



mothercraft^{MD}
ottawa



Helping Families Grow and Thrive
2017 Annual Report

2017-2018 Board of Directors

Executive

President	Jennifer M. Arnold
Vice President	Jennifer N. Arnold
Treasurer	John Chapman

Directors

Kathryn Wilson	Andaleep Ali
Holly Ockenden	Margo Den Haan

Ex-Officio Members



Help

Our Mission: Mothercraft Ottawa is a charitable non-profit organization focused on enriching the well-being of children and their families by offering childcare and a wide range of programs and support services throughout Ottawa.

Management

Executive Director:

Alicia Ashton, RN, BScN, MHA

Director of Corporate Services:

Anne Boisvenue, CPA, CGA

Director of Children's Programs:

Janet Libbey, RECE

Director of Children and Family Services:

Lena Turnbull, RECE

Manager, Licensed Home Child Care Program:

Trish Balkwill, RECE

Manager, Elmdale School Age Program:

Susie Munro, RECE

Manager, Waterbridge School Age Program:

Jenn Ross, RECE



Grow



Thrive

Mothercraft Ottawa

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info@mothercraft.com

www.mothercraft.com

Registration Number 10686 4325 RR0001



Message from the President and the Executive Director

A change in leadership often brings a change in an organization. When we welcomed our new Executive Director in the spring of 2017, Mothercraft began a multi-year process of change and revitalization—investing in our staff, infrastructure, our operations, and our programs.

In 2017, Mothercraft began the much needed work of updating our Evered building. New flooring, a new roof and a reserve fund study are the first steps to ensure our building is warm, safe and inviting for our children, our families, and our staff.

We have also invested in our staff and staffing—from ongoing professional development support to hiring our first Human Resources professional and updating our policies and practices, we are committed to ensuring that Mothercraft Ottawa is a great employer for all of our dedicated and professional staff.

As we continue with this revitalization process into 2018 and beyond, we want to thank the Mothercraft family for working together and staying focused on our commitment to providing fantastic, engaging, high quality care for the children and families we are honoured to serve.

Jennifer Arnold

Jennifer M. Arnold

Alicia Ashton

Alicia Ashton

150

Volunteers

149Families
Referred**132**Births
Attended**4,254**Referrals and
connections made for
families to local
supports

17 Languages

Birth and Parent Companion Program



Prenatal

91

attended

10 Classes

Supporting Children with Special Needs

**15**Children completed
our Specialized
School's Cool for
children with
Autism in 374 visits**25**

Referrals to First Words

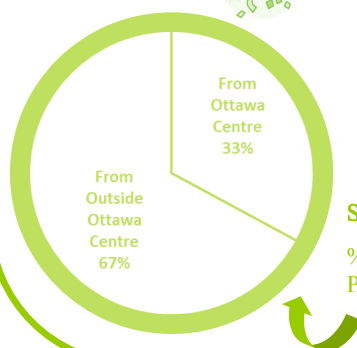
45

Specialized Support Plans

1,142 hrs

Special Needs Support

Our teams work hand in hand supporting children and their families learn and navigate their lives with: ADHD, Anaphylactic allergies, Anxiety, Apraxia, Asthma, Autism Spectrum Disorder, Complex Congenital Heart Defect, Depression, Diabetes, Divorce/ Separation, Down Syndrome, Dyslexia, Eating Disorders, Gender Identity, Global Developmental Delay, Hearing Impairment, Obsessive Compulsive Disorder, Oppositional Defiance Disorder, Self Harming Behaviour, Sensory Processing Disorder, Sexuality, Skeeter Syndrome, Speech Delays and Challenges, Trauma Histories, and Visual Impairments.

33,287 Adults
+ 23,703 Kids**56,990**
Total Visits**33,465** visits
with our partners
Somerset West &
BPCP**1,427** at
French Play Group**120** at
French Parenting
Workshops**495** visits to our
OCTC Playgroup**155** visits to families
living in shelters**9,379** at
12 Special Events**3,691** Came to Park Play Groups**747** At Rainbow
Family Events
& Play Groups

OEYC Attendance in 2017

Serving More than Just Ottawa Centre.

% of Families from our Specialized Drop-In Programs, and where they are from in Ottawa.

