

2020 Annual Report



Mothercraft[®]
Shaping Children's Lives Through Learning





// This year was absolutely nuts, but you stepped up to the challenge. Thanks to you, the kids are having a wonderful daycare experience and a normal, happy childhood despite everything going on in the world.”
—Brookfield Place CED parent

Greetings from the President & Executive Director



On March 11th, 2020, the World Health Organization declared COVID-19 a global pandemic.

The Ontario government declared a state of emergency on March 17th and closed all but essential services across the province. Canada's borders were closed, flights were cancelled, and everyone was told to stay home and only go out if absolutely necessary.

The virus changed the world in ways none of us could have imagined. Prior to the pandemic, PPE was just an odd combination of letters. Today, it rolls off the tongue and is part of the vernacular because we all know it stands for *Personal Protective Equipment*. Masks have become a fashion accessory and a necessity for any activity outside the home. Many of us became expert in virtual platforms we didn't even know existed before the pandemic as working from home became the new normal. Every night at 7:30 p.m. for the better part of a year, people banged on pots outside of their homes as a way to say "thank you" to all the first responders, health care professionals, grocery store employees and other

essential workers who were taking risks every day so that the rest of us didn't have to and could carry on with our lives, albeit with a lot of restrictions in place.

In July 2020, this roster of "COVID heroes" included Mothercraft's child care staff. Our centres re-opened to welcome children back and provide their parents with a much-needed reprieve from the challenges of juggling work, care for their kids and everything else COVID had turned upside down. Staff were trained in all the new protocols required to keep everyone as safe as possible. Parents received information about all the precautions put in place, and entry into the centres included patiently waiting on markers on the ground while temperatures were taken, screening rituals were carried out, and children were transferred to staff at the front door because parents weren't allowed to enter. Despite all of these efforts, COVID counts climbed in the city and across the province and almost all of us were touched by the virus in ways we never imagined. Mothercraft had its first COVID-19 outbreak in November. The stress and work associated with positive cases, then and since, has been intense but our staff have never wavered in their

Greetings from the President & Executive Director (continued)

commitment to do what they do so well - provide caring environments for children to thrive and grow, support and encourage all the children and their families, and carry on as if everything were normal.

But it wasn't normal. And it still isn't. We know some communities have been hit harder by the virus than others. Low income families, essential workers, women and racialized communities were disproportionately affected by COVID-19. Thousands became critically ill and were admitted to hospital, alone and afraid. Those who lost loved ones had to grieve in private without their circle of support. Significant celebrations and events - the things that normally bring us joy and act as buffers to adversity - were cancelled or postponed. The stress of isolation, job loss or income insecurity, along with the deadly threat of COVID, has had a deep impact on the mental health and well-being of many people, including children. We fully anticipate these effects will continue even after the pandemic is officially over.

Mothercraft staff have done their very best to help communities cope. Our early intervention clinical

team has worked tirelessly to support families who are dealing with many complex issues by phone, email and video since the start of the crisis. Our EarlyON team has been producing videos, newsletters, activity sheets and resource lists to thousands of families every single week since March 2020. Our CYSIS and CityKids teams have provided virtual support to individuals and agencies non-stop. Our academic team has pivoted multiple times to make sure early years and child care professionals get the education and training they need so that the future workforce - whom the sector desperately needs and who will be integral to economic recovery post-pandemic - has a strong theoretical and practical knowledge base. And our admin team has kept the whole organization humming; whether taking care of our facilities, making sure all the bills get paid, ensuring the tech is working when we need it to or being there for our staff with human resource support.

We are thankful for the financial supports put in place by the federal government; without them Mothercraft wouldn't have been able to retain all of its staff and maintain all of its services.

We appreciate the leadership of provincial and municipal governments who provided direction and guidance as we collectively made our way through these uncharted waters. We are in awe of the public health professionals who have devoted their time, expertise and knowledge to guide us through this extraordinary period.

Words can't express how deeply grateful we are to the entire Mothercraft family. From the encouragement and thanks sent by students and service users to the amazing dedication, commitment and creativity of Mothercraft's front-line staff to the tireless efforts of the management team and senior staff to the thoughtful and responsive leadership of the Board of Directors; this dynamic organization has come through 2020 stronger and more resilient than ever. It remains to be seen what 2021 will bring but we have no doubt we'll get through it together. Wishing you and your families good health, peace and an end to COVID-19.

