



2018 Annual Report



Greetings from the President & Executive Director



Connecting our past with our future. As we reflect on another year gone by, it's clear just how important this way of thinking is to Mothercraft. Throughout the organization's 89-year history, we can confidently say that two things have remained true: our unwavering commitment to the delivery of high quality services that are rooted in research and evidence; and, our pledge to use our experience and expertise to improve what we do and to share it with others.

A perfect example of this is a project we call *Building Connections*. Over a decade ago, Mothercraft's early

intervention team developed *Connections*, a multi-week program to support women experiencing intimate partner violence and their children. It was highly successful and rigorously evaluated. In the intervening years, we took what we learned and modified the program. We translated all of the materials from English into French. We worked with Indigenous partners to adapt the manual so that it was culturally appropriate to meet the needs of Indigenous women.

In 2018, the third year of the five-year project funded by the Public Health Agency of Canada, Mothercraft staff continued to train and certify professionals in the *Connections* intervention, including a cohort of Indigenous service providers from Manitoba, Alberta and New Brunswick. By the end of the year, a total of 55 professionals from 25 different communities across the country were actively delivering the *Connections* program. We've delivered webinars to hundreds of individuals and disseminated thousands of program manuals. We've partnered with PREVNet and York University to research and evaluate the project so we continue to learn. Our staff have made presentations about *Building Connections* at conferences across Canada and around the world, and we've published articles in numerous academic journals, sharing what we've learned as we're learning it. As we enter the final phase of the project - in which we will synthesize all of the data we've collected and the stories we've heard - we know we are fulfilling the legacy of our predecessors: do

what you know works, question how you could do it better, partner with others to test your ideas, share what you learn.

There are many, many more examples from this past year of how Mothercraft has stayed true to its roots and honoured its history while carving out a new way forward, often as a leader in the delivery of services, the education and training of professionals and creating impact for communities. You can read about many of them in the pages of this report. One project currently under development that we're particularly excited about involves Mothercraft College of Early Childhood Education. In response to the critical shortage of ECEs in Ontario, Mothercraft has partnered with other child care organizations, to create an innovative new work/study model to meet the post-secondary education requirements of an ECE Diploma. Watch for more info in next years' annual report!

Finally, in 2018, we began extensive consultations to develop an ambitious and bold set of new strategic directions. This important work will culminate in a new strategic vision and plan for the organization, one that we hope will serve us well as we continue to navigate through change in our sector. We are confident that, no matter what new priorities emerge or how we choose to implement them, we will remain connected to our past as we reach toward the future.

Shawn Adams, President
Michele Lupa, Executive Director



// Before I came to BTC I was worried that if I went to counselling people would think I wasn't a good mom. BTC staff helped me to understand that I am and all parents need someone to talk to."

—Breaking the Cycle parent

Highlights from 2018

Mothercraft College officially changes its name to **“Mothercraft College of Early Childhood Education”**.



Athena Skliros named an Emerging Leader by ChildCareExchange, and profiled in the summer edition of their magazine.

Mothercraft partners with Learning Enrichment Foundation to develop the **Career Pathways Exploration Project** with support from the Ontario Centre for Workforce Innovation. Implementation of the work/study ECE Diploma pilot program slated to begin in 2019.



Mothercraft is invited to attend the **ReadyNation Global Business Summit on Early Childhood in New York, NY**. Over 200 US business leaders and international representatives gathered to discuss ways in which non-traditional allies can advance policy and investment in early childhood.



Gina DeMarchi describes the **Building Connections** initiative at the World Association of Infant Mental Health conference in Rome.

Mothercraft becomes a signatory to the **Baby Bundle Accord** — a partnership with Indigenous organizations to create a seamless system of support for Indigenous families.



Building Connections paper published in **Zero to Three Journal**.



Dr. Mary Motz visits trainees in **Dauphin, MB**. 55 professionals from 25 communities across Canada are now certified to deliver the *Connections* intervention.

