

# Public Legal Education Association

## ▪ 2008 Annual Report ▪

### President's Message

What has PLEA been up to? Many of you are so busy as citizens of this great province that you may not have kept up with all the 'comings and goings' at PLEA. People are busy in all their important roles: as parents, teachers, lawyers, students, caregivers, salon workers, drivers and so forth. Chances are although you may not have had time to keep up with what PLEA has been up to, PLEA has been thinking about you. More specifically, the staff at PLEA have been thinking about how they can provide tools for people in every walk of life to assist others with their legal information needs. If you are a young person about to move out on your own, PLEA has the information you need. If you have an elderly parent who must move into long term care, PLEA has information to help keep you informed during this process.

The people who work at PLEA have been busy creating new projects which will make a difference in the lives of ordinary Saskatchewan people. When the staff of PLEA think of an issue of importance to Saskatchewan people, they also think of how they can help. The results are as diverse as they are amazing. When Canadians were confused about how Canada's system of Parliamentary democracy functions in times of a minority government, PLEA provided plain language accurate information. When serious social issues like relationship violence face Canadians, PLEA responds with innovative projects to make sure women get timely and accurate information to help them make decisions.

On behalf of the Board of Directors, I would like to thank the PLEA staff for their energy and enthusiasm. Most of all, I would like to thank them for putting their shared commitment to improve our communities into action every day. I would like to thank the Law Foundation of Saskatchewan for their continued financial support. I would also like to thank the Department of Justice (Canada) and Saskatchewan Justice for their continued contribution to PLEA. Through your support of PLEA, you are helping build a more just community.

*Doug Surtees,  
President*

### Our Mission

The Public Legal Education Association of Saskatchewan (PLEA) is a non-profit, non-government, charitable organization which exists to educate, inform, and empower through law-related education. For more information visit our website at [plea.org](http://plea.org).

### Volunteers of the Year

Special thanks go to our PLEA Cam Partridge Memorial Volunteers of the Year for 2008, Ms. Jacky Crouter and Ms. Bev Ross.

Jacky and Bev are our first recipients of this award from outside the legal profession. Their community spirit, energy, enthusiasm, dedication and perseverance have appeared boundless to us in their volunteer work for PLEA. They have put in countless hours for us in a wide variety of tasks and we are extremely grateful for all Jacky and Bev have done for PLEA and our communities over the past two years.



# Executive Director's Message

I am pleased to begin this message for PLEA's Annual Report by saying that it has been another very successful year for us! Funding targets from various sources were met, core plans were accomplished, and project partnerships were forged or fortified. We continue to provide high quality legal education and information to meet the ever-changing needs of the people of Saskatchewan.

Many projects were completed and resources produced, which are highlighted throughout this report. We look forward in 2009 to reaching new goals and completing further projects.

Little of our work is possible without the tremendous support given to us from our chief funder, government departments, other partners, and our volunteers. It may not be possible to adequately express our gratitude to the Law Foundation of Saskatchewan for the Members' ongoing support of our work and public legal education in Saskatchewan from the beginning. We are also thankful for the generous support of the Department of Justice Canada and the Saskatchewan Ministry of Justice.

We also express gratitude for the financial support of various sponsors or partners, including Selected Independent Funeral Homes, Office of the Treaty Commissioner, Information Services Corporation of Saskatchewan, the Saskatchewan Human Rights Commission, Saskatoon Community Clinic, Saskatchewan Teachers' Federation, and the Law Society of Saskatchewan. We are also very thankful for the support of the Canadian Bar Association Saskatchewan Branch, College of Law, Saskatchewan Legal Aid Commission, Saskatchewan Ministry of Education, Saskatoon Public Library, and public libraries throughout the province.

We are extremely grateful for the volunteer efforts of our exceptional Board of Directors and the institutions that appoint some of these members. Their guidance and support is extraordinary. Our speakers and reviewers of our publications are also invaluable PLEA volunteers and we gratefully acknowledge their help as well.

Finally, I thank, with deepest gratitude, PLEA's staff. I feel it is one of the most efficient, hard-working, intelligent, and conscientious teams that an organization could ever choose. We are a fortunate province that they have chosen PLEA, and that they are working to inform all citizens about our laws, rights, and responsibilities!

