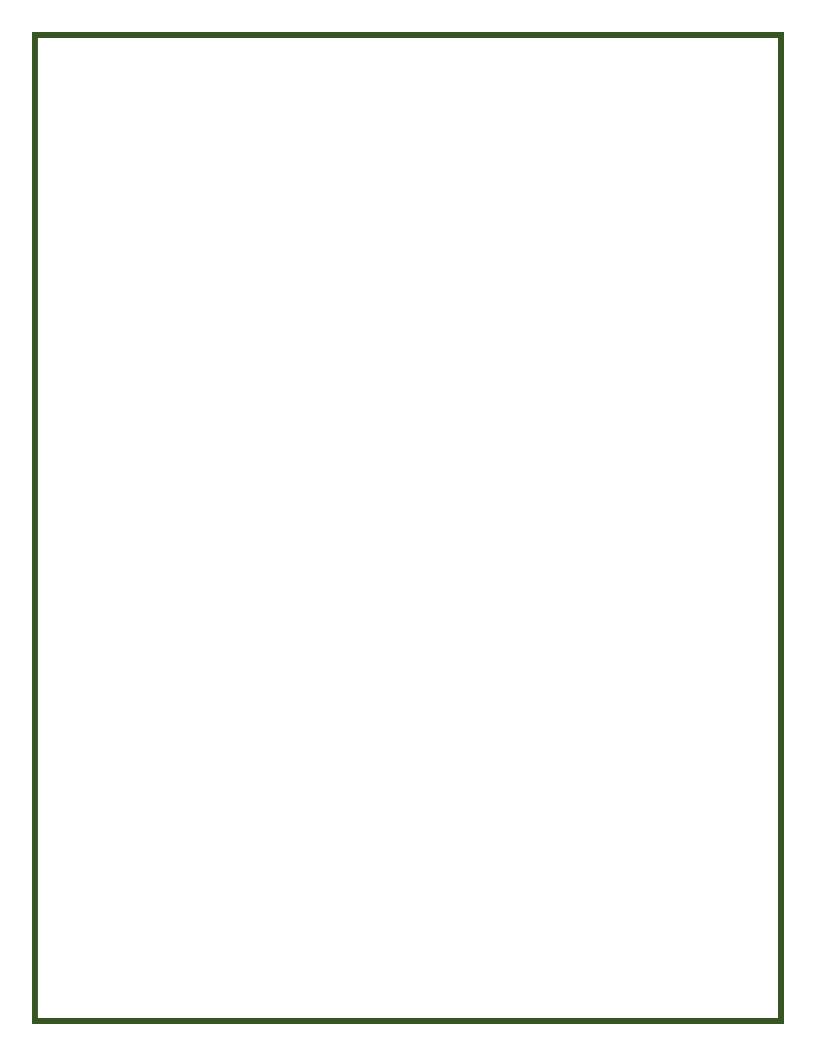
# SASKATCHEWAN YOUNG READERS' CHOICE AWARDS



THE WILLOW AWARDS
ANNUAL REPORT
2019-2020





#### Snow Willow Finalists





















#### **Diamond Willow Finalists**



















#### **Shining Willow Finalists**





















**BRONZE PATRONS** 



**GOLD PATRON** 



SILVER PATRON







Access Correspications
Children's Fund www.willowawards.ca

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## **BOARD MEMBERS 2019-2020**

#### **President:**

Erin Walton, Regina

#### **Past President:**

Amy Korver, Saskatoon

#### **Vice President - Communications:**

Elann McChesney, Regina

#### **Vice President- Website:**

Rhonda Wills, Regina

#### **Treasurer:**

Darrelle Downs, Saskatoon

#### **Secretary:**

Heather Dolmage, Regina

#### **Director - Fundraising:**

Annah Gullacher, Saskatoon

#### **Director - Print & Posters:**

Leanne Holstein, Regina & Jara Langill, Regina

#### **Director - SLA Rep:**

Judy Nicholson, Regina

#### **Director - LENS Rep:**

Pam Foy, Moosomin

#### Directors at Large:

Terry Wood, Regina

Susan Voitka Seager, Saskatoon

Cameo Rempel, Saskatoon

### **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.

#### **Organizational Structure**

- 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 2019-2020 year.