Donations of books, toys, clothes, shoes, bikes, furniture, diapers and toiletries to families in need (in our program or in the community)

Too much and too many to count or weigh

Home Child Care

**55**Active Home
Child Care
Providers**259**

Children in Home Child Care

34

Providers on Training Courses

G H I J K L

28 years Our Longest Serving Home Provider**3** Number of children cared for for free by Providers during subsidy freeze so parents could continue to work or complete their studies.25
Referrals to
First Wordsfirst
words
premiers
mots

2017 Year At A Glance



Elmdale School Age Program

122 Kinder &
206 School Age Children



Waterbridge Preschool & School Age Program

31 Preschool,
63 Kinder &
137 School Age Children



Evered Full-Time and Part-Time Daycare Programs

181 Part-Time,
76 Full-Time &
34 Kindergarten Children

We go places...
... We meet new friends!

45 Special Guests
144 Outings

At Mothercraft, our programs aren't confined to our four walls. We get out! Whether to the NAC, Saunders Farm, Gatineau Park, local festivals and special events, our kids get out into the community and experience all our great city has to offer!

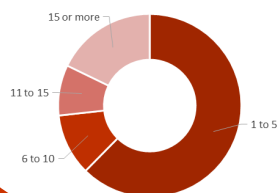
Licensed Group Care at Mothercraft

Postpartum Support

1026 Visits from Moms & Dads at our Postpartum Support Drop-Ins

1,542 Moms came for **204 hours** of free Breastfeeding Support

Number of Visits to Postpartum Drop-In

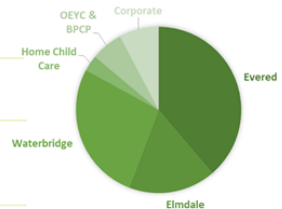


Here are some of our different educational credentials:

Registered Early Childhood Educator; Child and Youth Counsellor; Social Service Worker; Developmental Service Worker; Doula; Certified General Accountant; Baccalaureate of Education; Psychology; Child Studies; Music, Science, Nursing; Masters of Child Development, Health Administration, Project Management; Diplomas in Haute Cuisine, Horticulture, Montessori, and Autism Studies.

160 Mothercraft Employees
11 New Hires
55 Home Child Care Providers
21 Independent Contractors for Special Programs

STAFF BY LOCATION



Our Team

It takes a diverse team to deliver the variety of programs we offer at Mothercraft Ottawa.

Want to make a positive impact on the lives of Ottawa families?

Have time to give? Volunteer at our events or with our Birth and Parent Companion Program.

Have money to give? Sponsor an event or make a donation.

Have stuff to give? We always accept baby and children's clothing to donate to our families in need. If you have other children's items (toys, books, etc.), please don't hesitate to call us to see if we can pass it on.

Contact info@mothercraft.com to find out how you can help.





A New Partnership For Successful Early Intervention: 4 year old Liam joined our Alternative Kinder program for the January term after a challenging first term at public school. He is very creative, imaginative and articulate; a story teller who likes to lead and teach his many friends. Newly diagnosed with Sensory Processing Disorder, he struggled with self-control and anxiety, often overwhelmed by class activities. Liam needed one on one support to help him learn to regulate his emotions. After exhausting other options, we worked with Liam's family to submit a successful application to Ottawa Children's Coordinated Access and Referral to Services (OCCARS) to fund additional support for Liam—a first for us. This partnership meant Liam got the support he needed to grow and thrive! Liam no longer needs the one on one support, having learned the skills to self-regulate and stay focused in class. Without this partnership and the committed collaboration of our Kinder educators and our Mental Health Lead, Liam would not be as prepared as he is to thrive in grade one next year.

helping

One Family, Ending Their 15 Year Journey With Mothercraft: 15 years ago a young mom visited our center urgently needing care for her young daughter. We welcomed them into our Mothercraft family right away, as this family welcomed us into theirs. Since then, even though the family structure evolved, we were privileged to be able to provide care for all 7 girls here at our Evered location over the span of 15 consecutive years. It was an honour to be part of their family for so long.



grow and



Preparing Parents for Birth: "We are happy to report; our son was born last Friday at 3:13 am. Your class provided us with so much information and made it such a pleasurable experience. We had no stress or worries on our part. My husband asked all the right questions and kept me calm and hydrated throughout the whole thing. Thank you so much for all of your guidance and knowledge. This course was awesome for us and we recommend it to everyone we know."

