

2016 Annual Report



Greetings from the President & Executive Director



As every parent and caregiver knows, childhood goes by in a flash. And sometimes it doesn't. Some days are filled with joy and laughter and hugs and kisses. Those are the days we wish would never end. Others days feel like an eternity with too many demands for our time and energy and we can't wait for them to be over. What we know, and what research tells us, is that how we deal with each day—no matter what it brings—and how our children experience both the good days and the bad, are important to brain development, to developing resiliency and to their ability to learn.

That's why Mothercraft has committed itself to not only providing the high quality services families and professionals expect from us but to also think about

the ways service systems work. We've done this by sharing our knowledge and experience with our partners in government and by working closely with service organizations and stakeholders in our communities. We are committed to ensuring that the policies and programs meant to support families whose children have special needs, families whose life experiences present particular challenges, and families who are new to the country and may not know how our systems work, are integrated as much as possible and focused on optimizing early childhood experiences so that every child is able to thrive.

In recent years, all of Mothercraft's service areas have undergone a massive amount of transformation—the introduction of new legislation governing licensed child care and early years programs; the transformation of the child and youth mental health system; the introduction of a provincial special needs strategy; to name only a few. The changes have been massive, historic and long overdue. These are exciting, and exhausting, times.

In 2016, Mothercraft staff contributed to many system-level initiatives: working with Toronto Children's Services to

strategically re-envision the Toronto Child & Family Network and its workgroups; providing input into various components of Ontario's Special Needs Strategy planning, locally and provincially; contributing expert advice to the Ministry of Children and Youth Services on policies and strategies to prevent, and deal with, the effects of Fetal Alcohol Spectrum Disorder; participating in the review of the College of Early Childhood Educators' Code of Ethics and Standards of Practice; contributing to the body of knowledge across Canada, and internationally, on best practices for supporting families who are dealing with substance abuse, trauma and violence. We are so very proud of the contributions Mothercraft staff have made to these important efforts.

Our desire to ensure services work better for children and families has been internally-focused as well. This past year, with the help of external experts, Mothercraft undertook an organizational review to analyze our structure, to determine if staff have the appropriate supports in place to do their work and to make sure our internal processes are efficient and effective. We learned a lot, have made some adjustments and

will be implementing additional changes in the coming year.

Mothercraft College engaged its many stakeholders—students, graduates, post-secondary education partners and funders—to determine if the scope and mandate of the college, which is exclusively focused on the education and training of Early Childhood Educators, continues to be relevant. The answer was a resounding “yes”, and we are now looking at how we can best leverage our expertise, experience and reputation for excellence as we look to the future of Mothercraft College. There are many exciting recommendations arising from the College Review that the Board of Directors will consider over the next several years. Stay tuned!

Mothercraft's Mission is *“to support healthy child development and strengthen families”*, a simple statement with very broad implications. It's one we take seriously and with a sense of urgency because, while childhood is a journey, not a race, the stakes are high and our children's future is too important.

Shawn Adams, President
Michele Lupa, Executive Director

Highlights from 2016



Dr. Mary Motz, clinical psychologist, and **Margaret Leslie**, Director of Early Intervention, present at several international conferences, including: **World Association of Infant Mental Health (WAIMH) World Congress** in Prague, Czech Republic (pictured); Child Welfare League of America's National Conference in Los Angeles, USA; and, International Conference on Child abuse and Neglect (IPSCCAN) in Calgary, Alberta.

Mothercraft hosts a two-day provincial training and symposium on **Fetal Alcohol Spectrum Disorder (FASD)** in partnership with FASD Ontario Network of Expertise and the Public Health Agency of Canada. Close to **400** delegates hear presentations on the latest research and practices in the field of FASD.

Breaking the Cycle is cited in **two international journals**: *Frontiers in Psychiatry*—“*Attachment Theory and Maternal Drug Addiction: The Contribution to Parenting Interventions*”; and the *European Journal of Medical Genetics*—“*Interventions in Fetal Alcohol Spectrum Disorders: An International Perspective*”.

Michele Lupa is invited to join the **Minister of Education's Early Years Advisory Committee**, representing the Ontario Early Years Provincial Network.

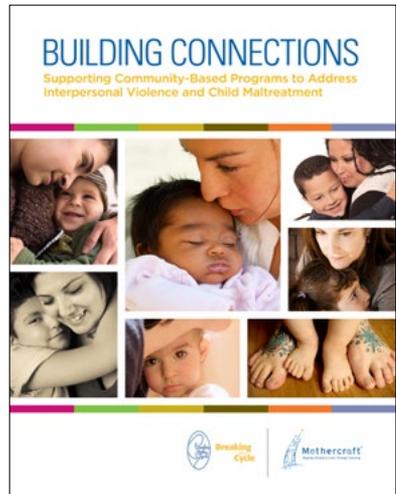
Glory Ressler is invited to act as a National Representative for Canada and conference presenter at the **2017 World Forum on Early Care and Education**, to be held in Auckland, New Zealand.



