



TD Summer Reading Club

2022 Impact Report

Developed by



In partnership with



Library and Archives
Canada

Bibliothèque et Archives
Canada

Title sponsor



TD READY
COMMITMENT

The valuable role libraries play

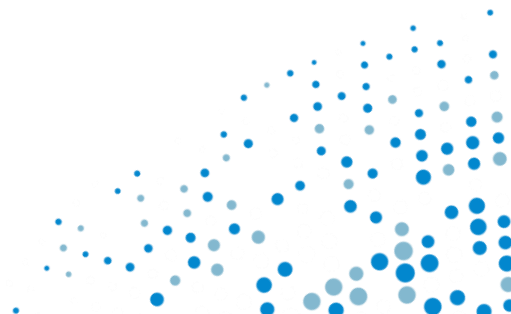
TDSRC is helping prevent learning loss for Canada's kids

The TD Summer Reading Club (TDSRC) program has reached over 8 million children since its inception, offering fun, free activities, events and programs at more than 2,200 public libraries across Canada and online. The Club inspires kids to explore the joy of reading their way and helps prevent learning loss by encouraging children to engage in reading and learning activities all summer long. This has never been so important now that learning loss has been exacerbated by COVID-19 service disruptions, which have had a greater impact on equity-deserving communities including Black, Indigenous and People of Colour (BIPOC). Studies show children living in low-income areas lost more academic skills than their middle-class peers did.

Experts recognize that learning recovery for vulnerable students requires enhanced supports for reading and math over the summer. Investment in summer reading and learning programs such as the TDSRC are key to supporting vulnerable kids as we recover from the pandemic.

Toronto Public Library, Library and Archives Canada, the CNIB Foundation and thousands of participating public libraries across the country have expanded TDSRC engagement and activities this year to deliver more specialized hybrid programming throughout the summer for kids and families to discover and enjoy.

As you read through this report, we will share the TDSRC's impact in 2022 and include information, statistics and compelling testimonials from kids and their families, demonstrating how this vital program is making a positive difference in the lives of children across Canada. Thank you to all the libraries who participated during the year and made this program possible.



2022 Theme and Illustrators

Once Upon a Time: Myths and Legends

This year, kids were invited to discover the magic of stories and storytelling through fairy and folk tales and to be inspired to tell their own stories.



Award winning children's illustrator Rob Justus gave the program a fun look with broad appeal.



Dominique Pelletier created the French web comic.

“The beautiful art is what really drew me in, the art seems like a cartoonist did it but [the] crayon brush they used online really makes it kiddish and fun.”

- 2022 Kids Survey Participant

“Two years ago three of our eight children were diagnosed with hearing loss. Today my 8yr old daughter came to me so excited that she had found a child with hearing aids in her reading log. Please extend my thanks to Rob Justus for his sensitive illustrations that made my daughter feel seen and included.”

- L. MacDonald, a grateful parent



Toronto author-illustrator Soyeon Kim created a magical English web comic that attracted 13,095 views (up from 11,221 in 2021).

StoryWalk® and Launch Events

We expanded StoryWalk® to feature two titles in 2022: Danielle Daniel's ***Sometimes I Feel Like a Fox*** and Elise Gravel's ***I Am Scary***. There were 800 kits distributed to libraries across the country in support of socially distanced, outdoor programming. Panels featured QR codes giving access to audio versions of the stories for kids with disabilities.

Recognizing creativity and dedication to programming

Since 2007, the TD Summer Reading Club Library Awards have recognized and rewarded the most innovative and effective TDSRC programs at local libraries across Canada thanks to TD Bank's support. The 2021 Library Awards were presented in person at the Rendez-vous des bibliothèques publiques du Québec in Montreal in May and virtually at the Atlantic Provinces Library Association conference in June 2022. The awards include cash prizes for dedicated libraries to support quality programming across the country. Penhold & District Library took first place for their creative Mobile Summer Reading program.



A Francophone launch event was held at Bibliothèque Municipale Émile-Nelligan in June 2022

A national launch event was held at the Bill and Helen Norrie Library in Winnipeg, featuring a workshop with Soyeon Kim, our 2022 Web Comic Creator



2022 Promotion and Outreach



We continued to connect libraries through our Facebook staff members group with over 600 members.



