

# Annual Report 2016



## Message from the President and the Executive Director

Welcome to Canadian Mothercraft of Ottawa-Carleton (Mothercraft Ottawa), a charitable non-profit agency offering a wide array of support services to Ottawa families since 1944. From the moment you know you are pregnant until your child is twelve years old, Mothercraft is here to support your family through the exciting and sometimes challenging transition to parenthood and family life. As your child grows, we offer full time, part time, casual and extended day Child Care Programs for children from 3 months to 12 years. In addition to child care, we offer outstanding, innovative early learning and care programs which are designed to maximize your child's development and learning experience, and to support families and caregivers in their important role. Our goal is to offer every child a great start in life!

2016 was another busy and successful year during which Mothercraft Ottawa had a regular enrollment of 806 children in our Child Care Programs; and supported an additional 49,416 parents, children and caregivers through our Child and Family Services and Support Programs. This important work was accomplished by our professional Early Learning and Administrative team of 106, including 42 full time, 35 part time, and 29 supply staff (on average 20 supply staff are booked per two week period) at our three locations. It is noteworthy that while we hired 22 new staff members this year, 20 members of our staff team have been with Mothercraft Ottawa for over 10 years, and 8 of these for over 20 years! The remaining members of the Mothercraft team include 53 dedicated Licensed Home Child Care Providers located throughout the City; 148 trained volunteers; and 12 accomplished Board members.

The Child Care Modernization process continued this year with the release and implementation of the Ontario Ministry of Education's Phase 2 Regulations under the Child Care and Early Years Act, 2014. This phase brought significant changes and challenges for the Licensed Home Child Care Program which our professional team of Home Child Care Advisors successfully implemented in partnership with our dedicated team of Home Child Care Providers. Significant changes were also released and incorporated into our Group and Extended Day Child Care Programs. Further information on the Ontario Ministry's Child Care Modernization process can be found at <http://www.edu.gov.on.ca/childcare/modernizing.html>.

The Ministry of Education also recognized the importance of the Early Childhood Educator and Licensed Home Child Care Provider roles and the importance for agencies to be able to recruit and retain an exceptional, high quality professional team. As such, they introduced a new Wage Enhancement Grant that provides a salary enhancement to Child Care Agency front line staff members and Licensed Home Child Care Providers for a prescribed period of time yet to be confirmed.

Furthermore the Ministry of Education transferred responsibility for the transition of Ontario Early Years Centres to Ontario Early Years Child and Family Centres to Municipalities. The City of Ottawa, in preparation for the transition of the Early Years Centres, has engaged in community consultations, surveys, and service mapping which will inform this transition and ensure that programs and services will be where, what, and when they are most accessible to the families and caregivers of Ottawa. This transformation is scheduled to be completed in 2018.

We look forward to 2017 and the changes that it will bring, as we continue to align our child and family supports and services with what families and caregivers are seeking. Sincerely,



Board President



Executive Director

# Ontario Early Years Centre - Ottawa-Centre

Ontario Early Years Centres (OEYC) provide universal, neighbourhood-based early learning programs for children, aged 0-6 years, and their families/caregivers. Located at Mothercraft Ottawa, the OEYC Ottawa-Centre is one of seven across Ottawa. Regulated by the Ministry of Education, our services are all free of charge and available to all parents/caregivers of children 0 to 6 years of age residing in Ontario. Our spectrum of services include: Early Learning drop in playgroups; workshops; specialized programming including Postpartum Support Drop Ins, Rainbow Families Art and Play, Specialized School's Cool (school readiness program); a toy and resource lending library and community resources.

## Over 49,000 Individuals were served in 2016

6,332 children and 4,988 parents/caregivers participated in  
**Early Learning playgroups**

925 women were supported in our weekly **Postpartum Drop In**

Our variety of **workshops** were attended by 634 parents/caregivers and professionals as well as 342 children

Our partnership with Somerset West CHC enabled us to facilitate a weekly **Dad's Drop In (Seahorses)** where we welcomed 270 dads and their children

We partnered with **local agencies** to provide support and services to over 26,200 parents/caregivers and children

568 toys and resources were borrowed from our **Lending Library**

In partnership with the **Ottawa Children's Treatment Centre**, we supported 491 individuals

We celebrated with over 10,923 guests at our **special events**

Our **French Language Programs** were attended by 1,157 participants



## ANOTHER GREAT YEAR FOR TOUCH A TRUCK!

On June 12th, 2016 over 5,000 people came to climb on board the 45+ big trucks we see every day in our community including emergency, construction, towing and the armed forces. To round out the day there were special guests galore, including Little Ray's Reptiles, Ottawa Idols, Monkey Rock and lots of fun activities such as face-painting, photo booth, Pedalheads, the Lions train, etc. Over 80 volunteers helped out as we raised over \$30,000 for Mothercraft Ottawa's Birth and Parent Companion Program. This fun event is generously hosted by our partners, RioCan REIT, at the Lincoln Fields Shopping Centre on Carling Avenue.