- C.F., a prenatal class client and new mother

Holding Hands on a Shared Journey of Support: Early identification by the Waterbridge team facilitated and supported a child and her family to access developmental assessments and support through CISS. When she started in the program, the child was non-verbal and showing signs of significant developmental delays. In September, with support, she successfully transitioned from our preschool program into the FMPS kindergarten program. Her language, self-help and social skills are developing at a steady and impressive rate. To listen and to observe her interacting with friends in our afternoon program is truly heartwarming and very rewarding. The Waterbridge team has played an enormous role and celebrates the difference we have made for this child and her family!



families



Aiding in the Transition to School for Children with Autism: When George started School's Cool, his mom was very concerned that he was non-verbal and believed that he wouldn't be able to attend school, as he wouldn't sit for circle, sit for snack, and was very aggressive. Part of the aggressive behaviours seemed to have to do with not being able to communicate so we worked to put some strategies in place to help him express his wants and needs and were able to reduce the aggressive behaviours fairly quickly. George learned to put his hand out in front of him when he wanted his friends to leave him be, or when he didn't want something. After nine weeks, of three afternoons per week, George was able to sit for circle and join his friends for snack and was on his way to learning how to communicate his needs to the people around him. Fast forward to now, George is attending junior kindergarten half days with an educational assistant and is doing very well! He's even gained some verbal communication skills.

thrive

Supporting the Most Vulnerable: "At our CHC, we frequently have prenatal patients who lack support and are very overwhelmed. Recently, I referred a young teen, illiterate, recent refugee who spoke no English to your program. Julie was assigned to this young woman who was pretty overwhelmed with all the new challenges in her life. Needless to say, there were many challenges, but Julie was most creative in finding solutions. Your Birth Companions Program continues to impress me with the quality of the volunteers who journey with women who find themselves in challenging situations around their birthing plans. We in the community are most appreciative. May it long continue!"

- Dr. Dona Bowers, Family Physician- Somerset West Community Health Centre.



Goodbye OEYC...

Since 2002, Mothercraft Ottawa has been proud to be an Ontario Early Years Centre (OEYC), offering early learning and parenting support programs to families from Ottawa Centre and beyond. As part of the Early Years transformation in Ontario, the OEYC's will join three other program types under one new unified banner: EarlyON Child and Family Centre / ON y va Centre pour l'enfant et la famille. In 2017 we said goodbye to our OEYC, and change to our new EarlyON name in 2018.

We will continue to offer much of the same programming in 2018 while at the same time working together with the City of Ottawa to ensure great early learning and family support programs are available across the city, serving families' needs, where and when they need them.

Here is just a snapshot of some of the unique programs that Mothercraft Ottawa offers through our OEYC, and now EarlyON Child and Family Centre.

Postpartum Support Drop-In

Mothercraft Ottawa's Postpartum Support Drop-in is in its 4th year. We continue to provide a safe place for women who are experiencing postpartum challenges in the first year after having a baby. This group allows women an opportunity to connect with one another, receive guidance, support and skills from a postpartum professional as well as their peers. Our group operates at full capacity every week and is currently filled with many women using this service for the 2nd time.



Breastfeeding Support

In collaboration with the other OEYC's in Ottawa, we offer free, expert breastfeeding support to help build early parenting skills and confidence.

Postpartum Dad's Drop-In

We are also very proud to offer Ottawa's only Postpartum Support Drop in for dads. In addition to the benefit of connecting with other new dads in their community, participants are able to obtain much needed support for themselves during the transition to parenthood, as well as learning tips and strategies to support their partners. Many in attendance have partners who frequent the mom's postpartum support drop in as well.



OCTC Playgroup

A partnership with OCTC, this play group is specially designed for children with special needs.



Seahorses Dads Playgroup

One of the few playgroups in Canada designed only for male caregivers with children aged 3-6 years old.



