



# 2019 Annual Report



**Mothercraft**<sup>®</sup>  
Shaping Children's Lives Through Learning



**// I can't recall feeling more joyful and excited about life! I am feeling so proud of myself and continue to make safe and healthy choices and it is because you all gave me the love and support I needed.”**  
*—Early Intervention parent*

# Greetings from the President & Executive Director



**It's been a busy year for Mothercraft.** The strategic planning work initiated in 2018 continued in earnest throughout 2019. And as the Board of Directors considered all of the thoughtful feedback received from families, students, staff, funders and community partners about where the organization should focus its energy and attention over the next several years, an important decision was made: to be bold, ambitious and think longer term when laying down a strategic path for the future.

The complete plan will be unveiled in 2020 but what we can share with you now are the core components of Mothercraft's aspirational vision for the coming decade: *expansion, modernization and leadership.*

Synergistically, we were able to pursue several opportunities in 2019 that will lay the groundwork for this exciting new agenda:

Mothercraft was selected, through competitive processes led by the City of Toronto, to operate two new child care centres: Avondale Centre for Early Development (CED) will provide early learning and care for 72 children in the Yonge & Sheppard area and Midtown CED will serve 52 children in the Yonge & Eglinton area. As an organization that has delivered high quality child care for young children since the 1960's but has not opened a new centre in almost 30 years, we are very excited to expand our programs and provide much needed services to more families. Both centres are slated to open in 2020.

The innovation project hinted at in last year's annual report – one that aims to address the workforce crisis facing the child care sector across Canada – continued to move forward throughout 2019. The project, a partnership with the Learning Enrichment Foundation funded with grants from the Metcalf Foundation and Employment and Social Development Canada, offers individuals who are already working in the early years and child care sector

the opportunity to complete an accelerated Diploma in Early Childhood Education while still working. The model recognizes that, like children, adults learn by doing and gives credit for knowledge acquired on the job so that upgrading can happen more quickly than traditional post-secondary programs. Mothercraft's role was to develop the educational framework for the model. A partnership with the Nova Scotia College of Early Childhood Educators will see a pilot with the first cohort of students in 2020.

Last spring, Mothercraft was proud to host a panel discussion with local experts from the worlds of early childhood health and development, public policy and the private sector about how to engage corporate leaders in the advancement of a more robust system of early learning and care in our city, our province and our country. Leveraging the wisdom, insights and experience of the panelists, audience members were challenged to think about how they could use their voice, and encourage other non-traditional allies, to be champions for children given all we know from science about the importance of early childhood experiences in neurodevelopment, health outcomes and opportunities across the lifespan. The conversation was lively, inspiring and one we look forward to continuing.

What a year! Now on to the next...

**Shawn Adams**, President  
**Michele Lupa**, Executive Director



# Highlights from 2019

With generous support from the Princess Margaret Hospital Foundation, Mothercraft's **Magic Castle** gets a new home to provide support for children whose parents/family members are undergoing cancer treatment. Check out the Transformation Team and the beautiful, bright new space!



**Sara Wolfe**, Indigenous nurse and midwife, founder of Seven Generations Midwives Toronto and a driving force behind the Baby Bundle Project, receives the 2019 Bill Bosworth Memorial Award with her family at the ceremony held in June.



Glory Ressler, Director of Education, Training & Data Division and Canadian National Rep to the World Forum on Early Care and Education, is featured on "**Bonnie's Global Café**" discussing the importance of professional wellness and playfulness in Macau, China.



**Gina DeMarchi** presents Mothercraft's poster at the annual Zero to Three conference in Fort Lauderdale, FL.



The **CityKids Inclusion Awards** are held at U of T's Hart House and presented to: The Davis Centre/Yonge Street Mission, Carleton Village Early Learning Centre, Churchill Chums Child Care Centre and College Montrose Children's Place EarlyON. Dr. Jean Clinton is the keynote speaker and Shanley McNamee, General Manager of Toronto Children's Services, is a special guest.

