

2021

Annual Report



// Mothercraft has handled the COVID-19 situation incredibly. They continued to support staff and families during quarantining. We've been very impressed with the procedures and feel our son is in a safe environment."
—Brookfield Place CED parent

Greetings from the President & Executive Director



Resilience. A word that has always been part of the vernacular at Mothercraft but one that has taken on new meaning as we continued to navigate through the twists and turns of the global pandemic through 2021.

As many will know, Mothercraft's mission is to support healthy child development and strengthen families. We do that in a variety of ways, all of which are about fostering a sense of resilience. For children, for families, and for the professionals who serve them. For the last two years, our focus on resilience has sharpened as we ask ourselves, how can we best support our communities and our staff to ensure the best outcomes despite the unprecedented stressors confronting us all?

The answer has been to continue to adapt to whatever COVID-19 puts in front of us thoughtfully, responsively and with an emphasis on the health and well-being of everyone. And some extraordinary things happened. We received

funding to leverage Mothercraft's extensive expertise in infant and early childhood mental health, and as a post-secondary institution, to develop a new national training curriculum for Early Childhood Educators. *Building Resilience through Trauma-Informed Practices in Early Childhood Settings* is a certificate-level training for practicing ECEs aimed at building upon existing knowledge to address issues children may be experiencing related to stress and trauma. Working in partnership with experts and advisors from across Canada, this innovative and much-needed curriculum will be piloted and rolled out across the country in 2022.

Next, despite multiple waves of COVID across the city and outbreaks in many of our programs, Mothercraft staff provided more hours of service than ever before, both in person and virtually. This is due, in large part, to the extraordinary efforts of our staff to reach out to families, modify program delivery methods and find ways to continue to serve and support. It's also due to the fact that, in spite of the pandemic, we were able to open not one, but two, new child care centres in 2021. The

Greetings from the President & Executive Director (continued)

Midtown Centre for Early Development opened its doors in the Yonge/Eglinton community in April, thanks to a partnership between the City of Toronto, Shiplake Properties and Mothercraft. And in November, the Avondale Centre for Early Development welcomed children and families into the Avondale Elementary Alternative School, thanks to a partnership with the City and the Toronto District School Board. These two new centres complement the three centres Mothercraft has operated for decades – Robertson House, Eaton Centre and Brookfield Place – and are the first new child care programs the agency has opened in 30 years. Very exciting and a tremendous feat given how complex it is to open a child care centre under normal circumstances, never mind in the midst of a global crisis.

Our amazing college team once again delivered the academic component of the ECE Diploma program entirely online in 2021. The resilience of the students and faculty to adapt to the ups and downs of the year speaks to their commitment, focus and drive and we couldn't be prouder. Lastly,

Mothercraft's early intervention team concluded its multi-year project, *Building Connections: Supporting Community-Based Programs to Address Interpersonal Violence and Child Maltreatment*. Results of this five-year initiative – to train colleagues in 35 communities across Canada on Mothercraft's family violence intervention and evaluate its impact – will be published in 2022.

And if all that wasn't enough, the work of planning for implementation of Mothercraft's ambitious strategic plan began in earnest in 2021. At the end of the 10-year plan – entitled *Vision 2031* – Mothercraft will serve more families and train more professionals across a much broader geography with an emphasis on under-served and equity-deserving communities. We will leverage our 90-year history to strengthen systems, share our knowledge and enhance our ability to deliver high quality services. Some of the early priorities include the creation of a Truth & Reconciliation Action Plan along with a Diversity, Equity & Inclusion Action Plan to address historic legacies and ensure Mothercraft is able to attract, recruit

and retain the best staff and appropriately meet the needs of communities. We already have strong policies and practices in place regarding these important issues but there is always more to learn and do. And given some of the terrible events of 2021 – the discovery of thousands of children's graves at former residential school sites, the hateful targeting of newcomer and immigrant families and the inspiration of the Black Lives Matter movement – we are compelled to do more, as individuals and as an organization.