Visitors from **Jamiyah, a child care organization in Singapore**, visit Toronto to learn more about the education and training of ECEs in Ontario and scope of services offered by Mothercraft.



Glory Ressler, Director of Education, Training & Data, is invited by **The Honourable Jean-Yves Duclos**, Minister of Families, Children and Social Development, to participate in a consultation with experts to develop a national early years' data strategy.



**// Organized, ready, fun, serious
when necessary, great at keeping
on point, inclusive, great resources
and energy, breaks when
needed, group work encouraged,
involvement and networking”
–Community training participant**

In Their Own Words

“ I was at a very low point in my life and didn't know which way to turn. I feel so much better knowing that you were there for me then and now.”
—*Breaking the Cycle parent*

“ The Pregnancy Outreach worker...made me feel like all the things that I was worried about for my baby were going to be ok and my team would help me. He is healthy and we are happy together.”
—*Breaking the Cycle parent*

“ My child asks to come here every day.”
—*EarlyON participant*

“ As always, a huge thanks for your help! You guys ROCK!!!”
—*CYSIS member agency staff*

“ When I came back, I thought so highly of your organization... everyone came across so positively, working hard together and all of that, it blew my mind. I came home thinking you had the best team ever.”
—*Building Connections trainee*

“ Thank you so much for the program! My daughter is now using more English phrases at home and singing rhymes. It really has made a big change for her.”
—*School Readiness parent*

“ Thank you so much for the care and attention that you and all the MC staff have shown for our son. Your entire team have been incredible, and we consider ourselves so fortunate to have been part of the Mothercraft family.”
—*CED family*

“ It's so nice to be able to get out of the house and come to a place my baby enjoys. This is such a relief for us!”
—*EarlyON participant*

“ Through the lectures and assignments I have come to learn the importance of connecting with families ... we all need to build on relationships and feel that we can express ourselves openly.”
—*ECE Diploma student*

“ I think it is the best program for newcomers to have experience working in Canada and improving placement skills and knowledge.”
—*Enhanced Language Training participant*



// Thank for equipping our daughter for a better future. We can see her growing into a mature and independent individual.”
—CED family

The Year in Numbers

4,221

Children served

4,725

Parents/caregivers served

185

Child care spaces

37,287

Visits by children & parents/caregivers

134,400

Hours of service provided

2,141

Individuals referred to Mothercraft

2,331

Referrals from Mothercraft

59

ECE graduates

111

Students enrolled

42,432

Hours of classroom instruction

7,716

Professionals trained

581

Hours of training provided

216

Student placements

393

Community partnerships

103

Employees

8

Service Locations

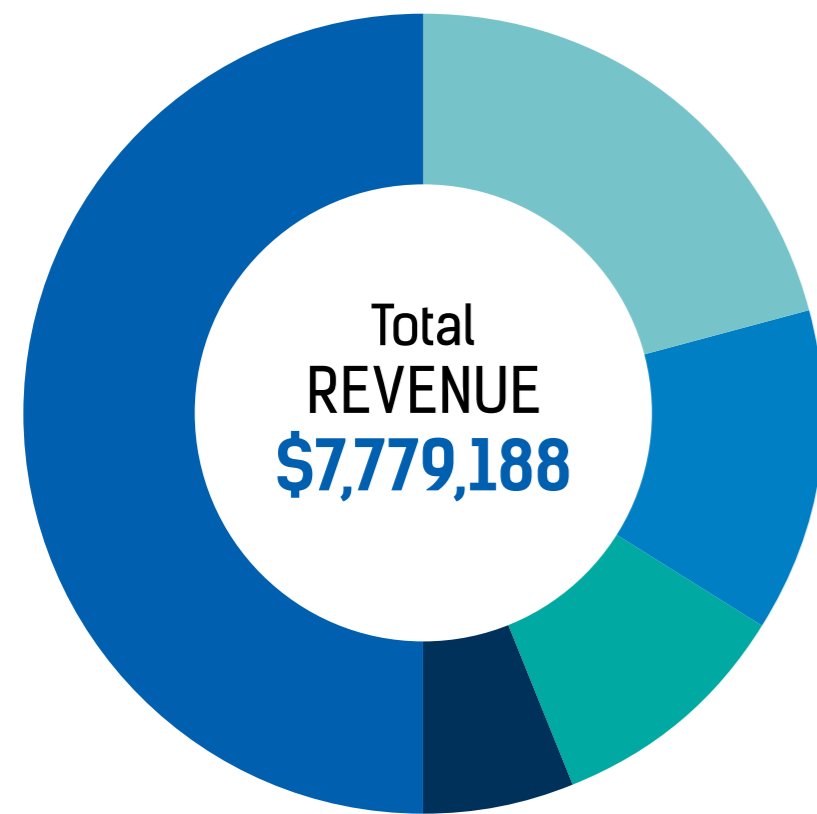
// I like the way you presented the topic and the information you shared was easy to grasp. Your knowledge, passion and experience was seen, heard and felt.”
—Community training participant