The board was sad to say good-bye to three long standing members who stepped down at the end of 2018-2019 year; Donna Lindstrom, our director of promotions, Yvonne Denomy, our Treasurer and Melody Wood, our Secretary. Five new board members, Jara Langill, Leanne Holstein and Judy Nicholson from Regina and Cameo Rempel and Susan Voitka Seager from Saskatoon were recruited for this year, creating a board of fourteen members.

As a non-profit volunteer run organization, fundraising is vital to keeping the Willow Awards operational. Unfortunately, due to Covid-19, a Burgers and Books fundraiser and a silent auction event had to be cancelled. Great effort was made to contact potential sponsors this year and while we did not meet our budgetary goal, we were able to obtain enough sponsorship to continue our programming. The board would like to sincerely thank our new and faithful contributors for your recognition of the importance of and support for literacy.

The Willow Awards website, Twitter and Facebook accounts are our main online communication and promotional tools. We have also been using the MailChimp subscription service to provide expedient messaging to our email subscribers. Through yearly mailouts, we distribute our posters and bookmarks to all schools and libraries across the province showcasing the newest finalists. For a third year in a row, we have been privileged to promote the Willow Awards to third year education students at the University of Regina.

The board initiated the development of a formal communications plan that will outline our background, communications objectives and considerations, key messages, communications strategy, and timeline of events. We will continue to work on this document to establish a consistent, repeatable communications framework to use in the coming years.

To encourage participation and engagement with the Willows, we continue to include book activities for the finalist titles on our website and hold events throughout the year like the launch contest and our voting draws. This year we had a wonderful opportunity to offer a Skype Author Visit Contest with Colleen Nelson, a 2019 Snow Willow Finalist.

The shutdown of schools, due to the Covid-19 outbreak, happened right before our March 31st deadline for voting. As a result, many schools did not get their votes in and voting was significantly down. The board moved to extend the deadline to June 1st to allow for schools to submit their votes once online learning commenced and to look at additional ways to support and promote the voting process and announce the winners in light of the pandemic.

The Willow Awards relies heavily on teacher-librarians, librarians, and teachers across this province to help share our finalist titles with their communities and we would like to thank them for their creativity and continued support especially during these unprecedented voting times. We also wish to thank the parents, children, and youth of this province for their enthusiasm for our finalists and submitting their votes from home.

I would like to thank our diligent Board whose passion for children's literature results in countless hours of work that advance and promote the Willow Awards each year.

The SYRCA Annual Report reflects the ongoing work and successes of the 2019-2020 operating year. Minutes of the 2018-2019 Annual General Meeting will be available at the June 6, 2020 Annual General Meeting, which will be held through Zoom this year.

Respectfully submitted by, Erin Walton
President

### **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.

As it has been increasingly difficult to secure funding in these financially lean times, we have tried to connect with new donors. The fundraising team reached out to sixty-four businesses, corporations, and individuals. Out of these applications, seven businesses and corporations generously donated \$11,800. An additional business pledged \$500 but was unable to send the cheque due to the COVID-19 outbreak. We were also unable to hold a steak night fundraiser this year. Although we did not make our new budgetary goal of \$15,000, we will be able to continue for another year, and we are very grateful for the continued support of our patrons and sponsors.

We were excited to receive support from CBC in the form of community outreach coverage. Unfortunately, due to the COVID-19 outbreak, this has also been put on hold for the time being. We look forward to working with the CBC in the future.

The generous support from our patrons has enabled the SYRCA- The Willow Awards to continue providing children an opportunity to read quality Canadian literature and feel empowered by voting for their favourite book. Although we are saddened at being unable to host the Gala this year, we know that our readers will still benefit from reading and discussing these fantastic books. We are sincerely grateful to all our patrons for their part in supporting literacy in Saskatchewan.

#### SYRCA Gold Patrons generously contributing \$5000 or more:

Access Communications Children's Fund

## **SYRCA Silver Patrons generously contributing \$3000 - \$4999:**

SaskEnergy

#### **SYRCA Bronze Patrons generously contributing \$1000 - \$2999:**

Cameco Sasktel Pioneers

#### SYRCA Sponsors generously contributing \$500 - \$999:

Hi-Tec Profiles Inc.