It is our sincere hope that 2022 brings about the end of all things COVID-19. But even if it doesn't, we know that the amazing people of Mothercraft – the Board of Directors, the staff, our funders and our community partners – will work together to figure it out. It's what we've done for the last two years. In fact, it's what we've done for the last 90 years. And it's what we'll do for all the years to come. Because we are nothing if not resilient.

Shawn Adams, President

Michele Lupa, Executive Director



“As a first time mom, having a son who hasn't started talking yet and hasn't been able to social much because of the pandemic, I was nervous about starting day care. Looking back, I could not have asked for a better transition for my son and me.”
—Avondale CED parent

2021 Highlights



Avondale CED opens in November 2021. Staff get ready to welcome children into the centre!

Midtown CED opens in April 2021



Mothercraft's **EarlyON Child & Family Centre** connects with thousands of families each month through online programming in response to the pandemic. Who knew staff would become YouTube stars?!

EarlyON staff deliver the **CARES program** to increase parent/caregiver capacity to support children on the autism spectrum or who have other developmental support needs.



Early Intervention staff support families with outdoor programming.

Mothercraft College of ECE holds its first (and hopefully last) virtual graduation ceremony. With keynote speaker **Dr. Jean Clinton**.

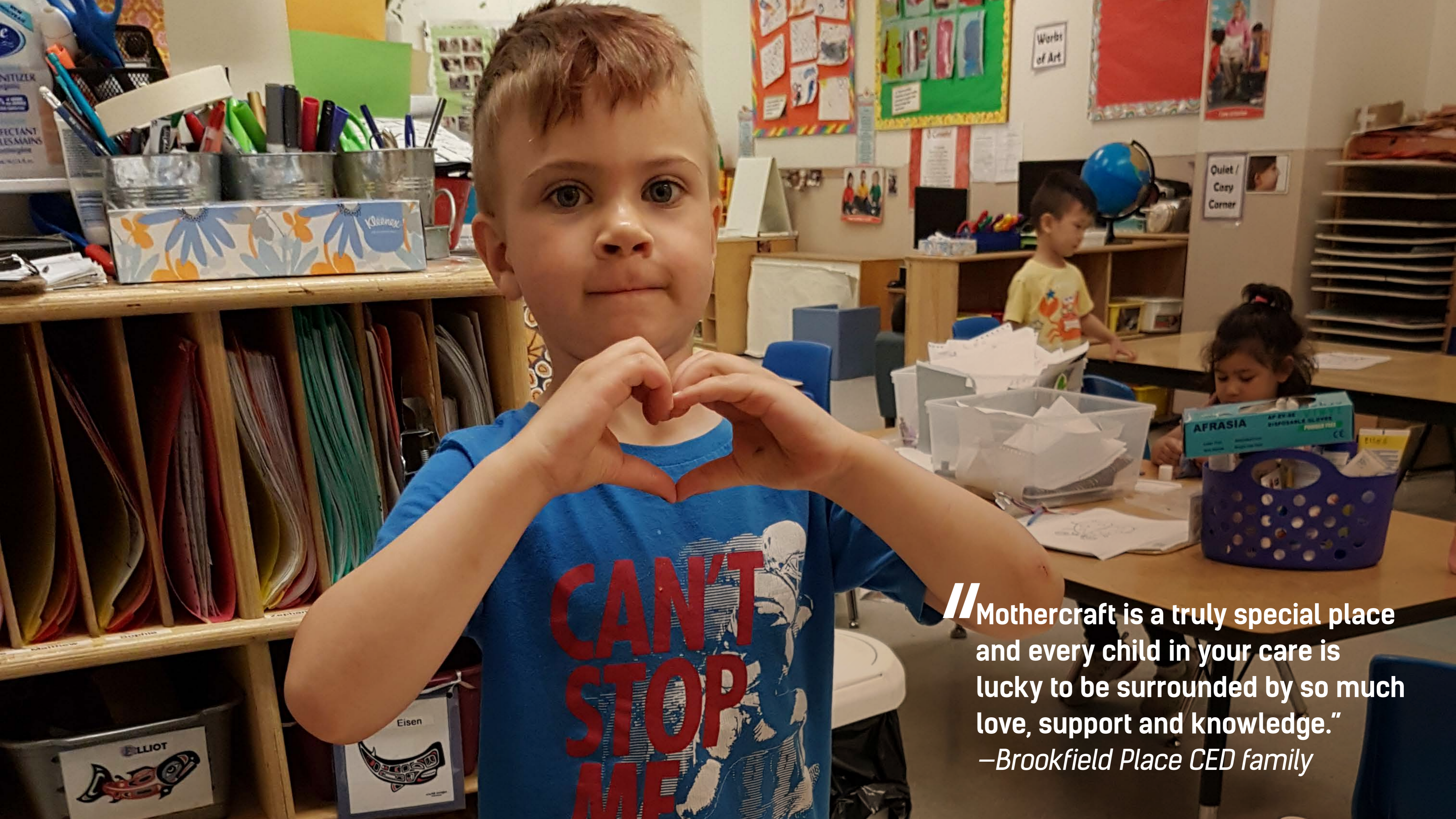


Mothercraft receives funding to develop a **new national training certificate** on trauma-informed practice in early childhood education. College staff work with subject matter experts from across Canada to develop the curriculum, including modules created by Indigenous and Black leaders.



The **Building Connections** project – a five-year national training and research project funded by the Public Health Agency of Canada – produces its final reports.





// Mothercraft is a truly special place and every child in your care is lucky to be surrounded by so much love, support and knowledge.”