Shawn Adams, President

Michele Lupa, Executive Director



“When the pandemic hit, Mothercraft staff ensured that the relationship they built with our children continued through the personal messages our kids would get on a weekly basis. Once the centre reopened, their safety protocols were extremely well thought through and made us feel confident that our children would be safe and well taken care of.”
–Robertson House CED parent

COVID-19 Highlights: Kindness, Resilience & Adaptability in Action!



This is how we practice social distancing!

**COVID? What COVID?
We're here to play and learn!**



**A new way to decorate at
Brookfield Place CED.**

Thank you Anna, Kristi, Josephine, Iram and Jennifer
(the EarlyON team) from some of your fans.



Mothercraft's Centres for Early Development (CEDs) re-open on July 20th following the provincial lockdown after weeks of tireless planning and preparation. CED managers **Kim Pawluck**, **Debbie Nystrom** and **Sonia Santos** on the first day of re-opening.



COVID-19 Highlights: Kindness, Resilience & Adaptability in Action! (continued)

EDUNAO
EDUCATION & TECHNOLOGIES

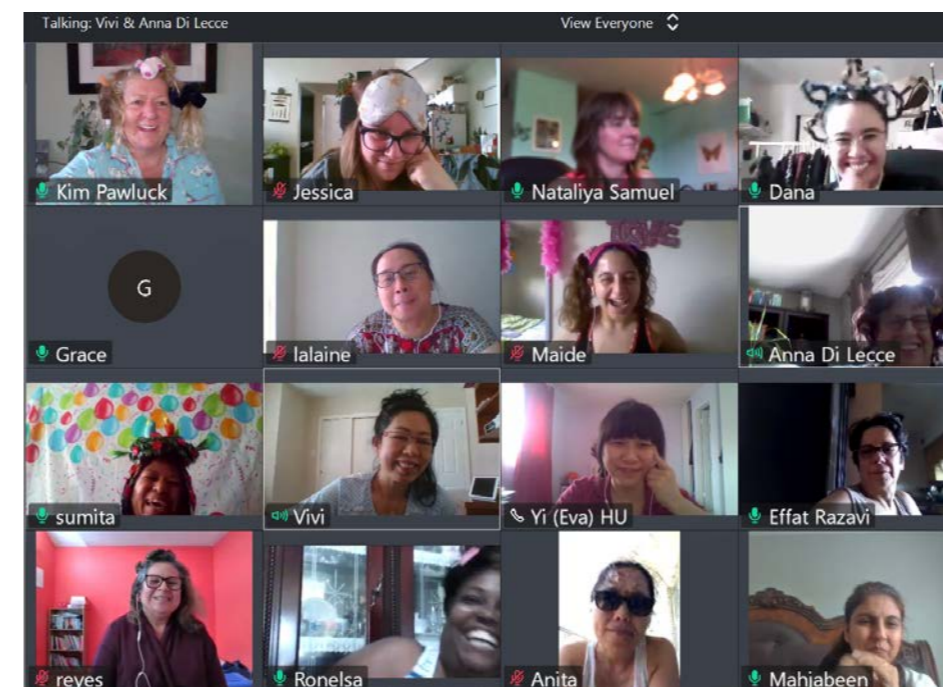
moodle

Mothercraft College of Early Childhood Education shifts to virtual delivery of its ECE Diploma curriculum due to COVID-19. Classes are interrupted for only one day thanks to a partnership with tech firm **Edunao** and use of the online learning management system, **Moodle**. All students complete the program fully and graduate on time.



Sumita Costa Pereira and **Kim Pawluck** deliver a big box of socks generously donated by Eaton Centre CED staff to as part of a holiday drive for the homeless organized by Holy Trinity Church.

This is how we do staff meetings now – PJ & crazy hair day on GoTo Meetings.



Thank you to our friends at Brookfield Place for all your help with COVID screening!



A Few Other Highlights from 2020

More than ever, we appreciate **ECEs & child care workers!**



Mothercraft College of Early Childhood Education delivers its **Family Support Certificate** online to over 175 trainees across the province.