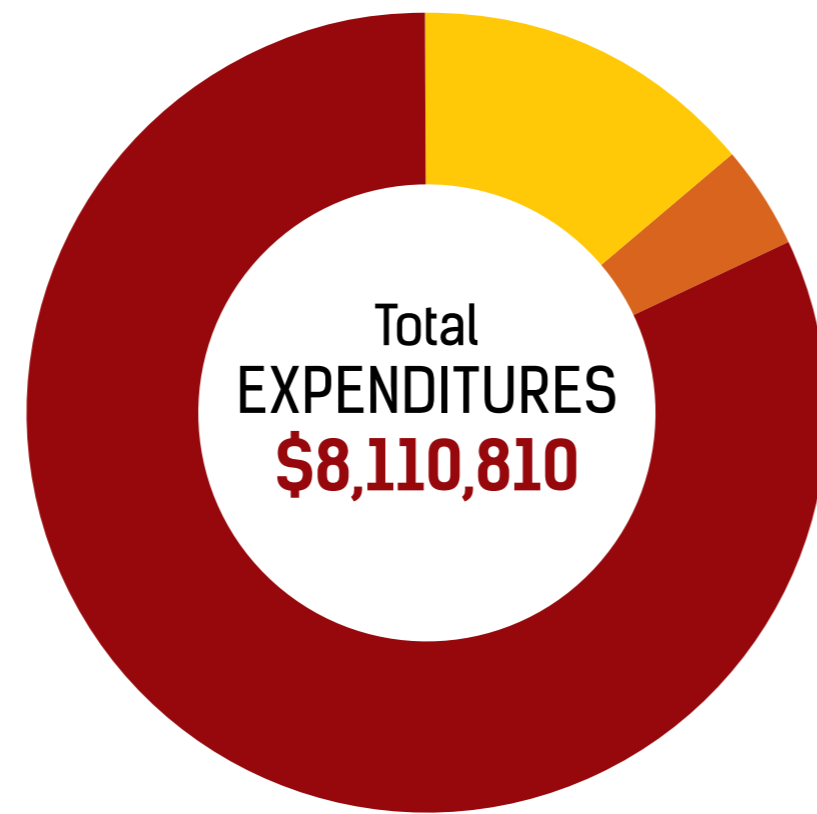
Financial Statements

Statement of Operating Revenue & Expenditure

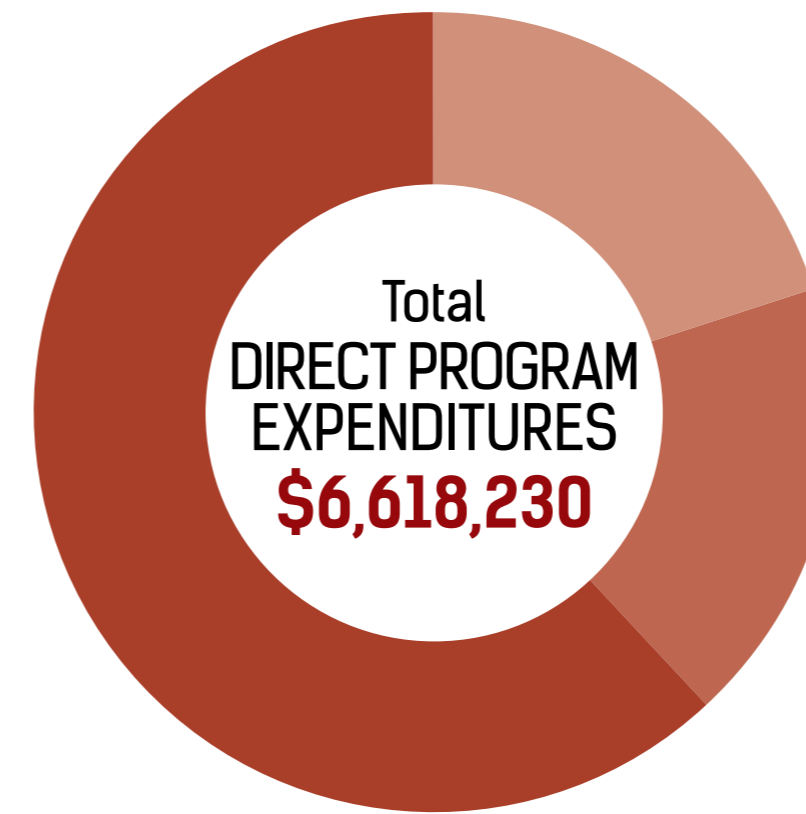
For the year ending December 31, 2018



- 50% ● Child Care, Tuition & Training Fees
- 21% ● Municipal Funding
- 13% ● Federal Funding
- 10% ● Provincial Funding
- 6% ● Other Income



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



- 62% ● Early Childhood Development
- 20% ● Early Intervention
- 18% ● Education, Training & Data

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, 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

RBC Foundation

David Allan

Jarvis & Associates

William H Jackson



Thank You to Our Staff & Board

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Alan DeRoche

Andreia DeSouza Lima

Anna DiLecce

Krystal Facey

Farahnoosh Faghihi

Claudia Farinha

Gwynne Finlay

Sandra Garcia

Rukiyah Ghani

Galina Gordeeva

Jenn Gordon

Shana Greenberg

Nishant Gupta

Mirosława Guzik

Janice Heisz

Giselle Herrera

Kaprice Higgins

Winnie Ho

Lisa Howarth

Abir Howera

Yi (Eva) Hu

Genevieve Iacovino

Samina Jabeen

Derrick Kalu