This year we distributed over 2 million print materials, including an origami promotional bookmark for kids.



The TDSRC team created a teaser video to support online and remote school outreach.

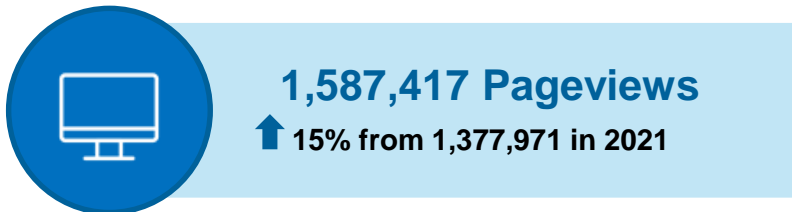
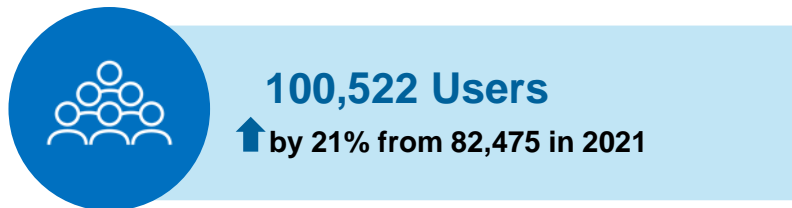
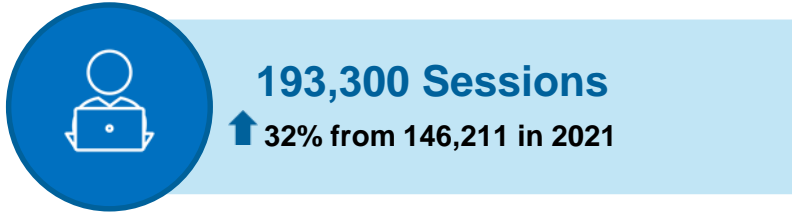


The TDSRC team piloted four Facebook live programs featuring storytelling in French Canadian, African, Indigenous and Kamishibai traditions, which engaged 374 people.

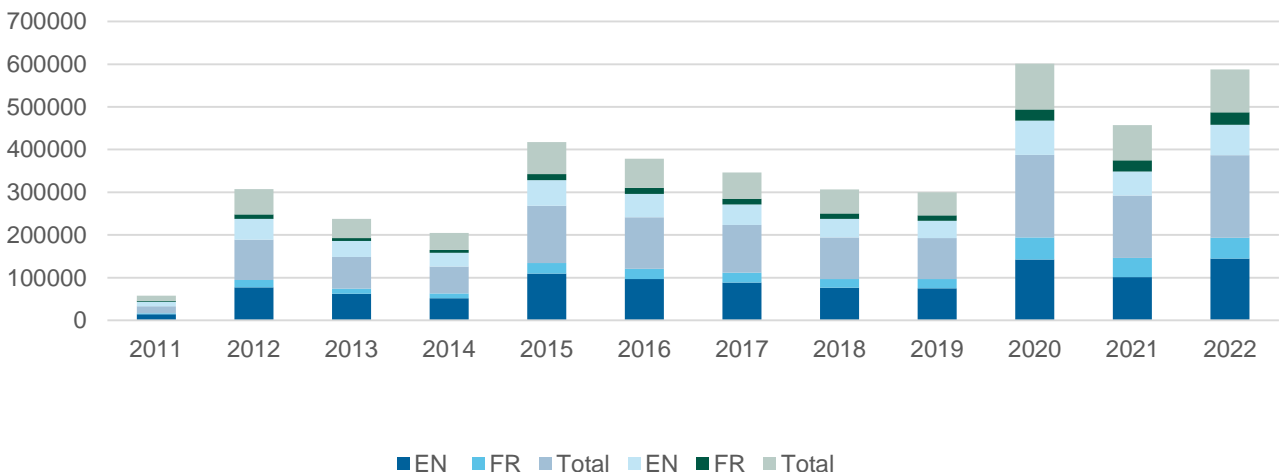
Online TDSRC Activity

(June 13 to Sept. 6, 2022) on tdsrc.ca

The TDSRC kids' site continues to keep kids engaged in fun reading and learning activities during the summer months. The statistics below show substantial increases in engagement.