ULS - a monetary donation as well as a set of 2019 finalist books Superannuated Teachers of Saskatchewan - Regina Chapter

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

Saskatchewan Literacy Network

Respectfully submitted by, Annah Gullacher Fundraising Chair

### TREASURER'S REPORT

This is my first year as Treasurer of the SYRCA, and it has been a wonderful, though challenging learning experience for me. I have learned so much and I am grateful for this opportunity to serve The Willow Awards. A huge thank you to Yvonne Denomy who has stepped down as Treasurer. Your guidance during this year has been invaluable.

Because of this interesting time with COVID-19, we do not have the annual review done at this time. When it is completed, it will be available to download from our website and a copy can be mailed upon request.

We once again extend a sincere thanks to all of our sponsors and members whose support allows us to continue The Willow Awards.

Respectfully submitted by, **Darrelle Downs Treasurer** 

### **STICKER REPORT**

Finalist stickers are circles, one inch in diameter. The green graphic on white, shown here, 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 are down approximately \$300 from last year, making this year's sale similar to those of 2017. Lower sales could be in part due to the COVID-19 pandemic. Sticker payment options have been streamlined and e-transfers are now an accepted form of payment.



Year	2015	2016	2017	2018	2019
Total Sales	\$756.00	\$564.00	\$740.00	\$1072	\$657 (\$693 sold, but \$36 outstanding)

Respectfully submitted by,

Pam Foy

Director

## LAUNCHING THE WILLOW FINALISTS

Each year, every school and library in the province is encouraged to launch the new Willow Award finalists. They introduce these great books to their reading communities in many creative ways! We want to share the wonderful work teachers, teacher-librarians, librarians, and the staff of schools 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(s) and/or a description of their local launch, such as bulletin boards, guest readers, book talks or a special project. This year, we received 10 submissions from schools and were able to make 10 donations of books to their school libraries. Their ideas and photos are posted on our website.

#### Three Winners of a Full Set of 2019 Finalists:

- Henry Braun School, Regina
- St. Kateri Tekakwitha School, Saskatoon
- Archerwill School, Archerwill

## Honourable Mentions who received a selection of books:

- Outlook Elementary School, Outlook
- Kincaid School, Kincaid
- Revnolds Central School, Melfort
- Deshaye Catholic School, Regina
- Hanley Composite School, Hanley
- Rosetown Central High School, Rosetown
- Punnichy Elementary, Punnichy



Henry Braun School, Regina



St. Kateri Tekakwitha School, Saskatoon



Archerwill School, Archerwill

## COMMUNICATIONS REPORT: THE WILLOW AWARDS WEBSITE & SOCIAL MEDIA

The Willow Awards website continues to be a key communication tool for everyone who needs information about The Willows and great Canadian literature! We are grateful to BlackSun Design Inc. for their continued support and guidance to make the site function well. We continue to receive positive comments from individuals using the site.

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:

- a revolving carousel of changing news items
- 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

was live-streamed from St. Angela School in Saskatoon on our website. The number of live-streaming views were 113 and 813 people logged in after the event. These numbers were more than double from last year. We are not able to determine the size of the groups that logged-in, but experience suggests that many of the live-stream views would have been whole classes or groups of classes.

In lieu of having the winning authors participate in our Gala celebration this year, we hope to post video messages on our website when the winners are announced, June 16th - 18th. A subscription service, Mailchimp, has continued to allow us to send out timely emails to individuals who have subscribed during the vote submission process.

Facebook and Twitter continue to be platforms where we promote news about The Willow Awards. Follow us on Facebook and Twitter @willowawards. Use #willowawards when "tweeting" about The Willows. Visit our website at <a href="https://www.willowawards.ca">www.willowawards.ca</a>. We appreciate feedback from our users regarding improvements we can make in any of these areas.