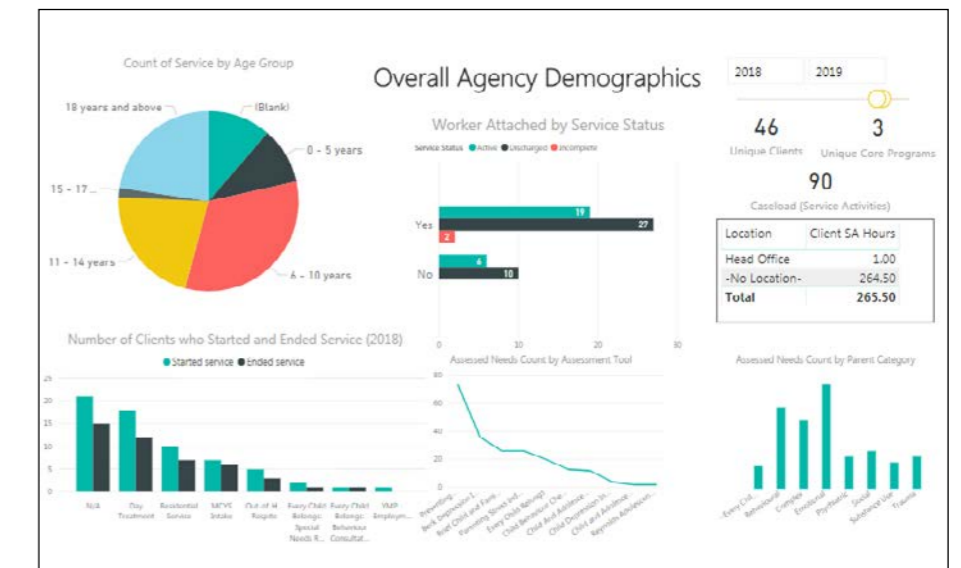


Mothercraft publishes **Breaking the Cycle (BTC) Compendium Volume 2; Healing Through Relationships**, a summary of research findings from the past 10 years.

Mothercraft receives funding from the **Metcalf Foundation** to develop, implement and evaluate an online version of its Home-Based Child Care Certificate. The program – to be delivered in 2021 – is specifically for immigrant women and includes a session on micro-lending to help participants start home child care businesses.

Building Connections, a five-year national action research project led by Mothercraft, enters its final year. Three papers based on the project's preliminary findings are published in international journals.

Breaking the Cycle is one of eight community-based, holistic wrap-around programs delivered to women at risk of having an infant with prenatal alcohol or substance exposure evaluated through the **Co-Creating Evidence Research Project**, authored by the Centre of Excellence for Women's Health and Nota Bene Consulting Group.



23 Toronto-based child and youth mental health agencies who use Mothercraft's client information data system, CYSIS (Children and Youth Services Information System), collectively engage in strategic planning and learn about the **CYSIS Business Intelligence (BI)** tool. CYSIS BI allows agencies to visualize data to better understand how services are being utilized to inform reporting, planning and decision-making.

Mothercraft's Breaking the Cycle enters new partnership with the Centre for Research on Children and Families at **McGill University** to develop the **Canadian Consortium on Child Trauma and Trauma-Informed Care**, a national collaborative on childhood trauma.



// Mothercraft is part of our family. The staff are professional, supportive, and invested. We expected a warm, caring environment but two things surprised us: the degree to which the staff engender independence and confidence in our kids and how much individual attention is given to them and to us as family. We are never left feeling unsure or unsupported. We are so grateful to be at Mothercraft."

—Eaton Centre CED parent

In Their Own Words

“ The anti-bias curriculum requires critical thinking and problem-solving skills, not only for children but also for adults. The overall goal is to know more about ourselves and accept diversity.”
—*ECE Diploma student*

“ I found the training to be very helpful. It helped to build upon my knowledge base and helped me to appreciate the work that I do with families.”
—*Community Training participant*

“ My daughter looks forward to daycare every day and returns home wanting to go back to her ‘school family’. She tells me how much she loves her teachers and friends, how much they love her, and she always has stories to share about her day. I am amazed at how much she has learned and grown through the program.”
—*Eaton Centre CED parent*

“ We are so thankful for you and your amazing centre. Your passion and commitment to promoting secure attachment is clearly visible throughout the centre and in everyone who works at Mothercraft.”
—*Brookfield Place CED parent*

“ Now I know what toxic stress means. I have strategies I can use to reduce it in my kids’ lives. And I know more about what to do to support their healthy brain development.”
—*Building Connections parent*

“ Here, at this incredible place, my son had a safe, nurturing place to go so I could get better. As a mom, this was the most precious – and priceless – gift of all.”
—*Magic Castle parent*