Mothercraft College students and staff provide Saturday morning programs for **Syrian children** organized by the **Family Supports Institute of Ontario (FSIO)**.

Referrals to and from Mothercraft's **CityKids** program hit an all-time high: **948** new children are referred into the program in 2016; **1,173** referrals are made by Service Navigators to other programs and services across the city for families.

The **Building Connections** team delivers a national training webinar "Using Trauma-Informed and Relational Approaches to Help Women and Children Experiencing Interpersonal Violence". The resource manual is disseminated to over **800** community-based projects across Canada.



Mothercraft College is highlighted in **Learning Curves**, published by the **Worker's Education Association of Canada**, and is described as "a quality early childhood education diploma program at a college that feels like home".

In Their Own Words

“Acquiring this training has been a life altering experience. I couldn’t be more confident in myself as an RECE.”
—*Mothercraft College graduate*

“Mothercraft was the first place where (my children) learnt and enjoyed their time here in Canada, and it won’t be forgotten.”
—*Eaton Centre CED parent*

“We’re so lucky to have you and the rest of the Mothercraft team as part of the village helping us raise our children.”
—*Robertson House CED parent*

“There are no words to describe how appreciative we are. How far we have come and how fast has time flown!”
—*Brookfield Place CED parent*

“The Enhanced Language Training program was a stepping stone for me ... It gave me a broader insight into the early childhood development area and provided me with valuable work experience in my new country.”
—*Enhanced Language Training student*

“I have learned so much as a parent at Mothercraft. It is a safe and fun space for me and my family.”
—*DEYC parent*

“This really affirmed the good work community-based projects do and their importance in helping families and children thrive.”
—*Building Connections community partner*

“Thank you guys so much for helping us in every way. All this bring tears to my eyes because you feel like family to me knowing that I don’t have nobody here. I can’t get tired of thanking you guys ... thank you again so much!”
—*CityKids parent*

The Year in Numbers

4,442

Children served

4,412

Parents/
caregivers
served

185

Child care
spaces

39,947

Visits by children &
parents/caregivers

111,022

Hours of service provided

2,256

Referrals from Mothercraft

2,304

Referrals to Mothercraft

6,101

Professionals trained

61

ECE
graduates

115

Students enrolled

208

Student placements

224

certificates granted

101

Employees

6

Main
program sites

8

Satellite
program
sites

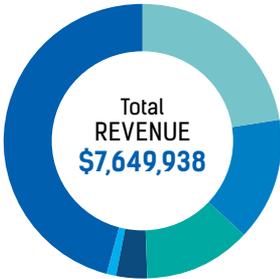
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Protocols
and official
linkages

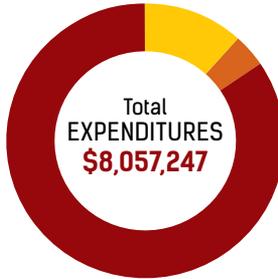
Financial Statements

Statement of Operating Revenue & Expenditure

For the year ending December 31, 2016



- 45.9% Child Care, Tuition & Training Fees
- 22.5% Provincial Funding
- 14.4% Federal Funding
- 12.7% Municipal Funding
- 3.5% Donations & Other Operating Income
- 1.0% Other Grants



- 84.6% Direct Expenditures
- 11.6% Administrative Operating
- 3.8% Amortization



- 58.0% Early Childhood Development
- 20.8% Education, Data and Community Research
- 20.0% Early Intervention
- 1.2% DYS-MITSS Project

Annual operating shortfalls are offset by revenues from Mothercraft's Investment Portfolio.

Thank you to our Funders

City of Toronto, Children's Services Division
Ministry of Children and Youth Services
Ministry of Education
Immigration, Refugees and Citizenship Canada
Public Health Agency of Canada
University Health Network, Psychosocial Oncology and Palliative Care, Princess Margaret Hospital Foundation

Thank you to our Donors and Gifts-in-Kind

Borden Lander Gervais
Jarvis & Associates
Kanchan Joshy
Voy Stelmazynski

Thank You to Our Staff and Board

2016-17 Board of Directors

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(President)

Mohamed
Bhamani

Cari Covent

Jennifer Hirshfeld

Brooke Hunter

Sue Hunter
(Member-at-
Large)