Respectfully submitted by, Darrelle Downs Social Media Co-ordinator Rhonda Wills Website Director

## **#WINWITHWILLOWS SKYPE SESSION**

In November, the Willow Awards teamed up with Snow finalist author Colleen Nelson. She kindly offered to conduct a free Skype session, retail value \$250,

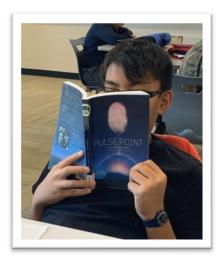
with students who were reading her book Pulse Point.

We held a contest asking individuals to enter by taking a photo of their Willow reader(s) enjoying the book and sharing the photo with us on Twitter with #winwithWillows.

Trevor Redler and his Grade 6 students at Deshaye Catholic School in Regina were the winners! A big thank you to Colleen Nelson for offering to do this

for Willow readers! Thank you, as well, to everyone who submitted pictures of students reading this great book!









### **VOTING DRAWS**

This year, voting draws were held to encourage and to thank those participants who voted for the Willow Awards finalist. An early bird draw and two more draws were made for a selection of books, following the closing of the voting.

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

- Denise Wingrove and Muriel Wall, Watrous Elementary School, Watrous (Early Bird)
- Wade McLean, St. Joan of Arc School, Regina
- Colleen Dinsmore, Cupar School, Cupar

Respectfully submitted by, Rhonda Wills
Website Director

## 2020 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.

In past years, voting closed on March 31st. This allowed time to contact winning authors and make arrangements for them to travel to participate in the Gala celebration near the end of May. This year, our voting timeline was interrupted with the closure of schools in mid-March because of the social distancing measures surrounding the COVID-19 pandemic. At the time of school closures, only 76 entries had been made for a total of 2258 votes in the Shining category, 13 entries had been made for a total of 196 votes in the Diamond category and 5 entries had been made for a total of 34 votes in the Snow category.

A decision was made to postpone the voting deadline. When online instruction began later in April, the board asked teachers and librarians to collect as many of their students' votes as possible and a new voting deadline was set for June 1, 2020.

An online form was made available that would allow teachers and librarians to collect student votes thanks to Pamela Wenger, teacher-librarian with Regina Public Schools. If educators were not able to collect votes, we asked them to encourage parents to help their children vote using our online forms on the website. We sent out concentrated emails via our Mailchimp subscription list. As well, we made posts on social media and through our website news feed to encourage reading and further voting. We also provided a document that indicated online accessibility of the finalists through publishers' online reading permissions or the public library system. We heard from several teachers that this was greatly appreciated and made a difference in their learning community.

We know that there were significant challenges this spring to provide access to the Willows. We are appreciative of all of the publishers and authors who made their books available for online readings. We would like to thank all of the children, youth, parents, teachers, teacher-librarians and librarians who were able to continue to read and get their votes entered.

Votes by Category	2014	2015	2016	2017	2018	2019	2020
SHINING	11,839	12,680	9,901	13,898	11,144	11,213	3652
DIAMOND	1,092	866	883	1,230	941	1061	448
SNOW	423	572	307	396	181	320	247
TOTAL VOTES	13,354	14,118	11,040	15,524	12,266	12,594	4347

Respectfully submitted by, **Rhonda Wills Website Director** 

## **2020 WILLOW AWARDS WINNERS**

## **Shining Willow**



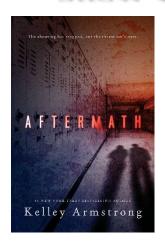
Sir Simon: Super Scarer
Written and Illustrated by Cale Atkinson

## Diamond Willow

The House Next Door By Joel A. Sutherland



## **Snow Willow**



Aftermath
By Kelley Armstrong

## PROGRAM: SHINING WILLOW SELECTION COMMITTEE REPORT

Our committee continues to be made of enthusiastic and passionate current and retired teachers, teacher librarians, library technicians, and children's programmers. This year, we considered approximately 160 books. As usual, our meetings were filled with passionate and insightful discussions.