# Highlights from 2019 (continued)

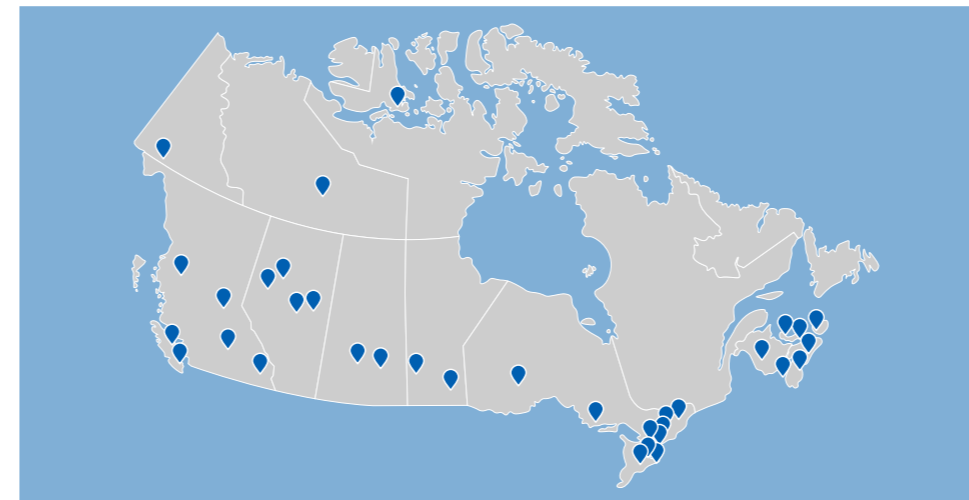


Mothercraft hosts a **panel discussion** on the role of the private sector to advance policy and investment in early childhood development as well as ways to engage corporate leaders in being champions for children.

Panelists include:

- Dr. Mark MacDonald, Lead Partner of Government & Public Sector (Ont) at EY Canada
- Scott McCain, Board Director at the Margaret & Wallace McCain Family Foundation
- Karen Gray, Interim General Manager at Toronto Children's Services
- Dr. Malini Dave, paediatrician
- Moderator is Sue Hunter of Hunter Consultants.

Jad Shimaly, (pictured left), CEO of EY Canada, brings greetings and opening remarks.



A total of **75 facilitators from 34 communities** across Canada have been trained as part of Building Connections as the project enters its final year, including the final group of trainees from Yukon, Nunavut, British Columbia and Ontario.

Building Connections staff publish **four papers** in peer-reviewed academic journals.



Mothercraft College of ECE **goes virtual**, delivering its first online certificate program in December.

Mothercraft is chosen to operate two new child care centres: **Avondale**, (near Yonge/Sheppard) and **Midtown** (near Yonge/Eglinton). Both centres are scheduled to open in 2020.



Building Connections research partners, Dr. Naomi Andrews and Dr. Debra Pepler, on a site visit to **Cambridge Bay, Nunavut**.





his or her own schedule that needs to be supported and respected.

and secure environment.

Mothercraft Centres for Early Development

self-regulation.

by guided experiences in art, drama, music, science, numeracy, and literacy.

dramatic play.

self-help skills.

Mothercraft Centres for Early Development

master skills in independence, self-awareness, and self-esteem.

socially acceptable manner.

Mothercraft Centres for Early Development

master skills in independence, self-awareness, and self-esteem.

socially acceptable manner.

Mothercraft Centres for Early Development



# In Their Own Words

// When I first started in the program I thought my baby was damaged because of my drug use in the pregnancy. My child is 5 years old now. We have a solid routine, he has friends at child care and school, he made big gains with speech and language supports and we enjoy our time together. I know that I am a good parent – I am bigger, wiser and stronger.”  
—*Early Intervention parent*

“ I really just wanted to thank you from the bottom of my heart for everything you have taught me and how much support your program has provided to me and my daughter. I can say without a doubt that you all have changed my life for the best.”  
—*Early Intervention parent*

“ This is a wonderful program. Every morning [my grandson] would get up and be excited to go to school.”  
—*EarlyON grandparent (school readiness)*

“ I gained so many new skills and perspectives. This course has inspired me to learn more and share what I have learned.”  
—*Community training participant*

“ I am able to now make choices for me that my daughter will benefit from and there’s nothing holding me back now from making a good life for me and her.”  
—*Building Connections parent*


// I was very desperate when I came to Canada. ELT program helped me to understand and to experience Canadian early childhood education system, and also it helped me to increased language skills.”  
—*Enhanced Language Training (ELT) participant*

// There are not enough good things I can say about this training and experience. The most welcoming, caring experience I’ve had.”  
—*Building Connections trainee*

“ I have been going to programs at Mothercraft for 3 years. My son has practically grown up there. The staff there are absolutely wonderful, they are the village helping me raise my child”  
—*EarlyON parent*

“ This course has impacted my life in many positive ways. Thank you!”  
—*ECE Diploma student*



A woman in a blue sweater is blowing bubbles with a blue and green bubble wand. A baby in a grey hoodie is reaching out towards the bubbles. Another woman is smiling in the background. The room is decorated with colorful children's artwork on the walls.