—Brookfield Place CED family

In Their Own Words (2021 Testimonials)

// The Enhanced Language Training Program has helped me with my daily life in Canada. I have learned cultural values, diversity and different development theories of young children. This is an amazing program.”
—*ELT participant*

“ I am bursting with excitement to see the focus on trauma-informed/sensitive care and mental health within the field of ECE!”
—*Building Resilience Certificate content contributor*

// I have said it before and I will say it again, your staff is full of love and the kids know they are cared for and safe.”
—*Robertson House CED parent*

“ I am really glad that I have completed this program. It’s very helpful for me to go forward with my home daycare business. Thanks to all of you who give us much more support.”
—*Introduction to Home Based Child Care participant*

“ I have learned a lot of things from this program. The class environment is fun. Love it!”
—*ECE Diploma student*

// You have taught us so many wonderful things, all of which my daughter will carry with her as she transitions to JK. You have really made this strange time so meaningful and special.”
—*EarlyON parent*

“ This course was an amazing experience. The content was very understandable and pressure-free. I would recommend everyone working with children and families take this course.”
—*Family Support Certificate participant*

“ I’m so lucky that I had Breaking the Cycle and all the beautiful staff there. Life saving. I think of you all often because I have a permanent spot in my heart for BTC forever.”
—*Breaking the Cycle parent*

“ Despite the challenges and constant changes, you always have a smile and encouraging words for the children. We see all the extra time and effort you spend keeping everyone safe.”
—*Eaton Centre CED family*

// We moved back to Germany in February 2021 and since then continue to follow your fantastic program online. We really appreciate that you are doing such a fabulous job with your program!"
—EarlyON parent