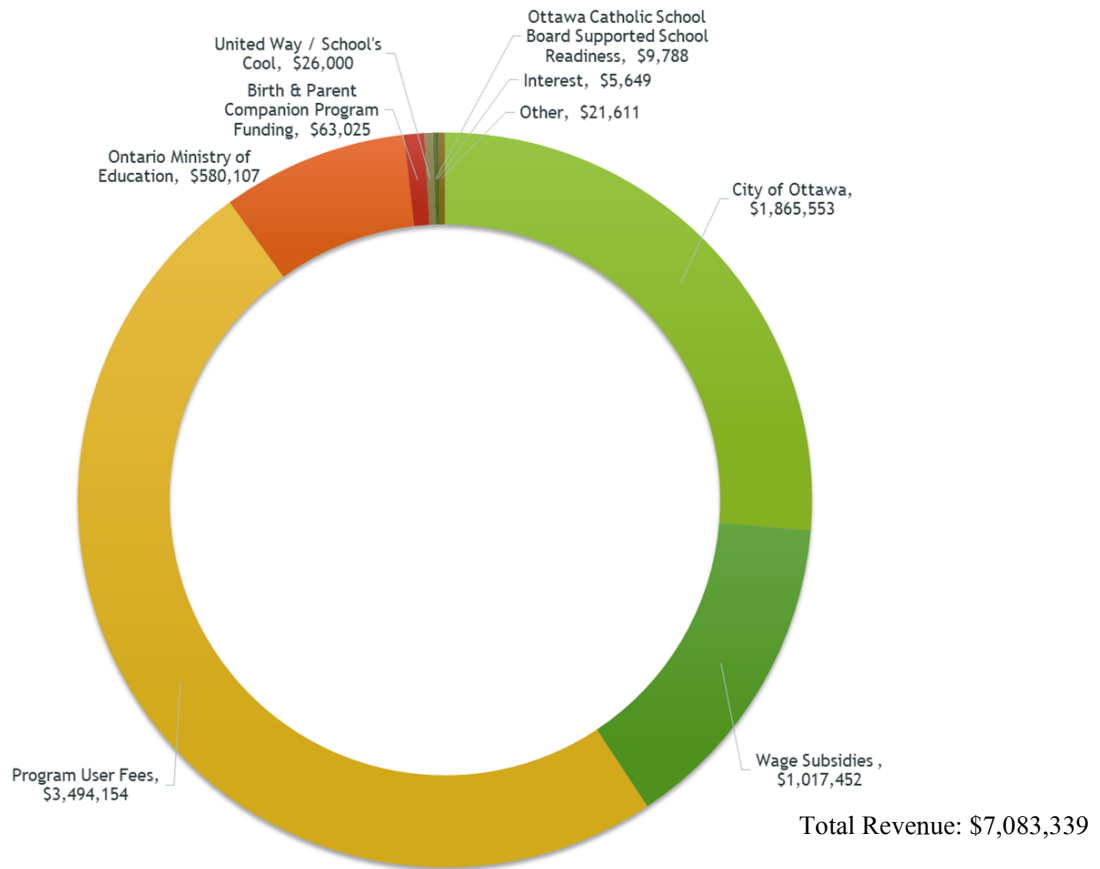
Rainbow Families Drop-In

A partnership with FSO, this monthly drop-in supports queer & trans parents and children and youth.

