

# 2022

## Annual Report



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





**// Thank you so much  
for including my  
grandson and I in  
your programs.  
It has been a  
lifesaver for me.”  
—EarlyON family**



# Greetings from the President & Executive Director



***“Hang on to your hat. Hang on to your hope. And wind the clock, for tomorrow is another day.” E.B. White***

Like these wise words from the author of the beloved children’s novel, *Charlotte’s Web*, throughout the pandemic everyone at Mothercraft held onto the belief – as they always do – that fresh starts happen every day, things can always get better and that we must never abandon hope. In fact, 2022 reminded us there are many, many reasons to look forward to tomorrow.

Canada started the year in the midst of its fifth wave of COVID-19 outbreaks and with some of the highest infection rates since the start of the global health emergency in March of 2020. The country ended the year with life returning to (almost) normal and many restrictions lifted. All of which was cause for celebration – no more PPE, no more lockdowns, no more intense cleaning regimes and the full resumption of all in-person services across Mothercraft!

But perhaps the most significant thing that happened in 2022 – at least for those of us whose focus is on children and their families – was the signing of the agreement between Canada and Ontario, after all other provinces and territories had already signed, to fully and finally make the Canada-Wide Early Learning and Child Care program (CWELCC) a reality. This historic, new program, and the significant investments attached to it, was a direct response to the realities of COVID. That’s because when child care centres closed along with almost everything else in those early days of the pandemic, it became abundantly clear just how much our economy and labour markets rely on child care to keep everyone – and everything – working. And it didn’t take long to fully grasp how a lack of social interactions with peers and early learning professionals was going to impact the social-emotional, cognitive and even physical health of children.

The creation of a national system of early learning and child care has been a long-standing yet



# Greetings from the President & Executive Director (continued)

elusive goal. Decades and decades of research and advocacy and, in fact, two prior attempts by the federal government to create this kind of system, have never quite materialized. But timing is everything and tomorrow really is another day. The early learning sector is still recovering from the impacts of COVID yet there is great cause for excitement and celebration. The \$30 billion federal investment over five years will mean the creation of more than 250,000 new child care spaces across Canada (86,000 in Ontario) and the transition from parent fees that previously cost over \$2000/month for infant care to an average of \$10/day for all children enrolled in a CWELCC centre (by 2025).

Mothercraft has always been a voice for a national system. And now we're at the table with our partners in government to figure out how to implement this ambitious plan. Senior Mothercraft staff, along with sector partners, regularly meet with all three orders of government to provide expert advice on

how to ensure the investments will be utilized wisely, well and to the benefit of children, their families and the professionals who serve them.

There are a few others things that make us excited about tomorrow. CWELCC includes investments in the early learning workforce through free or subsidized post-secondary education. Mothercraft College of ECE is proud to be participating in this initiative, offering a new, online ECE Diploma program that started in January 2023 with another to be offered again in December.

We were able to leverage our expertise in early intervention to secure two exciting new grants this past year: one is focused on supporting children and mothers who were disproportionately affected by COVID; the other is evaluating the virtual delivery of a pre-existing program that assesses how young children are doing in twelve key health, well-being and developmental areas.

And finally, in 2022 Mothercraft was able to resume working toward the execution of its ambitious 10-year strategic plan. The key strategies of the plan are expansion, modernization and leadership (to learn more, [visit our website](#)) with the overarching goal of improving our service users' sense of belonging, well-being and quality of relationships. In service to these goals, perhaps the most exciting thing we did in 2022 was to develop and approve two critical action plans: one focused on Truth & Reconciliation and the other on Diversity, Equity & Inclusion. Developed by two advisory councils with the support of subject-matter experts, each action plan is fulsome in its scope and thoughtful in its approach. And as we begin to implement these important plans in 2023, along with all the other strategic activities happening both internally and externally across Mothercraft, we grow ever more excited about what tomorrow may bring.