Catriona Kollar

Olga Kondili

Alketa Kumbaro

Cindy Kwan

Steve Kyriacopoulos

Scott Laban

Clare Lamb

Suk Ming Lau

Oleksandr Lebediuk

Harold Lenis

Margaret Leslie

Jei Jing Li

Karen Li

Liliana Llinas

Silvia Lung

Michele Lupa

Marie Josephine Macam

Christine Caroline Maina

George Marhasin

Alexandra Mazina

Ahren Mccutcheon

Suzanne McWatt

Ashley Miller

Mahnaz Mirzaei

Debbie Morson

Mary Motz

Ellie Murphy

Lidija Naumovska

Diana Nedd

Fateme Nemati

Debbie Nystrom

Erica Pablo

Sandra Pang

Brandie Parsons

Kimberley Pawluck

Katie Pearson

Rosa Phanlith

Devon Physick

Mariana Pinos

Grace Ponte

Rabia Popal

Tasnia Rahman

Uzma Raza

Effat Razavi

Glory Ressler

Sheryl Salmon

Cristina Sanchez

Patricia Santos

Sonia Santos

Melissa Schafer

Alyssa Short

Itita Shyti

Camilla Singh

Athena Skliros

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

Carla Vieira-Villamonte

Simone Volpe

Aida Vrenozaj

Katherine Welch

Reyes Werner

Gert Wieland

Claudette Wilson

Wai Mei Wong

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*
- *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