William Jackson

Melinda Lo

Mariana
MacIntosh

Tanzeel Merchant

Gina Rogakos

Tiffany
Seccareccia
(Treasurer)

Carolyn Shaw-
Rimington
(Secretary)

Basia Ujejska
(Past President,
Ex-Officio)

2016 Staff

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Anna Arakelyan
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Nahid Ashna
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Sandra Garcia
Sarah Garcia
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Maria Lombardo
Mareece Lowes
Risto Lozanovski
Michele Lupa
Sandra
Mageau-Marsh
Christine Caroline
Maina
George Marhasin
Alexandra Mazina
Sue McWatt
Ashley Miller
Mahnaz Mirzaei
Rachel Monahan
Andy Van Xuong
Mong
Andrew Moorhead
Alana Morgan
Debbie Morson
Mary Motz
Lidija Naumovska
Diana Nedd
Fateme Nemati
Joan Ngasa
Peter Nguyen
Debbie Nystrom
Camelia Pana
Sandra Pang

Brandie Parsons
Kimberley Pawluck
Randi Paxton
Katie Pearson
Nguyen Peter
Rosa Phanlith
Devon Physick
Grace Ponte
Katehba Rahimi
Manoj Rashaily
Effat Razavi
Norette
Rene-Gougeon
Glory Ressler
Ybella Reyes-Noritz
Sheryl Salmon
Patricia Santos
Sonia Santos
Chelsea Schuringa
Shanene Simpson
Athena Skliros
Maryn
Smyth-Commodari
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Irina Sverdlova
Lalaine Tan
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Jean Varghese
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Gert Wieland
Claudette Wilson
Shahlla Yousufi
Samar Zuberi



Strategic Plan Progress Report: Year 3

Strategic Direction 1

Build on early learning and early intervention expertise with enhanced and relevant programs

GOALS

1 Continue the delivery of excellent programs and services to ensure that children and families are able to grow and develop.

2 Integrate the promotion of children's mental health approaches across all Mothercraft programs to ensure that families benefit from Mothercraft's accreditation as a children's mental health organization.

3 Strive to become a Best Start Child and Family Centre to ensure that Mothercraft continues to contribute its experience and expertise to the early learning and family support sector.



2016 was another busy year, reacting and responding to the needs of our communities across all of our program areas. Here are some things we're especially proud of:

» Development of Social Risk Indicators Infographics—In anticipation of the release of the 2016 provincial Early Development Instrument (EDI) survey results, Mothercraft's Data Analysis Coordinators prepared a series of one-page infographics on Social Risk Indicators. SRIs are the community characteristics that correlate with poor

child development based on research and population health evidence. The infographics were meant to provide a social determinants of health context to child development data like the EDI, which measures child development in five domains areas: Physical Health and Well-Being; Social Competence; Emotional Maturity; Language and Cognitive Development; and, Communication Skills and General Knowledge.

Roughly every three years, senior kindergarten teachers across Ontario complete a simple, anonymous questionnaire about the domains for each of

Strategic Direction 2

Strengthen leadership through innovation and partnership

GOALS

1 Assess the scope and mandate of Mothercraft College to ensure that it is well positioned to meet the needs of a transformed sector.

2 Develop a Partnership Framework to ensure that all existing and new partnerships support Mothercraft's sustainability and strategic leadership goals.

3 Invest in innovative research, evaluation and program development to ensure that Mothercraft supports and provides leadership to its services sectors about how to maximize impact for the community.



their students. The results are rolled up and used by schools, governments and community service organizations to determine, at a population level, how well our children are doing developmentally and what we might do, through programs and curriculum, to improve the results. In the past, Mothercraft's DACs have analyzed this data and helped to translate it into neighbourhood-based reports that have been used to inform early years' programming across the city.

Unfortunately, at the end of 2016, Mothercraft's contract to provide

DAC services was transferred to the City of Toronto after approximately 13 years of providing this service. Our thanks go out to Andy Mong, Nikita Desai and Jean Varghese for all their hard work. We wish them all the best in whatever they do next!

» **Involvement in National Multi-Year Research Projects on FASD**—Mothercraft's *Breaking the Cycle* program was invited to partner on two projects: a multi-site evaluation on FASD prevention with holistic programs reaching pregnant women at risk; and another using screening,

Strategic Direction 3

Strengthen organizational capacity

GOALS

1 Enhance and promote an organizational culture that is strongly rooted in Mothercraft values and foundational theories to ensure that all staff, students and volunteers share the same approach to their work.



2 Develop a strong and effective organizational structure and operational model that maximizes staff talents to ensure effective practices are in place.



3 Utilize and leverage emerging innovations in technology to ensure that the impact of Mothercraft's programs and services is fully realized.



training and data to address women's alcohol use in pregnancy.