**Shawn Adams**, President

**Michele Lupa**, Executive Director



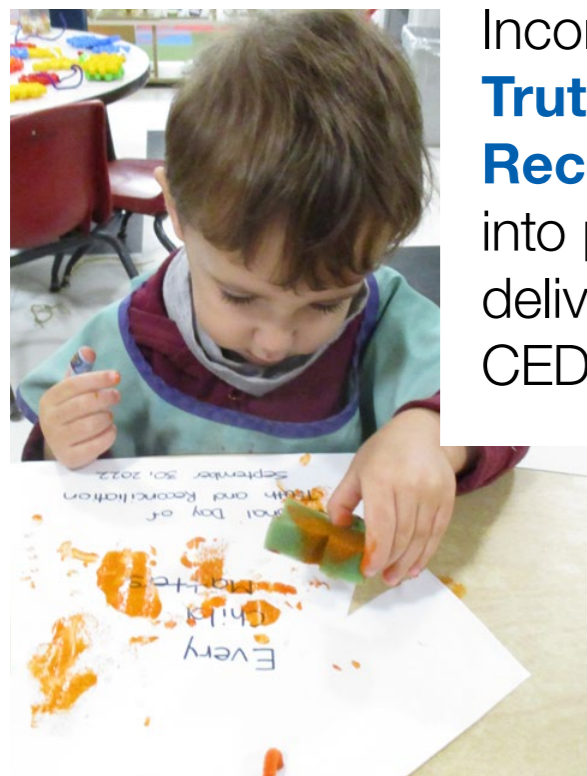
**//** I am confident in proclaiming that placing our son in Mothercraft's care is one of the best decisions we have made, and will ever make, as parents."  
—CED family



# 2022 Highlights



**Midtown** and **Avondale** CEDs celebrate their one-year anniversary of operation.

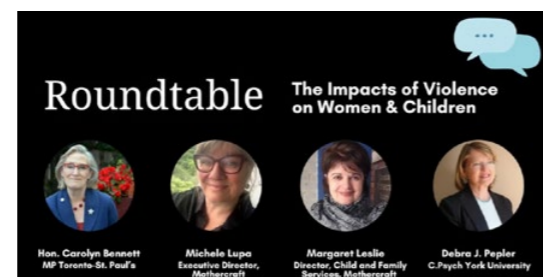


Incorporating **Truth & Reconciliation** into program delivery at our CEDs.

Mothercraft receives funding to adapt **Check It Out** (an early identification/screening program) to examine the efficacy of virtual delivery of the model. The project is piloted across Toronto.

Mothercraft receives over \$2M from the Public Health Agency of Canada for two new projects: **Connections for Breaking the Cycle of Violence** (to be delivered in 15 communities across Canada) and, **Healing Through Relationships: Responding to Mothers and Young Children Disproportionately Affected by COVID-19** (to support maternal and child mental health in Toronto).

The inaugural ONE LIFE Gala in support of the Princess Margaret Cancer Centre raises over \$400,000 for **Magic Castle**, a program for children whose parents/caregivers are receiving treatment at the hospital. Pictured here are Alketa Kumbaro and Debbie Nystrom (Mothercraft), Dr. Gary Rodin (Princess Margaret) and Heather Smythe (Guest Speaker and former Magic Castle client).



**Dr. Carolyn Bennett**, MP for Toronto St Paul and Minister of Mental

Health and Addictions, invites Michele Lupa, Margaret Leslie and Dr. Debra Pepler to participate in an online discussion about the impact of violence on women and children.

Mothercraft holds its first ever **summer staff BBQ** to celebrate the full return to in-person service delivery and to thank staff for all their hard work throughout the pandemic!



Mothercraft College of ECE holds its first in-person graduation ceremony in three years. **Marni Flaherty**, President of the Canadian Child Care Federation, is the keynote speaker.



Mothercraft staff attend and present at the **World Forum for Early Care and Education** in Orlando, Florida (Anna Tyzler, Debbie Nystrom and Michele Lupa).