“ This course really made me look inward to self-reflect and take on a better approach at how I will interact and build relationships with families.”
—*Community Training participant*

“ I have an even deeper sense of appreciation for Mothercraft after being at home with my daughter. She has the best possible care at Mothercraft, and we are most grateful for this wonderful community that has become our extended family.”
—*Roberston House CED family*

“ I’m more confident to have those hard conversations with women. It has just made me more confident and proud that I am a trained facilitator.”
—*Building Connections training participant*

// I would like to thank you so much for the wonderful programs you are putting online, this is fantastic. Circle time and activity time became an everyday must on our schedule since COVID started.”
—EarlyON parent



The Year in Numbers

2,073

Children served

2,083

Parents/caregivers served

185

Child care spaces

20,435

Visits by children
& parents/caregivers

147,609

Hours of service provided

670

Individuals referred to Mothercraft

1,109

Referrals for service
made from Mothercraft

54

ECE graduates

101

Students enrolled

42,432

Hours of classroom instruction

4,751

Professionals trained

287

Hours of training provided

162

Student placements

423

Community partnerships

102

Staff

8

Service Locations

// The instructors used their professional knowledge to teach us how to master methods to support children's development based on their background, culture, interest, needs and rich potential; how to collaborate with children, families, colleagues and set up safe, healthy and comfortable environments for children's development."