**//** In the 20 years I've worked in children's organizations, I've rarely met individuals who genuinely care as much as you do or who put in such an effort. You are one of a kind. We are lucky to have you."  
—*Brookfield Place CED Family*

# The Year in Numbers (2019)

**3,597**  
Children served

**3,513**  
Parents/caregivers served

**185**  
Child care spaces

**31,400**  
Visits by children & parents/caregivers

**135,000**  
Hours of service provided

**2,532**  
Individuals referred to Mothercraft

**2,081**  
Referrals from Mothercraft

**54**  
ECE graduates

**106**  
Students enrolled

**42,432**  
Hours of classroom instruction

**3,803**  
Professionals trained

**444**  
Hours of training provided

**198**  
Student placements

**423**  
Community partnerships

**102**  
Employees

**8**  
Service Locations

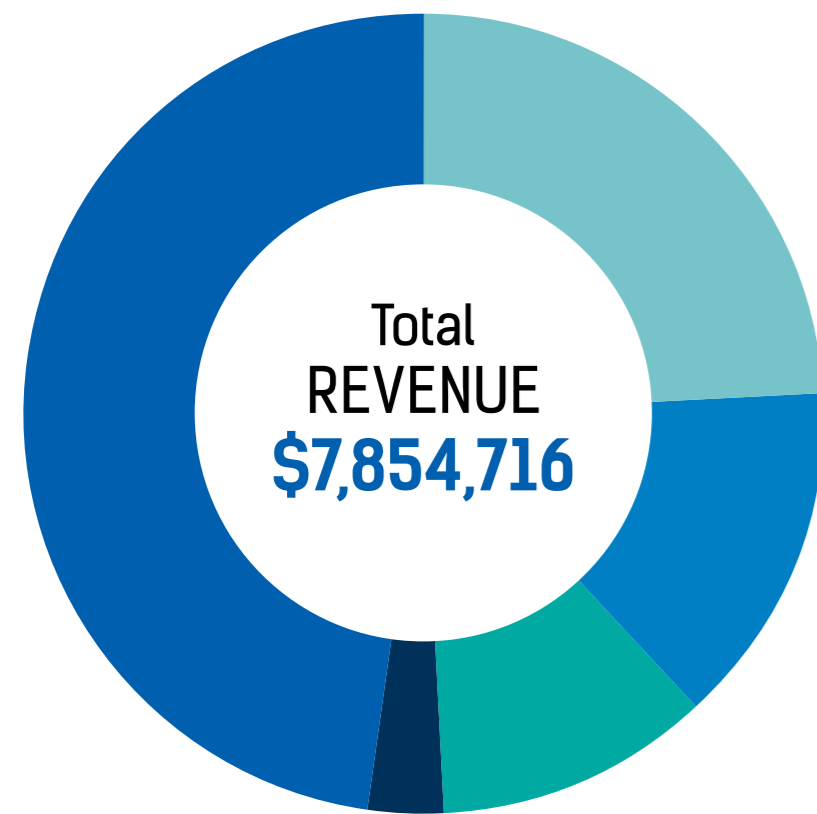


**//** We are so grateful to the staff at the Centre, who have treated us like family and who have always welcomed all of us with open arms.”  
—Community training participant