**// Thank you for creating such a loving and caring environment for the children. The time my children spend at Mothercraft will be their lifetime present."**

*—CED family*

Every  
Child  
Matters

ational Day of  
tute and Reconciliation

September 30 2022



# In Their Own Words (2022 Testimonials)

“ My life has changed since I finished school. What I have learned at Mothercraft has really given me the skills to work with parents and provide meaningful feedback and information regarding their child’s learning and development.”  
—*ECE Diploma student*

“ We chose to raise our child in downtown Toronto to ensure they would be exposed to all the diversity the city has to offer. We are glad Mothercraft’s staff is so diverse and inclusive.”  
—*survey respondent on inclusion*

“ So many things in my life have been a struggle and people weren’t there to help me. In this pregnancy I feel like you saw me, listened to me and helped me get connected to the right services for me and my baby.”  
—*Early Intervention parent*

“ To start fresh as a newcomer, this program was very helpful. (It) prepared me to join the workplace of this country, which is very different from back home.”  
—*Enhanced Language Training participant*

“ I feel a sense of belonging in Mothercraft because they treat everyone the same.”  
—*survey respondent on belonging*

“ Breaking the Cycle was there for me and my baby from the start. I have learned so much about myself and being a mom and my little girl feels like this is her second home.”  
—*Early Intervention parent*

“ Overall, this course was amazing! Each week I brought something back to my team that I learned and wanted to implement into my program.”  
—*Family Support Certificate trainee*

“ The staff have not only been incredibly kind but (are) amazing resources as well. Before this program I felt overwhelmed and underprepared to help my child. Now I feel far more assured. It’s like a weight has been lifted off my shoulders.”  
—*survey respondent on well-being*

“ I can’t tell you how much of a difference the program and connection with staff has made to our family. It meant a lot to us during the pandemic.”  
—*EarlyON family*



**//** The last 2.5 years have been very difficult. You have all done so much to provide a safe, healthy and happy place for our children. Your efforts, commitment and cheerful dispositions have not gone unnoticed.”  
—CED family