» **Continuing the "Check It Out" Project**—Check It Out (CIO) is a city-wide project whose goal is to encourage the early identification of developmental concerns in young children by de-stigmatizing and regularizing the way we talk about them and the way families are able to access support to identify them. Based on best practices already in place in many communities, the CIO toolkit brings together tips, tools and advice about how to offer child health, development and well-being

screening days in community settings which are an important ways to identify children who may need extra support what they need sooner. The project also includes a parent education component with tip sheets and posters to help parents know what to watch for and when to seek out help. CIO will be formally launched in the fall of 2017.

» **Embedding Wellness and Children's Mental Health across all of Mothercraft**—At this year's all staff professional development day, the promotion of good mental health—for children, for

*As a result of various system and policy changes happening in some of Mothercraft's service areas and/or the emergence of new, unexpected priorities, these three strategic goals were put on hold or deferred in 2016 across the whole organization.

4 Strengthen the marketing and branding of Mothercraft to ensure that it is widely recognizable by stakeholders and the public.

5 Develop a comprehensive framework of financial policies and practices to ensure financial stability.



An Update on Mothercraft's 5-year Strategic Plan



families and for our staff—was the focus of the day's activities. Presentations by the Canadian Mental Health Association about how to do self-care, a nutrition and yoga session on the importance of diet and exercise for our mental health and well-being as well as a half-day session by the Psychology Foundation called "Kids Have Stress Too". The training provided tips and strategies about how we, as professionals working with children and families, can help them to manage and maintain good mental health.

Our strategic activities continue to be influenced by various policy and legislative changes and Mothercraft continues to contribute its experience and expertise to planning and implementation activities related to:

» **Child Care and Early Years Act.** The Government of Ontario continued its multi-phased approach to enacting the CCEYA with the introduction of the second phase of regulations in the latter half of 2016. Along with other sector leaders in licensed child care across Ontario, Mothercraft

Strategic Plan – What’s Next?

What in Store for 2017?

- » Continued Exploration and Planning for an Expansion of Child Care Operations
- » Responding to New Developments for the Creation of Ontario Early Years Child and Family Centres
- » Enhancing Understanding of Infant and Early Childhood Mental Health
- » Supporting our Staff to Achieve Excellence

contributed to the development of the regs through its involvement in the Quality Early Learning Network. Combined with the new pedagogical framework for early learning “*How Does Learning Happen?*” child care in Ontario has been fully modernized with an entirely new approach that is child-focused and rooted in the latest research.

» **Planning for Ontario Early Years Child and Family Centres.**

Following the Premier’s announcement in the early part of 2016 to transform all existing provincially-funded family support

programs over the next several years, Mothercraft worked very closely with government, municipal partners and other early years’ centres across Toronto and Ontario, to help inform planning for the implementation of this exciting new initiative. OEYCFCs will leverage the decades of experience practitioners in the family support sector have developed and aims to enhance the scope of programs and support offered in these new centres through a “hub” approach.

» **Announcement of Ontario’s FASD Strategy.** As noted in the

Where to Find Us

32 Heath St W

Toronto, Ontario, M4V 1T3
416-920-3515
Robertson House Centre for Early Development, Ontario Early Years Centre (main site), CityKids, Executive Office & Administration

646 St. Clair Ave W

Toronto, Ontario, M6C 1A9
416-483-0511
Mothercraft College, Community Data Group, Ontario Early Years (satellite site)

860 Richmond St W, Ste 100

Toronto, Ontario, M6J 1C9
416-364-7373
Breaking the Cycle, Pregnancy Outreach, Parent-Infant Program

10 Front St W

Toronto, Ontario, M5J 2S1
416-367-1758
Brookfield Place Centre for Early Development

14 Trinity Square

Toronto, Ontario, M5G 1B1
416-340-9651
Eaton Centre Centre for Early Development

610 University Ave (inside Princess Margaret Hospital)

Toronto, Ontario, M5G 2M9
416-946-4501
Magic Castle

www.mothercraft.ca

“Highlights” section of this report, in March 2016, Mothercraft hosted FASD researchers, practitioners and advocates for a two-day gathering in Toronto. One part training, one part symposium, attendees heard about the latest research findings into the science of FASD, new data about the links between FASD and involvement in the criminal justice system rates, exciting new educational approaches being developed by

school boards in the north that are really making a difference for children who struggle to learn because of their FASD, and promising new practices in community-based interventions. Special guests to the event included Parliamentary Assistant to the Minister of Community and Social Services, Granville Anderson, and Canada’s now-former Chief Medical Officer of Health, Dr. Gregory Taylor.