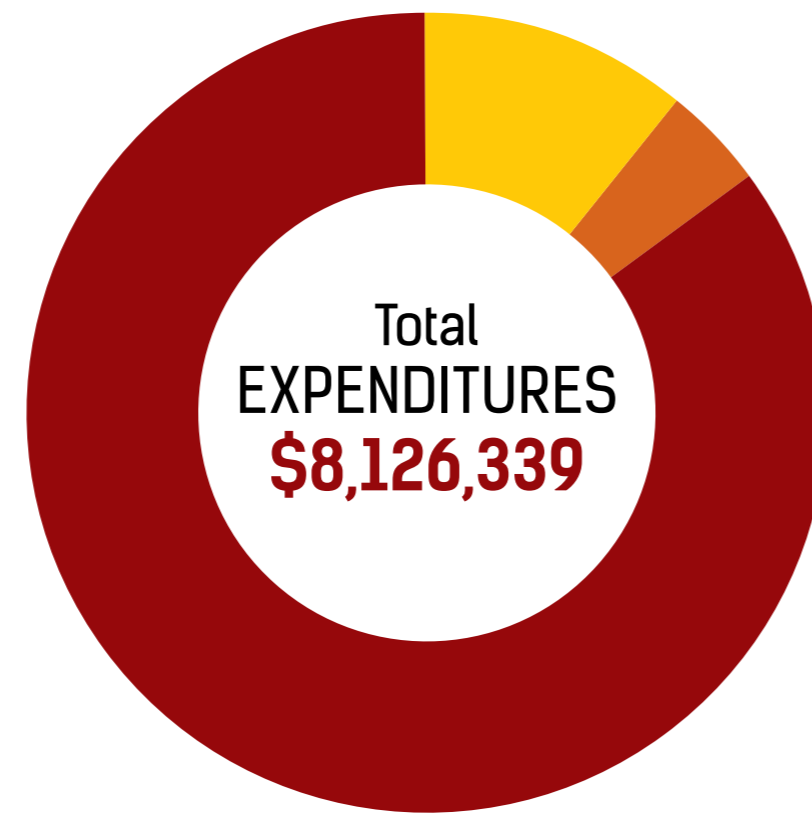
# Financial Statements

## Statement of Operating Revenue & Expenditure

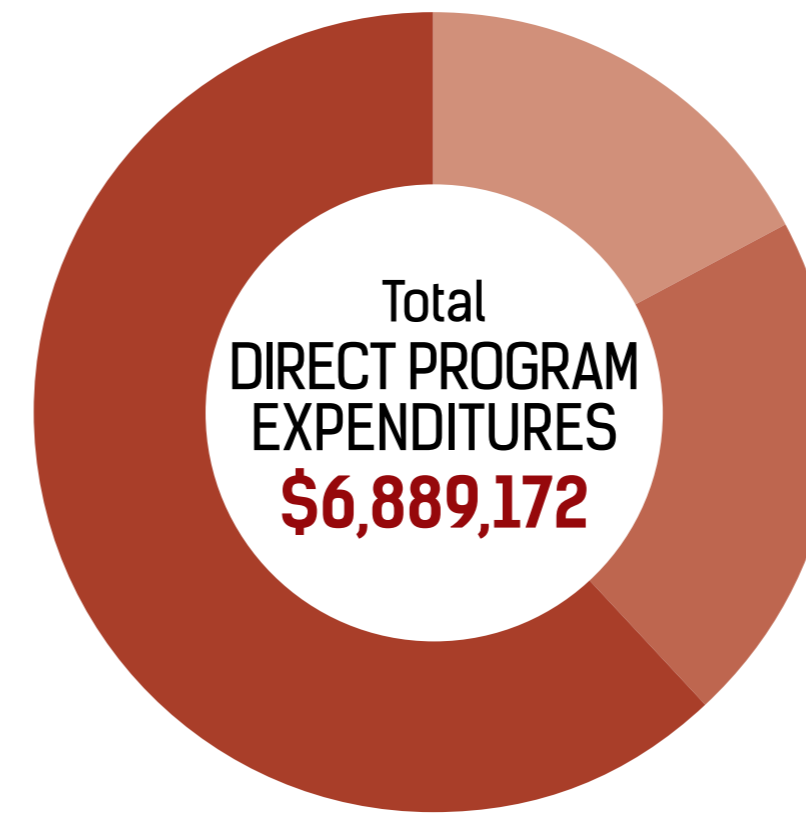
For the year ending December 31, 2019



- 48% ● Child Care, Tuition & Training Fees
- 24% ● Municipal Funding
- 14% ● Federal Funding
- 11% ● Provincial Funding
- 3% ● Other Income



- 85% ● Direct Expenditures
- 11% ● Administrative Operating
- 4% ● Amortization



- 62% ● Early Childhood Development
- 21% ● Early Intervention
- 17% ● Education, Training & Data

## Thank you to our Funders

City of Toronto, Children's Services Division

Ministry of Children, Community and Social Services

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

Wendy Gauthier

T. Ian Jarvis

Mrs. Leslie A Holbrow

DivorceMate Software Inc.

