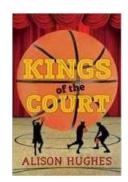
Respectfully submitted by **Erin Walton Diamond Willow Chair**

DIAMOND WILLOW FINALISTS FOR 2018

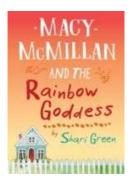




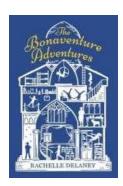


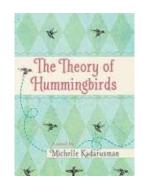


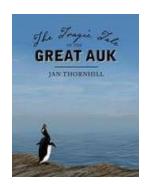












PROGRAM: SNOW WILLOW SELECTION COMMITTEE REPORT

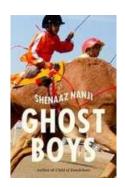
Selecting titles for the Snow Willows this year was very enjoyable with a wonderful group of readers! We had a highly committed team and there was a great deal of discussion as we selected the ten nominees. Our returning readers were Ruth Elliott, Kristopher Barnes, Darrelle Downs, Cassandra Mireau, Amanda Irvine Yvonne Denomy and Danielle Bergen. Kimberley Thomliston and Grace Sinclair were new to the team and added much. We are excited to see young people reading the 2018 Snow Willows in the year to come!

The Snow Willow Committee is pleased to present the finalists for the 2018 Snow Willow Award.

Respectfully Submitted, Danielle Bergen Snow Willow Chair

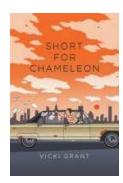
SNOW WILLOW FINALISTS FOR 2018





















THE ANNUAL SASKENERGY WILLOW AWARDS GALA, MAY 2017

The SaskEnergy Willow Awards Gala was hosted on Thursday, May 4, 2017 at École Forest Grove School in Saskatoon. Teacher Librarian Kristopher Barnes and his dedicated student committee created a wonderful day of celebrating the Saskatchewan Young Readers' Choice Awards and the nominated books and authors.

In the morning, Forest Grove students enjoyed author visits from 2016 Willow finalists Kallie George and Allan Stratton. Kallie George spoke to younger students and discussed the "messiness" of the writing process and encouraged students of all ages to write and create whenever possible. Allan Stratton spoke to older students in the school and shared his experience as a writer as well as reading from his newest book.





Kallie George and Allan Stratton present to students of École Forest Grove School.

In the afternoon, the entire school gathered in the gymnasium for the Gala ceremony. The gym was filled with beautiful artwork for each of the thirty finalist books! Teacher Karen Searcy opened the event with the bagpipes and Principal Don McBean welcomed all students and invited guests to the school. Masters of Ceremonies Donnelley Manamparan and Taylor Smith also welcomed the audience, which included those watching from around the province through the livestream broadcast. Donnelley and Taylor confidently led guests through the remainder of the program.

The school choir, led by Mrs. Reinhart and Mme Krause, entertained everyone with two songs during the show. The choir was made up of students from grades 3-5. They first sang "In the Pages of a Book" and then followed it up later in the show with the upbeat "Library Song".







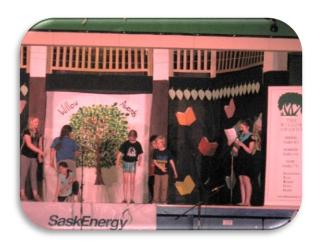
Masters of Ceremonies

Grades 3-5 choir

Saskatoon Mayor Charlie Clark

Saskatoon Mayor Charlie Clark expressed thanks to the students, sponsors, and educators who made the event possible. He emphasized the importance of reading as it opens a world of possibilities. The audience also heard from Saskatoon Public Schools Superintendent Lisa Fleming, who explained that The Willow Awards Gala was a part of the division's Learning for Life festivities this year.