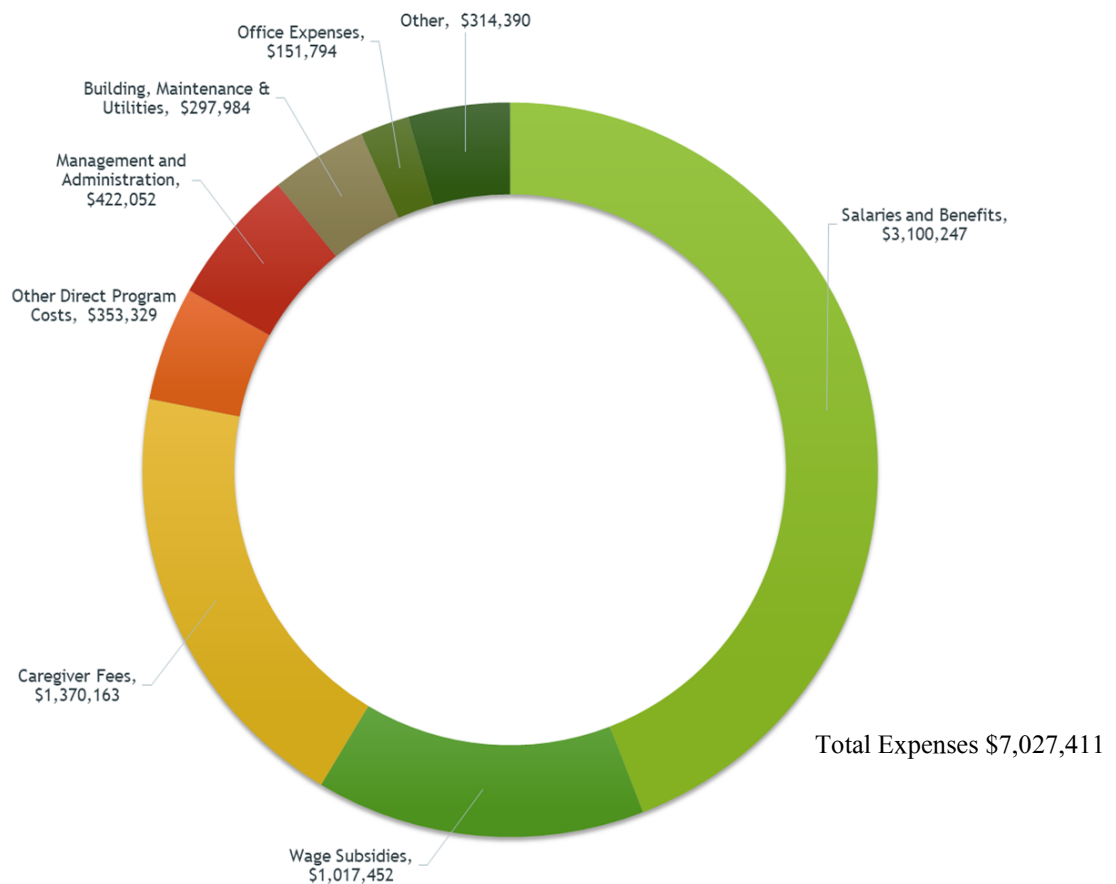
... Hello EarlyON

2017 Financial Highlights

2017 Revenue



2017 Expenses



Our Partners

Thank you to all of our 2017 partners, who together helped us deliver diverse programming across the City with a shared vision of supporting families. We are stronger together, because of our partnerships!

- Algonquin College
- Carleton University
- Centretown Community Health Centre
- Champlain Maternal Newborn Regional Program
- Children's Inclusion Support Services
- City of Ottawa
- Dovercourt Recreation Centre
- Family Services Ottawa
- Licensed Home Childcare Network
- Michaëlle Jean Centre for Global and Community Engagement
- Ottawa Birth and Wellness Centre
- Ottawa Carleton District School Board
- Ottawa Catholic School Board
- Ottawa Childcare Association
- Ottawa Children's Coordinated Access
- Ottawa Children's Treatment Centre
- Ottawa Public Health
- Ottawa Public Library, Rosemount Branch
- Somerset West Community Health Centre
- Youville Centre
- University of Ottawa School of Nursing

Volunteers

Like many charities, we couldn't do our work without our dedicated volunteers. 201 Birth and Parent Companions ensured vulnerable families in Ottawa had a trusted companion, either for their birth or for parental support.

90 volunteers made our Touch a Truck event the huge success it was as did the 25 who volunteered for our Holiday Extravaganza. Thank you to all of our dedicated volunteers!

Donations and Sponsorships

Mothercraft thanks all of our donors and sponsors who contributed both financially and in kind in 2017. We want to thank:

For Donations: Boomerang Kids—Westboro, Gifts in Kind, Hardini House, Ten Thousand Villages—Westboro, individual cash donors, individuals who donated used clothes, toys and other goods.

For Sponsorship: David Proulx Insurance as our title sponsor for Touch a Truck, as well as all of our other generous sponsors (full list on our website).