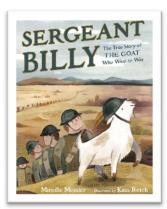
A huge thank you to our dedicated readers: Erin Boyle, Cindy Bretell, Wilfred Burton, Annah Gullacher, Hali Hamel, Laurie Hnatiuk, Joelene Linner, Lindsay Martel, Norma Rempel, Lindsay Sali, Lindsay Sharwarski, and Susan Voitka Seager.

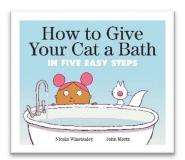
The Shining Willow Committee is pleased to present the finalists for the 2019 Shining Willow Award.

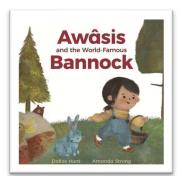
Respectfully submitted by, **Amy Korver** 

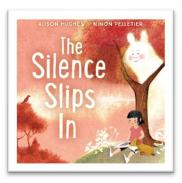
Shining Willow Committee Chair

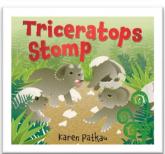
## **SHINING WILLOW FINALISTS FOR 2020**

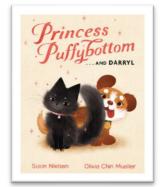


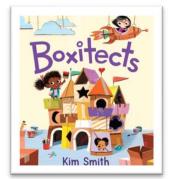


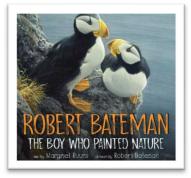




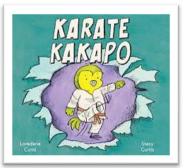












## PROGRAM: DIAMOND WILLOW SELECTION COMMITTEE REPORT

The 2020 Diamond Willow reading committee had a sizable submission of 144 titles up for consideration, including 13 titles rolled over from last year. Six titles were passed up to the Snow Committee and 12 titles were moved down to the Shining Committee. After the finalists were selected, 23 titles have been rolled over for consideration for the 2021 awards.

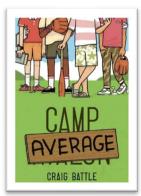
The Diamond Willow Committee consisted of 13 educators, teacher librarians and public librarians who are passionate about children's literature and dedicated many hours to reading and great discussions that culminated in the 2020 Diamond Willow finalists. Thank you to the exceptional committee consisting of Jessica Cammer, Kendra Bender, Susan Holmes, Rhonda Wills, Donna Lindstrom, Charmaine Stouse, Heather Dolmage, Morgan Hunter, Debbi-Lynn Bateson, Joyce Knee, Trenna Vanghel, Krista McCaw, and Erin Walton.

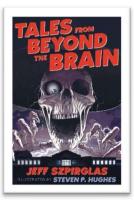
The Diamond Willow Committee is pleased to present the finalists for the 2020 Diamond Willow Award.

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

### **DIAMOND WILLOW FINALISTS FOR 2020**

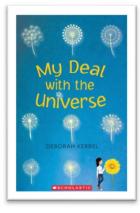




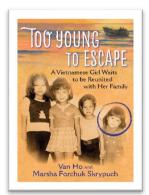


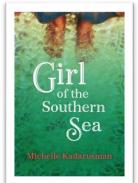


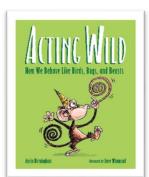












## PROGRAM: SNOW WILLOW SELECTION COMMITTEE REPORT

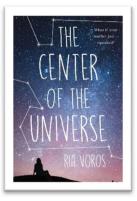
This year's Snow Willow selection committee seemed to be quite different than most years. With our changing job positions, we had quite a few people leave our committee, and found a few new members as well. So, first off, a big thank you to our members who left our group this year: Cassandra Mireau, Grace Sinclair, Kris Barnes, Ruth Elliott and Yvonne Denomy. Your dedicated reading for our committee has been a wonderful asset over the years. Thank you for all you have done for the Snow Willows.

Our returning readers this year were Amanda Irvine and Danielle Bergen. Our new members this year are Katherine Fiander, Marion Dueck and Shelby Smith. The Snow Willows have received 93 selections this year, so pairing it down to 10 choices was no easy feat for the 6 remaining members of our team. A huge thank you goes out to our team for spending hundreds of hours to make this selection.