The Shining Willow Finalists were introduced by wonderful skits performed by students from Grades 2-4 and narrated by middle school students. Students were thrilled when **Kallie George** was announced as the winner for her book *Clover's Luck*. Kallie accepted her award with many thanks to all the kids in Saskatchewan for reading and voting.





Students introduce the Shining Willow Finalists

Kallie George receives her award

The Diamond Willow Finalists were introduced with pictures of students who read each of the books. **Gordon Korman** was awarded the Diamond Willow Award for <u>Masterminds</u>. Gordon was unable to attend, but he sent a video message where he expressed his gratitude and explained his motivation for writing a story about the concept of people being a product of either nature or nurture.

The Snow Willow Finalists were introduced by students Vianna, Rohan, and Churchill. The students were excited to hear that Allan Stratton, the other author they had heard from that morning, was the recipient of the Snow Willow Award for <u>The Dogs</u>. Allan was honoured to accept the award and felt it was extremely important to him as it was selected by young readers. He also expressed his gratitude to teachers and librarians for encouraging their students to read.





Allan Stratton receives the Snow Willow Award, Leslie Gosselin from SaskEnergy presents École Forest Grove School with a willow tree.

The ceremony concluded with Leslie Gosselin, representing title sponsor SaskEnergy, presented École Forest Grove School with a willow tree to commemorate the gala. Leslie mentioned that SaskEnergy has been supporting the SYRCA Willow Awards and celebrating fabulous Canadian literature for 15 years! Yvonne Denomy, representing the SYRCA Board, presented the school with a set of all thirty Finalists for the 2017 Willow Awards, a commemorative plaque, and gifts for Gala organizers Kristopher Barnes and Don McBean. Yvonne closed the ceremony by encouraging the students to continue reading and voting and thanking the authors who "inspire us to read, to write, and to appreciate great Canadian literature".

Following the ceremony, a reception was held for the authors, student participants, and invited guests. It was a wonderful way to conclude a beautiful celebration of reading!

Respectfully submitted by Hali Hamel and Yvonne Denomy Gala Liaisons



The actual Willow Award presented to the winning author in each category.

MORE SASKENERGY GALA IMAGES



Yvonne Denomy, Gala Liaison, Leslie Gosselin, SaskEnergy representative, Allan Stratton, Snow Willow winner, Kallie George, Shining Willow winner, Kristopher Barnes, teacher librarian of École Forest Grove.



Kallie George, Author of Shining Willow winner with Hali Hamel, SYRCA Board.



Kristopher Barnes, teacher librarian and students receiving the 2017 Willow Award nominee books.

SYRCA - THE WILLOW AWARDS INC. Patrons, Sponsors and Friends

Saskatchewan Young Readers' Choice Awards gratefully acknowledge our patrons, sponsors and friends for their financial support. The generous contributions made by those listed below have made the Willow Awards possible.

SYRCA Gold Patrons have generously contributed \$5,000 or more:





SYRCA Silver Patrons have generously contributed \$3,000 to \$4,999:

inserting





SYRCA Bronze Patrons have generously contributed \$1.000 to \$2999:







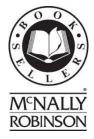




SYRCA - THE WILLOW AWARDS INC. **Patrons, Sponsors and Friends**

SYRCA Sponsors have generously contributed \$500 - \$999.









(Regina Chapter)

SYRCA Friends generously contributing \$100 - \$499:

Saskatchewan Reading Council Capital Cares

Dinsmore Composite School Kinistino Public School

Florence Barton Ruth Garnett

Melody Wood Teacher Librarians of Regina Public Schools

"Do not read, as children do, to amuse yourself, or like the ambitious, for the purpose of instruction. No, read in order to live."

— Gustave Flaubert

"Books to the ceiling, Books to the sky, My pile of books is a mile high. How I love them! How I need them! I'll have a long beard by the time I read them." -- Arnold Lobel

Saskatchewan Young Readers' Choice

THE WILLOW AWARDS