



2017 Annual Report

Greetings from the President & Executive Director



What an exciting time it's been for those of us who work with families and children! Our sector has seen major legislative reform, exciting new policy initiatives and an evolving body of evidence from the research community about early childhood brain development and how it affects the way young children learn—all of which have influenced Mothercraft's approaches to early identification, early intervention and early childhood programming.

Mothercraft is proud to have contributed to many of these changes. We've provided expert clinical, program and policy advice to governments, system planners and researchers. We've shared our knowledge and experience here at home in Toronto, in communities across Ontario and Canada, and as far away as New Zealand and Australia. We've hosted academics and fellow early childhood practitioners from Japan, China

and Singapore. We celebrated Canada's 150th anniversary in our programs and continue to work alongside our Indigenous partners to influence systems change and ensure the lessons of Truth and Reconciliation are learned.

In 2017, we recognized the best of Toronto's child care with the awarding of the CityKids Inclusion Awards. We celebrated a visionary leader who was taken from us too soon with the posthumous presentation of the Bill Bosworth Memorial Award to our friend and colleague, Sara Koke. One of Mothercraft's amazing staff, Alketa Kumbaro, who delivers a unique and very special program called Magic Castle at Princess Margaret Hospital, received the Michael Kamin Hart Award in recognition as someone "*who has provided excellent oncology care to adolescents and young adults*".

Perhaps our proudest moment of the year was when Mothercraft was asked to host the Honourable Jean-Yves DuClos, Minister of



Families, Children and Social Development, and the Honourable Indira Naidoo-Harris, Minister Responsible for Early Years and Child Care, for the official signing of a bilateral agreement between the Government of Canada and the Government of Ontario. This historic agreement, which includes a federal investment of \$435 million in Ontario over a three-year period, was the first to be formalized as part of the federal government's Multi-Lateral Early Learning and Child Care Framework and is part of a multi-billion dollar national investment. Coming on the heels of the 2016 provincial commitment to double the number of licensed child care spaces and expand early years' programs in Ontario, it is definitely an exciting time for the sector.

There are so many things to celebrate from this past year and so many people who make it all happen—our front-line staff whose unrivaled commitment to children and families is witnessed in the amazing work they do day-in and day-out; our thoughtful management team and senior staff whose experience and leadership ensure the quality of our programs; our committed Board of Directors whose vision, oversight and support is essential to the success of the organization; and our community and government partners without whom we couldn't do this work. Congratulations on another year of great accomplishments.

Shawn Adams, President
Michele Lupa, Executive Director



Highlights from 2017



Glory Ressler and Michele Lupa attend the **World Forum on Early Care and Education** in Auckland, New Zealand, where they visit Mothercraft's sister organization, The Plunket Society. Founded in the early 20th century based on the work of Dr. Truby King, Mothercraft and Plunket share not only a common history but a legacy of service excellence, relationship-based service models and a focus on early childhood.

The **Bill Bosworth Memorial Award** is presented to visionary leaders who have made a significant contribution to the child and family services sector in Toronto. The 2017 Award was presented to the family of the late Sara Koke, Associate Director of Early Abilities at Toronto Public Health.



Mothercraft College staff are **"on the road"**! In response to sector changes, new training programs are developed and delivered to the child care and early years sectors.



Celebrating Canada's birthday at **Brookfield Place CED!**

Breaking the Cycle staff, Margaret Leslie and Dr. Mary Motz, are invited to make a presentation at the **7th International Conference on FASD** at the University of British Columbia.



Check It Out, a community-based early identification initiative, is piloted in eight Toronto communities. Mothercraft's Ontario Early Years Centre in St. Paul's riding is one of the pilot locations.



Members of the **Building Connections** research team, Samar Zuberi and Naomi Andrews, conduct a site visit in **Yellowknife, NWT**. 33 facilitators from 17 communities across Canada were trained in 2017 on Mothercraft's family violence intervention, called **Connections**, and are currently participating in the research.



CityKids Inclusion Awards presented to child care programs who demonstrate exceptional inclusion practices for children with special needs. Presented by Ontario's Lieutenant Governor, The Honourable Elizabeth Dowdsweil.



In Their Own Words

“ You all have something special at Mothercraft. My child is so lucky to have started his learning with you.”
—*Robertson House CED parent*

“ Thank you for providing a friendly atmosphere for our children to learn and grow. All your teachers and caregivers are reliable, respectful, caring, and fun-loving people. You’re truly the best!”
—*Brookfield Place CED parent*

“ My child has had great improvements since the last time we spoke. Thank you to people like you who’ve connected us to a lot of helpful resources.”
—*CityKids parent*

“ This training is one of the best I have ever been to. I felt integrated into the team of Breaking the Cycle. This is a wonderful agency that truly models relationships, safety and support.”
—*Building Connections training participant*

“ Thank you so much once again for the wonderful workshop, you enlightened, empowered and motivated us by giving us the tools to go out there as confident RECEs and be our best selves in the field... so glad I made it.”
—*Mothercraft College training participant*

“ Thank you. With all our hearts, we appreciate all that you do for the children!”
—*Eaton Centre CED parent*

“ ELT program helped me to gain confidence, as I further developed my language skills. I became familiar with Canadian workplace environment and also had hands-on experience working with young children.”
—*Enhanced Language Training participant*



// It is great to have a place like Mothercraft to take our child to meet other kids, and for us to connect with other parents and caregivers. Last but not least, we really like the great staff here!”
–EarlyON parent