Joel Janow,  
Executive Director

## Programming

27 Speakers Bureau and 12 School Law presentations were delivered by 35 volunteers throughout the province. 195 contribution-in-kind professional hours were committed to by volunteers.

Over 179,000 print publications were distributed, including 7,010 copies of *The PLEA*, 31,543 school resources and 140,723 resources for the general public.

Over 116,000 resources were accessed online.

## Highlights

PLEA made great strides in 2008 in a number of areas, from the development of new and innovative resources to ways to make our resources more accessible, increase our profile and serve the public better by handling information more efficiently and effectively.

*Touching Spirit Bear: The Novel Study* introduces middle-years students to traditional Aboriginal justice in a unique way. With this resource English Language Arts teachers are able to support the study of Ben Mikaelson's popular novel, *Touching Spirit Bear*, with relevant Canadian-based legal information. PLEA distributed 624 copies of *The Novel Study*, while a record 2,400 resource downloads were recorded from plea.org. Evidencing its impact, *Touching Spirit Bear: The Novel Study* was the topic of a feature article in the December STF *Bulletin*, the Saskatchewan Teachers' Federation monthly periodical with a circulation of 23,000.

*It is always difficult to find good activities and material to supplement a novel study so your resource will help immensely.*

Teacher Librarian

*The PLEA* newsletter continued to gain prominence in Saskatchewan's schools in 2008. Even with a 30% increase in the print run, growing demand for *The PLEA* depleted shelves of both current and back issues.

*Consumer Smarts for Hip Teens*, inspired by the marketing campaigns of the 1950s, was another run-away success and the first issue of *The PLEA* to feature a full-length print companion piece, *Consumer Smarts for Hip Teachers*.

# The New Face of PLEA

In November, PLEA's logo was modernized to align PLEA's branding with current marketing practices. The logo's shape has been changed from a semi-circular design to a linear design, and a new font with clean, classic lines. These changes increase the logo's readability and visual impact.



The full name "Public Legal Education Association of Saskatchewan" has been replaced with the less cumbersome and more commonly-used acronym, "PLEA". The graphic, with the scales of justice, wheat and an open book, bridges existing brand awareness to current trends. The new positioning statement "Legal Information for Everyone" summarizes what PLEA does.



*Cell Phone 411*, a guide for responsible cellular telephone use, proved to be the most successful issue of *The PLEA* yet, requiring a reprint to fill unmet demand after shipping all copies in three weeks.

*I have just received and read the Cell Phone 411 edition, and want to commend you on several fronts: the content, style, colouring and visual layout all contribute to a first rate instructional resource. Thank you for the continued production of high quality materials.*

*Social Science Consultant, Saskatchewan Ministry of Education*

*Purple Bear, Yellow Bear* is a simple yet effective colouring book that deals with discrimination, inclusiveness and handling differences in a way that appeals to young audiences. It allows teachers to introduce human rights issues to students by relating these issues to situations the students themselves might face. With a reprint, PLEA has distributed over 25,000 copies of this resource to schools across Saskatchewan.

*They are excellent.  
It will fit nicely with my curriculum.*

*Elementary School Teachers*

*Standing Up Against Domestic Violence: A Resource for Salon Professionals* is a unique publication that puts succinct and accessible information about domestic violence in the hands of salon professionals. Thousands of salon professionals in hundreds of salons across the province share a special relationship with their clientele, a relationship based on trust and understanding, and this resource gives them a tool to be a powerful force in the fight against domestic violence. The resource and supporting material were distributed to over 800 salons across the province.

*We are very impressed! Congratulations for a well thought-out and extremely well-written document.*

*Department of Justice Canada - funder*

*plea.org* is being completely re-engineered by a professional website design firm. With the new infrastructure and design, visitors to the site will be able to navigate the website in a more efficient and convenient manner. PLEA looks forward to the launch of the newly engineered website in the Fall of 2009 and extends a thank you to the Law Foundation of Saskatchewan for the generous funding that made this possible.

*UTOPIA* (ultimate totally organized perfect information assistant) is coming to PLEA. The result will be one ultimate database to more easily enter and draw out information concerning product distribution and inventory, and PLEA presentations. This will allow PLEA to have access to critical information concerning where and how our services and resources are being used. This information can then be used to make strategic decisions concerning the use of our resources.