# The Year in Numbers

**2,011**

Children served

**2,368**

Parents/caregivers served

**282**

Child care spaces

**18,934**

Visits by children  
& parents/caregivers

**207,697**

Hours of service provided

**1,196**

Individuals referred to Mothercraft

**2,204**

Referrals for service  
made from Mothercraft

**60**

ECE graduates

**109**

Students enrolled

**42,432**

Hours of classroom instruction

**1,757**

Professionals trained

**855**

Hours of training provided

**327**

Student placements

**138**

Staff

**9**

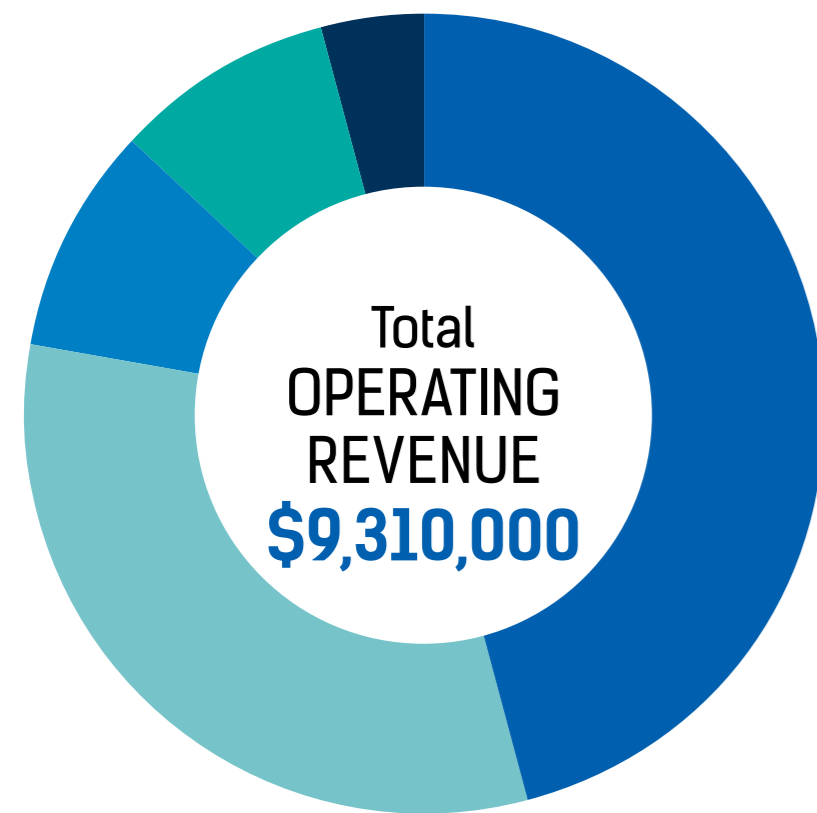
Service Locations



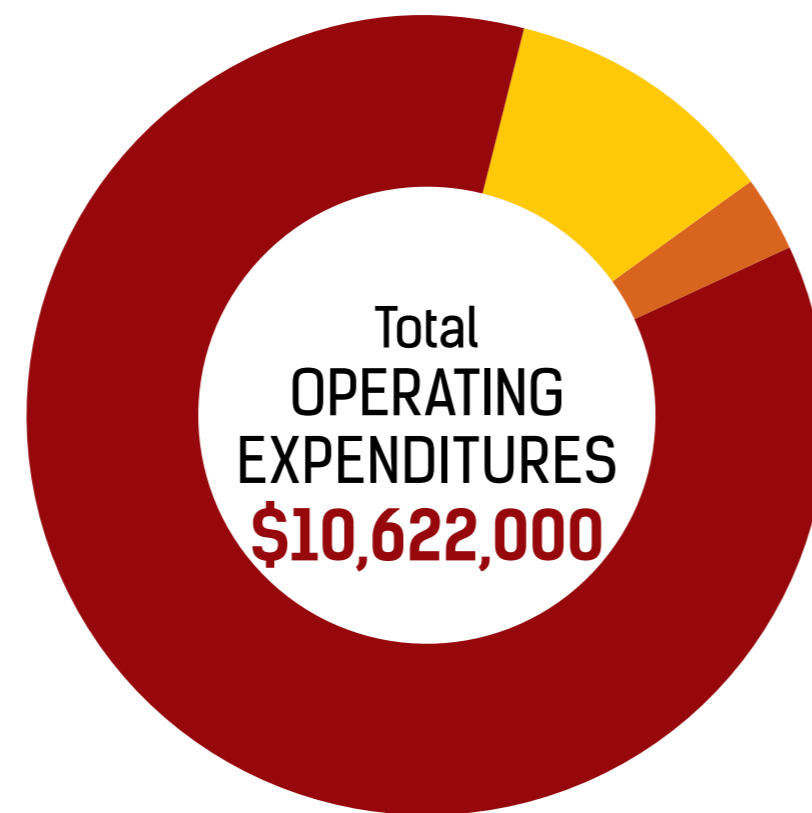
# Financial Statements

## Statement of Operating Revenue & Expenditure

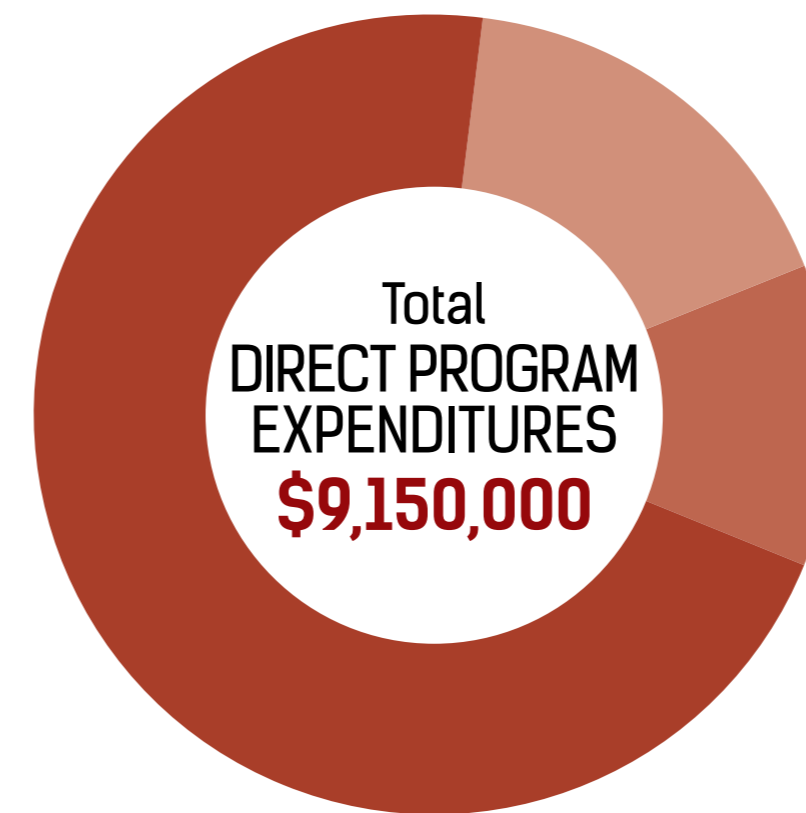
For the year ending December 31, 2021



- 46% ● Municipal Funding
- 32% ● Child Care, Tuition & Training Fees
- 9% ● Federal Funding
- 9% ● Provincial Funding
- 4% ● Other Income



- 86% ● Direct Expenditures
- 11% ● Administration
- 3% ● Amortization



- 71% ● Early Childhood Development
- 17% ● Education, Training & Data
- 12% ● Early Intervention

## Thank you to our Funders

- |   |  |
|---|--|
| Anonymous   | Regional Municipality of Durham                      |
| City of Toronto                                   | Regional Municipality of Halton                      |
| Immigration, Refugees & Citizenship Canada        | Regional Municipality of Peel                        |
| Metcalf Foundation                                | Toronto Workforce Funders Collaborative              |
| Ministry of Children, Community & Social Services | University Health Network Princess Margaret Hospital |
| Public Health Agency of Canada                    |  |

## Thank you to our Donors and Gifts-in-Kind

- |                            |                                    |
|----------------------------|------------------------------------|
| KMEK Holdings              | United Way                         |
| Suzanne Kiraly             | Esther James Anderson              |
| Demarchi-Anderson family   | Lynn Walks                         |
| Margaret Leslie            | Cecilia Racine                     |