The Year in Numbers

4,398

Children served

4,780

Parents/caregivers served

185

Child care spaces

38,728

Visits by children & parents/caregivers

114,194

Hours of service provided

2,165

Referrals to Mothercraft

2,363

Referrals from Mothercraft

55

ECE graduates

110

Students enrolled

4,386

Professionals trained

98

Employees

9

Service Locations

203

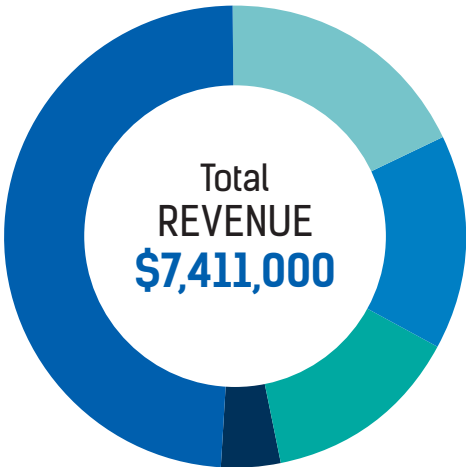
Student placements



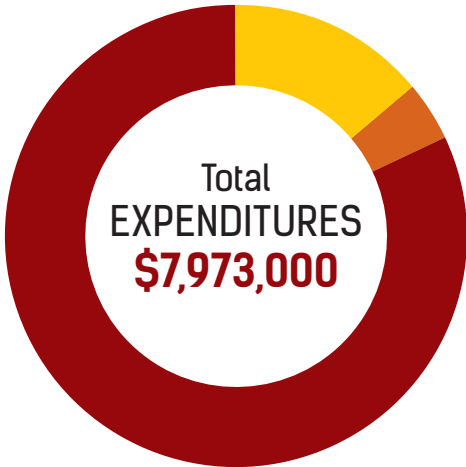
Financial Statements

Statement of Operating Revenue & Expenditure

For the year ending December 31, 2017



- 49% ● Child Care, Tuition & Training Fees
- 18% ● Provincial Funding
- 15% ● Federal Funding
- 14% ● Municipal Funding
- 4% ● Other Income



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



- 61% ● Early Childhood Development
- 22% ● Early Intervention
- 17% ● Education, Data and Community Research

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

- Jarvis & Associates
- Megan & Benjamin Aylesworth
- CHUM Charitable Foundation



Thank You to Our Staff & Board

2017-18 Board of Directors

Shawn Adams
(President)

Mohamed Bhamani
(Secretary)

Sue Hunter
(Member-at-Large)

Tiffany Seccareccia
(Treasurer)

Siu Mee Cheng

Connie Cheung

Cari Covent

Jennifer Hirshfeld

William Jackson

Melinda Lo

Mariana MacIntosh

Tanzeel Merchant

Tracy Reynolds

Gina Rogakos

Caroline Wang

2017 Staff

Jean Abbott

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Nafeeza Ali

Lindsay Allan

Sabrina Alza

Naomi Andrews

Anna Arakelyan

Lynn Arsenault

Massimo Ascenzi

Nahid Ashna

Maria Avila

Asmaa Bangi

Vera Barbosa

Malgorzata

Bembenek

Angelica

Benalcazar

Melissa Brinkman

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Cristina Branco

Candice Burt

Anita Chang

Demi Chang

Andrew Chapman

Nerina Chiodo

Jessica Cleeve

Adrienne Cooper

Maria Cordano

Nicole De Almeida

Gina DeMarchi

Alan DeRoche

Anna Dilecce

Connor Dougherty

Farahnoosh Faghihi

Anique Francis

Sandra Garcia

Shana Greenberg

Nishant Gupta

Miroslaw Guzik

Janice Heisz

Kaprice Higgins

Winnie Ho

Lisa Howarth

Yi (Eva) Hu

Genevieve Iacovino

Khalid Khan

Randa Khattar

Catriona Kollar

Olga Kondili

Alketa Kumbaro

Cynthia Kwan

Steve

Kyriacopoulos

Suk Ming Lau

Oleksandr

Lebediuk

Margaret Leslie

Karen Li

Jie Jing Li

Liliana Llinas

Mareece Lowes

Michele Lupa

Marie Josephine

Macam

Sandra Mageau-

Marsh

Christine Caroline

Maina

George Marhasin

Alexandra Mazina

Ahren McCutcheon

Sue McWatt

Ashley Miller

Mahnaz Mirzaei

Rachel Monahan

Debbie Morson

Mary Motz

Lidija Naumovska

Diana Nedd

Fateme Nemati

Peter Nguyen

Ybelia Noritz

Debbie Nystrom

Sandra Pang

Brandie Parsons

Kimberley Pawluck

Randi Paxton

Katie Pearson

Rosa Phanlith

Devon Physick

Grace Ponte

Rabia Popal

Katehba Rahimi

Tasnia Rahman

Uzma Raza

Effat Razavi

Norette Rene-

Gougeon

Glory Ressler

Sheryl Salmon

Patricia Santos

Sonia Santos

Itita Shyti

Alyssa Short

Shanene Simpson

Athena Skliros

Ju Yeong Song

Elise Sullivan

Irina Sverdlova

Lalaine Tan

Indiradevy

Thiruchchelvarajah

Maria Torres

Stacy Turner

Anna Tyzler

Alicia Urban

Carla Vieira-

Villamonte

Aida Vrenozaj

Katherine Welch

Arthur Wenglik

Reyes Werner

Gert Wieland

Claudette Wilson

Shahlla Yousufi

Samar Zuberi



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





Storage bins and supplies on shelves.

Toddler's Art Gallery

Books, CD player, and decorative items on shelves.

Decorative wall display with hearts and globe.

Sensory table and storage unit.

Wooden toy kitchen set.

Teacher and children sitting on the floor.

Table and chairs for eating.

Table and chairs for eating.