The Year in Numbers

2,029

Children served

2,037

Parents/caregivers served

282

Child care spaces

19,413

Visits by children
& parents/caregivers

172,070

Hours of service provided

977

Individuals referred to Mothercraft

1,720

Referrals for service
made from Mothercraft

45

ECE graduates

105

Students enrolled

42,432

Hours of classroom instruction

1,532

Professionals trained

226

Hours of training provided

135

Student placements

11,826

online interactions with families

109

Staff

9

Service Locations

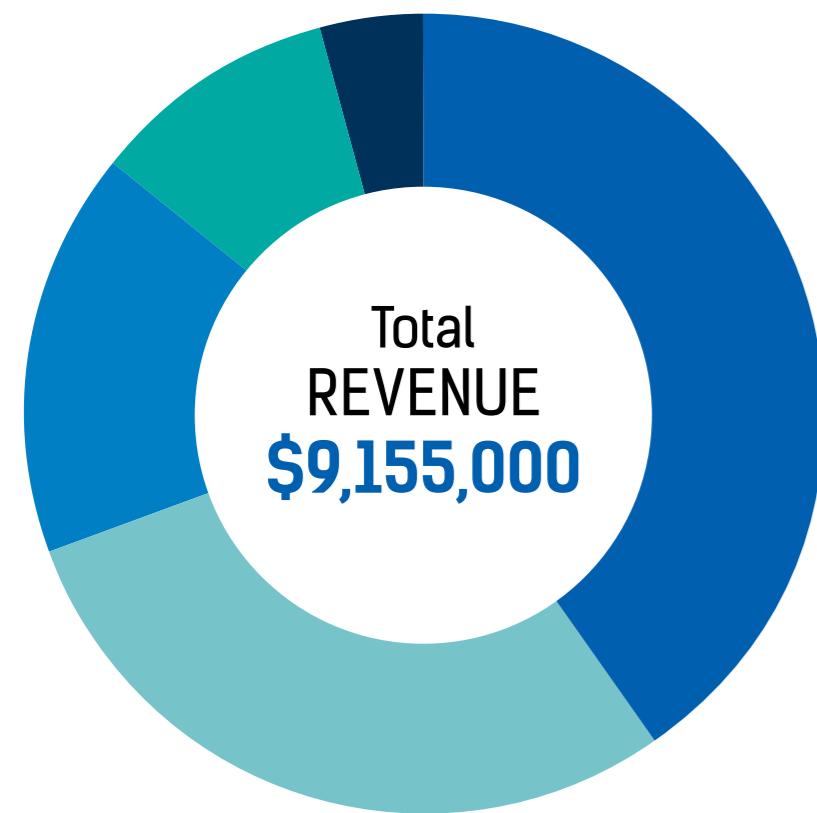


// We would like to express our gratitude to all of the staff at Mothercraft for keeping the centre so safe and so full of fun.”
—Eaton Centre CED parent