*PLEA* is fortunate to have the support of the community for the work that we do. We often hear from organizations that find our publications are valuable to them in their work. As well, organizations such as the Saskatoon Community Clinic, the Saskatchewan Teachers' Federation and Selected Independent Funeral Homes have supported our work through financial and in-kind donations.

*These are really excellent pamphlets. I have a lot of front line people working under me and they can really use something like these.*

*Health Care Coordinator*

*I do a lot of training of other Canada Revenue Agency employees. That's where I have found PLEA's publications extremely useful. PLEA's publications are easy to read, not burdensome, explain matters in a very straightforward manner and are informative.*

*Estates and Trusts Auditor, Canada Revenue Agency*

# Board of Directors

<b>Doug Surtees, BA, B.Ed., LLB, LLM</b> President	College of Law
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<b>Heather Jensen, B.Hum., LLB</b>	Law Society of Saskatchewan
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<b>Taras Udod, BA, B.Th., M.Div., LLB</b>	Member at Large
<b>Zandra Wilson, BA, LLB</b>	Member at Large

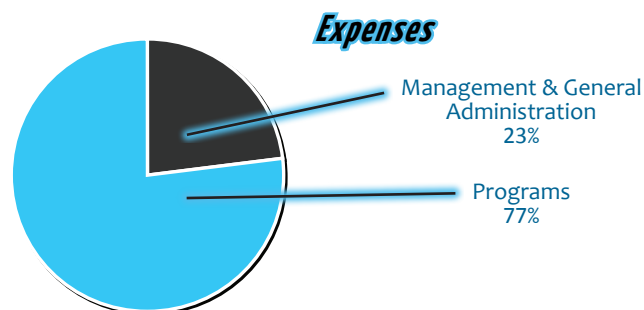
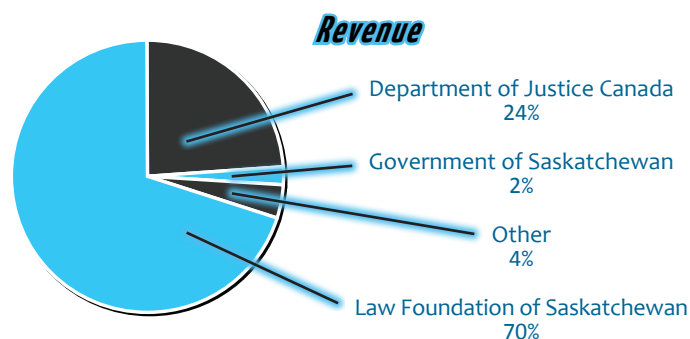
# Staff

<b>Joel Janow, BA, LLB</b>	Executive Director
<b>Sharon Peterson, B.Comm.</b>	Administrative Coordinator
<b>Carol Colville, CMA</b>	Financial Administrator
<b>Allyson Gagne, LLB</b>	Legal Writer
<b>Jocelyn Gagne, LLB, LLM</b>	Legal Writer
<b>Jonas Kiedrowski, BA, B.Ed.</b>	Youth & Schools Coordinator
<b>Ferne Hebig</b>	Program Assistant
<b>Shannon Torwalt</b>	Program Assistant

# Financial Summary

	<b>2008</b>	<b>2007</b>
<b>Revenue</b>		
Grants	\$ 686,300	\$ 684,118
Donations and Sponsorships	7,336	6,000
Advertising	2,000	1,000
Interest	3,714	4,904
Memberships	660	440
Miscellaneous	6,244	1,189
Portfolio Program	3,923	6,718
Publications	48	125
<b>Total Revenue</b>	<b>710,225</b>	<b>704,494</b>
<b>Expenses</b>		
	<b>708,946</b>	<b>703,826</b>
<b>Excess of Revenue Over Expenses</b>	<b>1,279</b>	<b>668</b>
<b>Net Assets, Beginning of Year</b>	<b>63,915</b>	<b>63,247</b>
<b>Net Assets, End of Year</b>	<b>\$ 65,194</b>	<b>\$ 63,915</b>

To obtain a complete Financial Statement, please contact PLEA.



## PLEA is funded by

- The Law Foundation of Saskatchewan

## With grants and assistance from

- Department of Justice Canada
- Saskatchewan Justice

## And additional support from

- Information Services Corporation of Saskatchewan
- Office of the Treaty Commissioner
- Selected Independent Funeral Homes
- Saskatoon Community Clinic
- Saskatchewan Teachers' Federation