Total kids' site users and sessions (2011–2022)



Impact Across the Country in 2022

This summer, libraries across the country saw an increase in registration and an even greater return to participation in programs and events, which demonstrates the expanding reach of the program.



231,104 Kids registered

78% increase compared to 129,513 in 2021



24,731 Programs/events

110% increase compared to 11,769 in 2021



369,877 Kids who participated in programs/events

48% increase compared to 249,513 in 2021



Program Impact

Participants were surveyed to measure changes in reading behaviour and attitude, which are key indicators of the program's impact and kids' future success in life.



98% of kids will consider joining the Club again.



97% of caregivers say their kids read the same amount or more over the summer.



98% of caregivers agree their child has maintained or improved their reading skills over the summer.



96% of caregivers agree their child's confidence was maintained or increased.

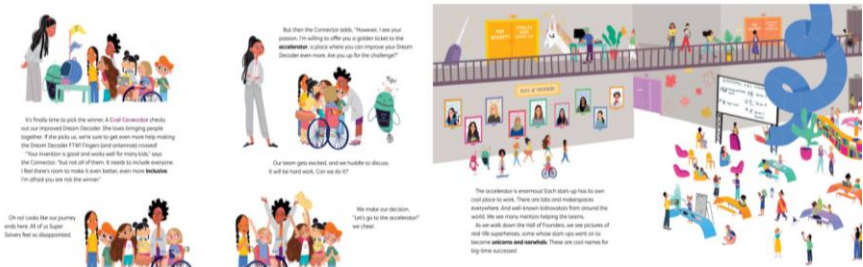
TDSRC Kids' Site

Launched on June 13, the site encouraged kids to sign up virtually as club members and create online notebooks to track their reading, earn badges, record and recommend books to peers, and share and 'like' jokes, silly stories and story endings.



Online Author/Illustrator Programs

Kids enjoyed fun workshops from their favourite Canadian authors and illustrators, including Valene Campbell and David A. Robertson, available through the Canadian Children's Book Centre as well as the TDSRC kids' site (with 3,809 views).



Free ebooks

Kids had access to 85 ebook titles free without wait lines or restrictions, resulting in 27,560 views, up by 20% (22,114 views in 2021).

What Grateful Parents Had to Say...



Our children have always had reading as a part of their daily lives and evening routine but over the summer, with this reading club, we have witnessed their enjoyment blossom into a love of reading like I had never expected. They are eager to return to the library at least twice a week, relish their chance to peruse the shelves for their next adventure or discovery and are excited to share what they've experienced with everyone around them. It has not just become an occasional outing for our family but a habit that feels cemented into the natural rhythm of our lives.

Since we are there so often we now plan meet ups with other families, my husband and I have begun checking out books for ourselves and I've joined a book club with other moms in our community.

Thank you so much for the positive impact you've made on our family's lives and the lives of others in our community.

- Jeannette Tomilson, parent



My daughter has dyslexia and severe ADHD. She spent several of her school months in reading recovery to help with her reading. It can be extremely challenging getting a 7yr old to read consistently during the summer months. The TDSRC motivated her to read daily in a way I couldn't have done. She was very excited to mark her books down in her booklet all summer long. We read together and she read to herself, she even read to our cat. He enjoyed it very much! Thank you for helping me and my daughter stay on track this summer!

Grateful parent – 2022 Parent Survey





Thank You.

Together, we are building strong foundations for children through reading and learning thanks to the continued commitment of public libraries across the country.

For more information, please contact

Jessica Roy
Manager, TD Summer Reading Club
Toronto Public Library
jessicaroy@tpl.ca | 647-804-1050

Lianne Fortin
Program Manager, TD Summer Reading Club,
Public Services Branch
Library and Archives Canada / Government of Canada
Lianne.Fortin@bac-lac.gc.ca | 613-552-3568