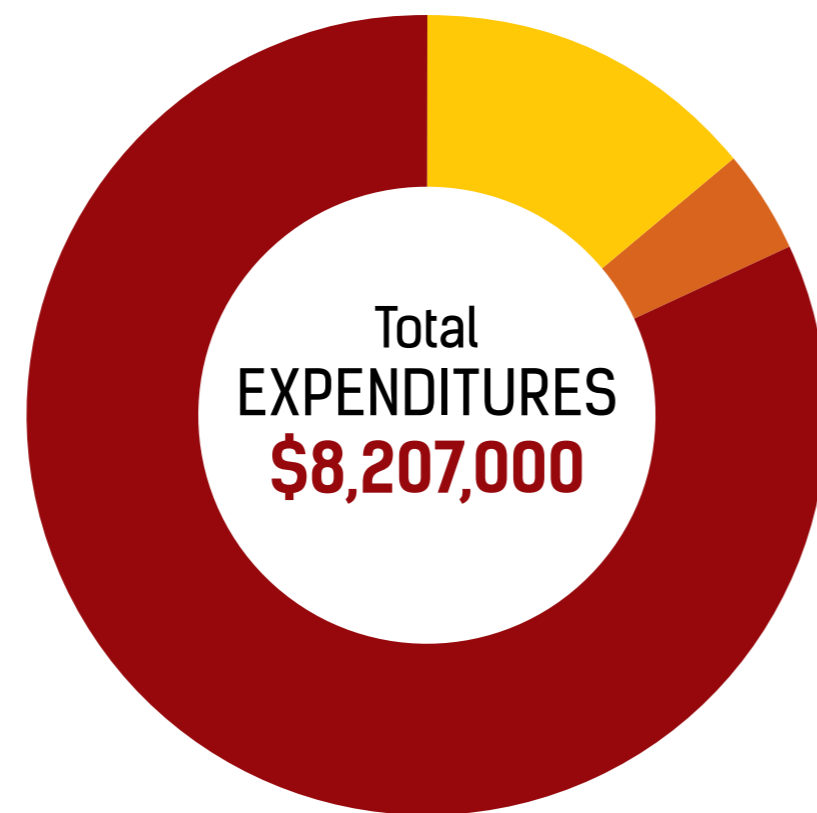
Financial Statements

Statement of Operating Revenue & Expenditure

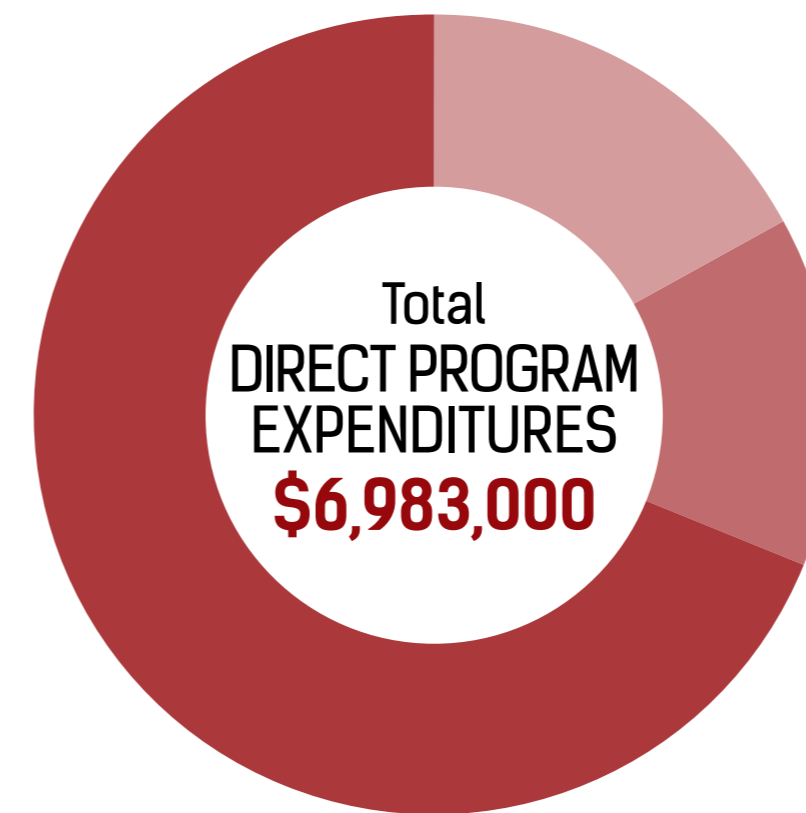
For the year ending December 31, 2021



- 40% ● Municipal Funding
- 29% ● Child Care, Tuition & Training Fees
- 16% ● Federal Funding
- 10% ● Provincial Funding
- 4% ● Other Income



- 82% ● Direct Expenditures
- 14% ● Administrative Operating
- 4% ● Amortization



- 69% ● Early Childhood Development
- 17% ● Education, Training & Data
- 14% ● Early Intervention

Thank you to our Funders

- Anonymous
- 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

- Cecilia Racine
- CHUM Charitable Foundation
- Evelyn Westen
- Han family
- KMEK Holdings Inc.
- Leslie Holbrow
- Luis Garcia
- The Benevity Community Impact Fund
- Vincent Cabral
- Wendy Gauthier



Cognitive
Centre

“ I can't even begin to say how grateful we are to have began our child care journey with the Brookfield Place team. We are beyond grateful for everything that you've done to make this such a positive experience.”
—Brookfield Place CED family

Thank You to Our Staff & Board

2021-2022 Board of Directors

Shawn Adams
(President)

Mohamed Bhamani
(Secretary)

Helen Ratee *(Treasurer)*

Lashell Eaton
(Member-at-Large)

Connie Cheung *(Director)*

Sharon Filger *(Director)*

Julia Forgie *(Director)*

Lora Gotcheva *(Director)*

Mariana Macintosh
(Director)