| CHUM Charitable Foundation | Susan Maltman                      |
| Wendy Gauthier             | Mary or Paul Daley                 |
| Leslie Holbrow             | Devlin Leslie                      |
| Evelyn Westen              | The Benevity Community Impact Fund |



# Thank You to Our Staff & Board

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(*Secretary*)

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Olga Kondili

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Soheila Lotfi

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Mona Mahdian

Christine Caroline

Maina

Mary Anne Malecon

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Purvi Manek

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Marciales

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Tshiefu

Franchesca Muñoz

Leah Murray

Megan Musser

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Fateme Nemati

Debbie Nystrom

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Lalaine Tan

Yin Yu Tang

Yoshie Tate

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Yin Wang

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Laverde

Reyes Werner

Julia Wheelihan

Judy White

Claudette Wilson

Kimberly Wint

Haeun Yun



# Where to Find Us

## 10 Front St W

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

- *Brookfield Place Centre for Early Development*

## 32 Heath St W

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

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

## 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)*
- *Administration*

## 610 University Ave (inside Princess Margaret Hospital)

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

- *Magic Castle*

## 393 King St E

Toronto, ON, M5A 1L3  
416-364-7373

- *Breaking the Cycle*
- *BTC Pregnancy Outreach Program*
- *Parent-Infant Program*
- *Connections for Breaking the Cycle of Violence*
- *Connections*
- *CityKids*

## 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*





**Mothercraft**<sup>®</sup>  
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[www.mothercraft.ca](http://www.mothercraft.ca)