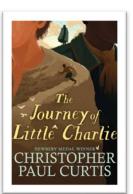
We proudly present the 2020 nominees for the Snow Willow Award.

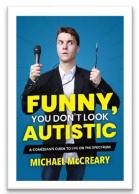
Respectfully submitted by, **Darrelle Downs Snow Willow Chair** 

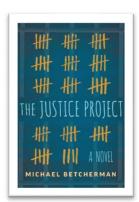
### **SNOW WILLOW FINALISTS FOR 2020**





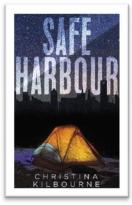




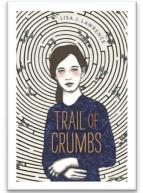












## THE ANNUAL SASKENERGY WILLOW AWARDS GALA MAY 2019

The SaskEnergy Willows Gala Awards was hosted on Thursday May 23rd, 2019 at St. Angela School in Saskatoon. This was a very special Gala because all three winning authors were able to attend the ceremony. You could feel the excitement everywhere at St. Angela with the hallway to the gym being covered in butterflies and showcasing the nominees.



All around the walls of the gym,

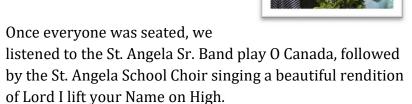
students' artwork of the nominees' book covers could be seen.











Tim Jelinski, one of the members of the Greater Saskatoon Catholic Schools Board then gave a speech where he

reminded us how important reading is in our lives. He quoted Dr. Seuss' "The more you read, the

more you will know, the more that you learn, the more places you'll go." He spoke on the beauty of reading and the value of literacy. And how without our families, teachers, and community leaders, who have nurtured and supported the pursuit of literacy, our lives would be less interesting, more challenging, and certainly less fun. Whenever we can promote reading and Canadian literature, we should do so with gratitude and enthusiasm.



## THE ANNUAL SASKENERGY WILLOW AWARDS GALA MAY 2019 CONT.



Before the nominees for the Shining award was presented, Mr. Mackinnon's grade 4/5 class did a short skit about the book **Adventures on Whalebone Island** by **M.A. Wilson.** 

The winner of the Shining Willow Award was Claire Eamer - Underneath the Sidewalk. In Claire's

thank-you speech she told us a secret about the book. The book is really about Saskatoon. Since she grew up in Saskatoon, and all the feelings in the book are how she felt when she was growing up here.





Leslie Gosselin, representing our title sponsor SaskEnergy, told us how welcomed she felt by St. Angela school, and how happy she and SaskEnergy are to have been sponsoring the

Willow's Gala for 17 years. Their commitment to reading and Canadian authors through the

Willows is greatly appreciated. Following Leslie was another piece of wonderful entertainment, a song from Mrs. Collins Grade 2 class. The delightful song was all about **The Branch** by **Mireille Messier**.



Councillor Randy Donauer then spoke on behalf of the City of Saskatoon and told us how he wants each of us to generate a passion for reading. He was followed by a skit from Mrs. McNabb's grade 5 Class based on the nominee **The Bonaventure Adventures** by **Rachelle Delaney**. Afterwards the winner for the Diamond Willow Award was announced and it was **Wesley King** for **Laura Monster Crusher**.







## THE ANNUAL SASKENERGY WILLOW AWARDS GALA MAY 2019 CONT.

The last presentation started with Darrelle Downs, representing the SYRCA Board, where she presented the school with a set of all thirty Finalists for the 2019 Willow awards, a commemorative plaque, and gifts for the Gala organizers: Lindsay Shawarski, Olya Kowaluk, Tony Barios, Janine Hayward, Nicole McNabb, and Erin Beckie. The award for the Snow Willows was then presented to **Miriam Korner** for **Yellow Dog**. Miriam told us how happy she was to be here, and that she writes for all of us.



After the Ceremony, a reception was held in the library for all the authors, student participants, and invited guests. A wonderful way to end a wonderful day of celebration.



Respectfully submitted by, **Darrelle Downs Treasurer and Gala Liaison** 

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THE WILLOW AWARDS