Elisabeth Marks *(Director)*

Tanzeel Merchant
(Director)

Tracy Reynolds *(Director)*

Caroline Wang *(Director)*

Viva Zhou Ronco
(Director)

2021 Staff

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Maricar Ancheta

Max Ascenzi

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Vera Barbosa

Kristi Block

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Lucy Cheng

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Athena Chuk

Athena Chuk

Kim Clarke

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Periera

Amira Cunha

Elisabeth Daniele

Angelique Davies

Andreia De Souza
Lima

Priyanka
De'Golder

Gina DeMarchi

Alan DeRoche

Anna DiLecce

Qian Dong

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Eccleston

Joy Enahoro

Lynn Eras

Krystal Facey

Sasha Faiz

Sonia Ferreira

Gwynne Finlay

Sandra Garcia

Shyvone Gardner

Corina Gonzalez

Galina Gordeeva

Jenn Gordon

Eileen Guinto

Kaprice Higgins

Winnie Ho

Abir Howera

Eva Hu

Genevieve
Iacovino

Samina Jabeen

Areeba Jamal

Zaimun Jamil

Lino Joseph

Zahra Kazemi

Nazanin Khadem

Eunji Kim

Olga Kondili

Cindy Kwan

Steve
Kyriacopoulos

Chaliz La Madrid

Scott Laban

Clare Lamb

Alexandra

Lebediuk

Harold Lenis

Andrea Lewis

Karen Li

Lina Li

Hilda Li

Lilina Llinas

Josephine Macam

Dan Angela
Magistrado

Carol Maina

Mary Anne
Malecon

Sharmaine
Marciales

Diranouhi
Markarian

Callie Martin

Callie Martin

Maddie Mawson

Alexandra Mazina

Kira McLaren

Molly McPherson

Mahnaz Mirzaei

Jennifer Moore

Deb Morson

Mary Motz

Miriam Mulumba

Franchesca
Munoz

Lidija Naumovska

Fateme Nemati

Debbie Nystom

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Suvarna Pai

Sandra Pang

Rosa Panlith

Kimberley
Pawluck

Mariana Pinos

Maureen
Pioquinto

Grace Ponte

Ronelsa Primo

Tasnia Rahman

Uzma Raza

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Glory Ressler

Gabriela
Rodriguez

Aresha Saleem

Sheryl Salmon

Natasha Samuel

Sajida Sana Ullah

Cristina Sanchez

Patricia Santos

Melissa Schafer

Tristan Seixas

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Kerry Smyth

Maryn Smyth
Commodari

Janvi Solanky

Myrene Solidum-
Lugtu

Joyce Song

Nazanin Soroush

Tamy Suen

Elise Sullivan

Irina Sverdlova

Lalaine Tan

Yoshie Tate

Elizabeth

Thavamalar Jacob

Indira
Thiruchchelvarajah

Maria Torres

Jessica Tran

Jessica Tran

Stacy Turner

Anna Tyzler

Krushangi
Uttarankar

Aida Vrenozaj

Grace Walton

Nina Wang

Susan Wang

Viji Waran

Kate Welch

Reyes Werner

Julia Wheelihan

Judy White

Claudette Wilson

Kimberly Wint

Hannah Yun

Iram Zaidi

Jessika Zeni

Where to Find Us

32 Heath St W

Toronto, ON, 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, ON, M5J 2S1
416-367-1758

- *Brookfield Place Centre for Early Development*

14 Trinity Square

Toronto, ON, M5G 1B1
416-340-9651

- *Eaton Centre Centre for Early Development*

646 St. Clair Ave W

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

- *Magic Castle*

860 Richmond St W, Ste 100

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

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

171 Avondale Ave

Toronto, ON, M2N 2V4
416-941-2121

- *Avondale Centre for Early Development*

44 Lillian St, Unit 101

Toronto, ON, M4S 2H4
416-362-0333

- *Midtown Centre for Early Development*