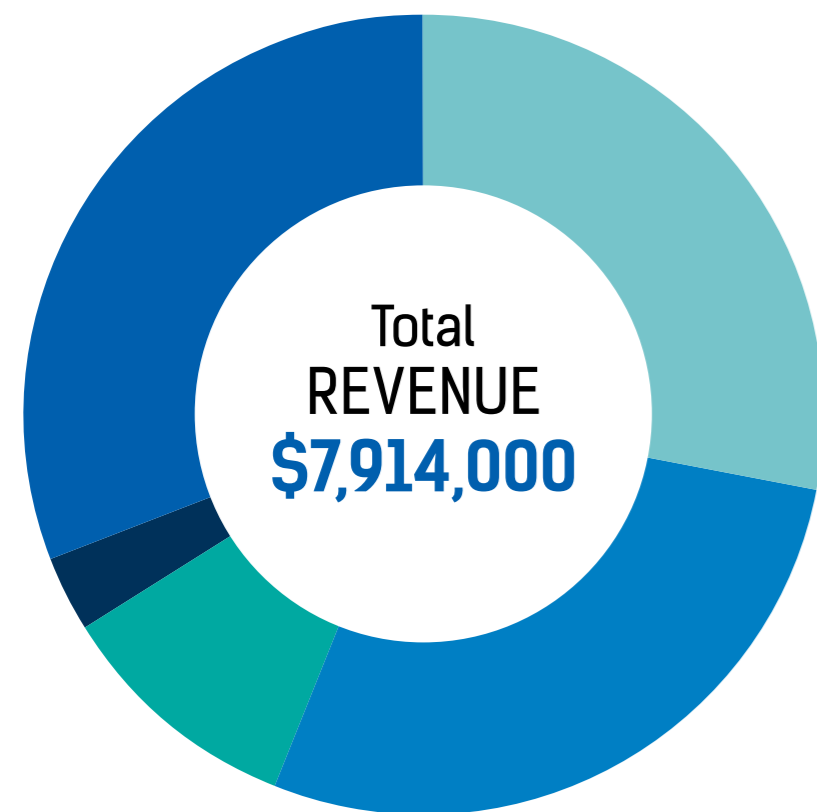
—ECE Diploma student



Financial Statements

Statement of Operating Revenue & Expenditure

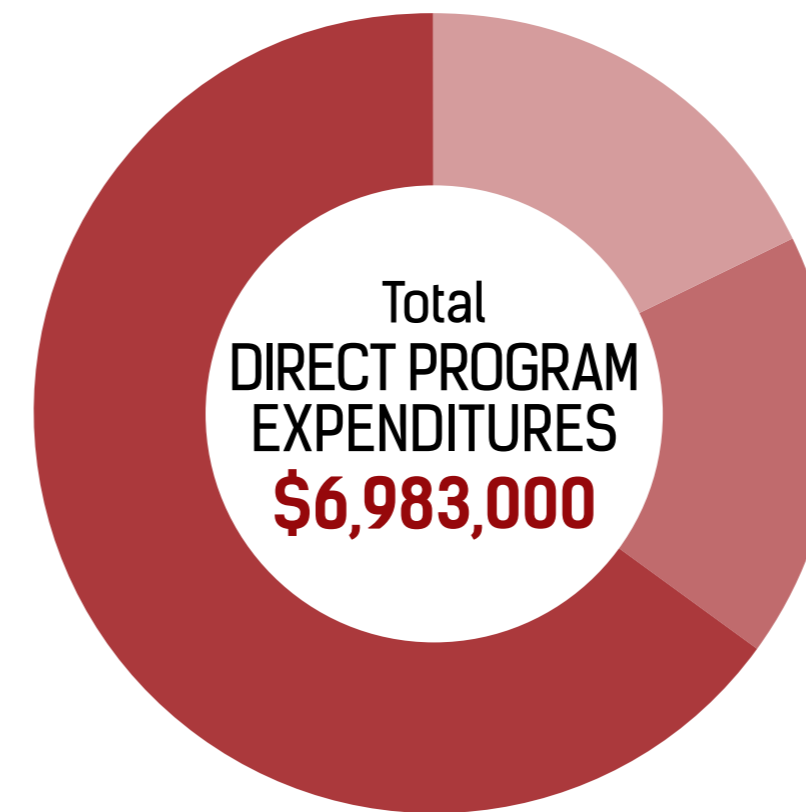
For the year ending December 31, 2020



- 31% ● Federal Funding
- 28% ● Child Care, Tuition & Training Fees
- 28% ● Municipal Funding
- 10% ● Provincial Funding
- 3% ● Other Income



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



- 65% ● Early Childhood Development
- 18% ● Education, Training & Data
- 17% ● Early Intervention

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

Thank you to our Funders

City of Toronto
 Immigration, Refugees & Citizenship Canada
 Metcalf Foundation
 Ministry of Children, Community & Social Services
 Public Health Agency of Canada

Thank you to our Donors and Gifts-in-Kind

Alexander Teshler
 Cecilia Racine
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 My Charity Fund
 Paresh V Chari
 Rachna Patel
 Rouge Media Group Inc.
 Shawna L Carter
 Tanya C. Humphrey
 United Way directed donation
 Wendy Gauthier
 Yimeng Ding



“My little ones are watching the circle time videos, these sessions are playful and educational at the same time. Thank you for doing such important work that helps make quarantine a bit easier!”
—EarlyON parent

Thank You to Our Staff & Board

2020-2021 Board of Directors

Shawn Adams
(President)

Tracy Reynolds
(Treasurer)

Mohamed Bhamani
(Secretary)

Connie Cheung
(Member-at-Large)

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Lashell Eaton

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Sharon Filger

Julia Forgie

Mariana Macintosh

Elisabeth Marks

Tanzeel Merchant

Helen Rattee

Caroline Wang

Viva Zhou Ronco

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Gina DeMarchi

Alan DeRoche

Andreia DeSouza Lima

Anna DiLecce

Angeli Esmilla

Krystal Facey

Farahnoosh Faghihi

Sasha Faiz

Gwynne Finlay

Sandra Garcia

Galina Gordeeva

Jenn Gordon

Janice Heisz

Kaprice Higgins

Winnie Ho

Abir Howera

Eva Hu

Genevieve Iacovino

Samina Jabeen

Derrick Kalu

Zahra Kazemi

Olga Kondili

Alketa Kumbaro

Cindy Kwan

Steve Kyriacopoulos

Clare Lamb

Oleksandr Lebediuk

Harold Lenis

Margaret Leslie

Andrea Lewis

Karen Li

Liliana Llinas

Michele Lupa

Josephine Macam

Dan Angela Magistrado

Christine Carol Maina

Callie Martin

Maddie Mawson

Alexandra Mazina

Molly McPherson

Mahnaz Mirzaei

Deb Morson

Mary Motz

Lidija Naumovska

Fateme Nemati

Debbie Nystrom

Madison Oliver

Suvarna Pai

Sandra Pang

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Mariana Pinos

Maureen Pioquinto

Grace Ponte

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Ronelsa Primo

Tasnia Rahman

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Noor Salman

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Aida Vrenozaj

Susan Wang

Katherine Welch

Reyes Werner

Julia Wheelihan

Claudette Wilson

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*

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*

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)*

610 University Ave

(inside Princess Margaret Hospital)

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

- *Magic Castle*

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*



www.mothercraft.ca