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



# Thank You to Our Staff & Board

## 2019–20 Board of Directors

Shawn Adams  
*(President)*

Mohamed Bhamani  
*(Secretary)*

Tracy Reynolds  
*(Treasurer)*

Lashell Eaton  
*(Member-at-Large)*

Siu Mee Cheng

Connie Cheung

Sharon Filger

Lora Gotcheva

Jennifer Hirshfeld

Mariana Macintosh

Elisabeth Marks

Tanzeel Merchant

Helen Rattee

Caroline Wang

## 2019 Staff

Jean Abbott

Viji Alakeswaran

Mahjabeen Ali

Lindsay Allan

Sabrina Alza

Ma Caridad Ancheta

Jessica Anderson

Naomi Andrews

Massimo Ascenzi

Asmaa Bangi

Vera Barbosa

Margaret Bembenek

Angelica Benalcazar

Eda Bilgin

Kristina Block

Pamela Boettcher

Cristina Branco

Maide Bulgurcu

Sharon Cao

Anita Chang

Andrew Chapman

Nerina Chiodo

Jessica Cleeve

Adrienne Cooper

Maria Cordano

Sumita Costa Pereira

Leila Damband

Elisabeth Daniele

Emily Danzinger

Nicole De Almeida

Gina DeMarchi

Alan DeRoche

Andreia DeSouza Lima

Anna DiLecce

Krystal Facey

Farahnoosh Faghihi

Sasha Faiz

Claudia Farinha

Gwynne Finlay

Sandra Garcia

Rukiyah Ghani

Galina Gordeeva

Jenn Gordon

Mirosława Guzik

Janice Heisz

Kaprice Higgins

Winnie Ho

Lisa Howarth

Abir Howera

Eva Hu

Genevieve Iacovino

Samina Jabeen

Derrick Kalu

Zahra Kazemi

Catriona Kollar

Olga Kondili

Alketa Kumbaro

Cindy Kwan

Steve Kyriacopoulos

Clare Lamb

Oleksandr Lebediuk

Melanie Leitner

Harold Lenis

Margaret Leslie

Andrea Lewis

Karen Li

Liliana Llinas

Michele Lupa

Josephine Macam

Christine Carol Maina

Maddie Mawson

Alexandra Mazina

Molly McPherson

Mahnaz Mirzaei

Deb Morson

Mary Motz

Lidija Naumovska

Diana Nedd

Fateme Nemati

Debbie Nystrom

Madison Oliver

Erika Pablo

Suvarna Pai

Sandra Pang

Angela Partab

Kimberley Pawluck

Katie Pearson

Rosa Phanlith

Mariana Pinos

Maureen Pioquinto

Grace Ponte

Rabia Popal

Ronelsa Primo

Tasnia Rahman

Uzma Raza

Effat Razavi

Glory Ressler

Sheryl Salmon

Nataliya Samuel

Cristina Sanchez

Patricia Santos

Sonia Santos

Melissa Schafer

Julia Silvaggi

Camilla Singh

Athena Skliros

Kerry Smyth

Maryn Smyth-Commodari

Janvi Solanky

Juyeong Song

Elise Sullivan

Meaghan Sullivan

Vivi Sutanto

Irina Sverdlova

Lalaine Tan

Yoshie Tate

Indiradevy

Thiruchchelvarajah

Maria Torres

Stacy Turner

Anna Tyzler

Aida Vrenozaj

Qiong Wang

Susan Wang

Katherine Welch

Reyes Werner

Julia Wheelihan

Claudette Wilson

Wai Mei Wong

Iram Zaidi

Samar Zuberi

# Where to Find Us

## 32 Heath St W

Toronto, Ontario, M4V 1T3  
416-920-3515

- *Robertson House Centre for Early Development*
- *EarlyON Child & Family Centre (main site)*
- *CityKids*
- *Executive Office & Administration*

## 646 St. Clair Ave W

Toronto, Ontario, M6C 1A9  
416-483-0511

- *Mothercraft College of Early Childhood Education*
- *Community Data Group*
- *EarlyON Child & Family Centre (satellite site)*

## 860 Richmond St W, Ste 100

Toronto, Ontario, M6J 1C9  
416-364-7373

- *Breaking the Cycle*
- *BTC Pregnancy Outreach Program*
- *Parent-Infant Program*
- *Building Connections*
- *Connections*

## 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](http://www.mothercraft.ca)



860 Richmond St. W.  
Suite 100

**MOTHCRAFT**  
860 RICHMOND STREET W.