# BIRTH AND PARENT COMPANION PROGRAM (BPCP)

The Birth and Parent Companion Program provides free prenatal, labour/delivery, postpartum and parenting support to at risk and marginalized families in the Ottawa area. Families applying to the BPCP are experiencing various states of crisis, multiple challenges and are in need of immediate assistance. All are embarking on the experience of pregnancy, labour and parenting without an adequate support system.

Families accessing the program are matched one-on-one to a volunteer, who are trained to provide nonjudgmental support, companionship, knowledge, encouragement, referrals, and a strengths based approach aimed at empowering families to know where, when and how to take advantage of various community supports and resources.

"I was connected to a Birth Companion...and had a very wonderful experience... So, I would like to take this moment to thank you for making this journey special and easy for me. I appreciate all your help. My life had been made easier by you."  
MK-Birth Companion Client



BPCP 2016 Program Demographics	
Age of Clients	40% were between 26-35 years of age
Citizenship	32% Canadian Citizens, 47% Permanent Residents, 21% Refugees/Visitors
Top 4 Countries of Origin	Canada, Congo, Haiti, Syria
Top 3 languages spoken	English (51%) French (15%) Arabic (12%)
Common Challenges	97% were living in isolation 25% experienced mental health challenges 45% experienced past/current abuse 24% had Children's Aid involvement

"My match thanks me but I am the one who is forever grateful to have met and supported such an amazing, strong and resilient young woman."

CY-Birth Companion

"...dad came by to thank me for referring them to the BPCP. He said the volunteer made a really big difference to them. As newcomers...they were feeling overwhelmed (language, employment, housing, childcare...) and having support for this important part of their life was very significant and positive. Many thanks to everyone involved in the Birth Companion program!"  
JS-Public Health Nurse

## TRAINING—We welcomed 43 new Birth Companions into the BPCP this year.



"Becoming a volunteer with the Mothercraft Birth Companion Program has been one of the most rewarding experiences I have ever had. The engaging, practical, informative and hands-on training that was facilitated each week left me feeling well-prepared, informed and confident to accept my first match. I learned and retained more information from the Birth Companion training than I did in my four-year university degree!"

JA-Birth Companion



We offered the first ever Intensive Weekend Birth Companion Training for Arabic Speakers, aimed at preparing ourselves to welcome Syrian families into the program.

## 2016 PROGRAM HIGHLIGHTS

- ◆ provided one-on-one support to over 200 families
- ◆ welcomed 146 babies into the world
- ◆ provided over 2,000 referrals to other support agencies
- ◆ trained 35 new volunteer companions
- ◆ relied upon the generosity of our community through individual donations and fundraising events to support this important program

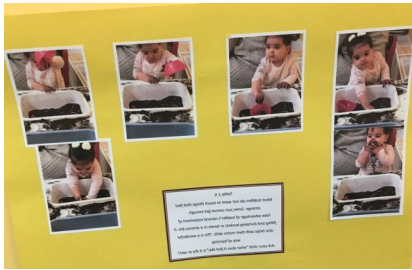
## 2016 CLIENT FEEDBACK

- ◆ 97.5% reported feeling extremely satisfied with the support provided by the BPCP
- ◆ 97.5% of families felt their Birth Companion made a positive contribution to their birth experience
- ◆ 100% reported the support of the program increased their confidence in parenting
- ◆ 95% would use the program again

# LICENSED HOME CHILD CARE PROGRAM



Many changes have occurred in all aspects of childcare over the last one and a half years. The Child Care and Early Years Act came into effect August 2015 and has changed the face of Home Child Care. "How does Learning Happen", Ontario's Pedagogy for the Early Years, has been introduced into our homes. There are Four Foundations which are incorporated into the daily activities: Belonging, Well-being, Engagement and Expression. Each child has his/her own placemat (that they have made) at the table. The placemat, as an example, has the child's name clearly printed and the date of completion which incorporates the "documentation" aspect of HDLH. The activity of making the placemat encompasses the foundations of belonging, expression and engagement.



Each child has a special sleep mat cover made especially for them, – expressing foundations of belonging and well-being. Each child has their own coat hook with their name clearly posted above to continue the

theme of belonging. Art work that the children complete is posted regularly for parents to admire - child's name and date of completion clearly marked. Documentation is completed regularly. We are working closely with our Providers, hosting workshops and offering guidance to ensure they understand the expectations of "How Does Learning Happen" and how to implement it in their homes.

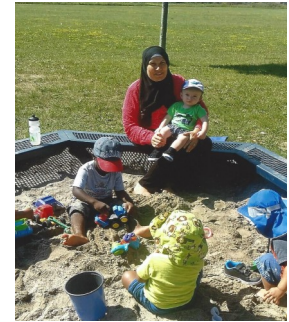


All of our Providers were successful in meeting the new First Aid requirement of Standard First Aid and CPR C by September 2016. "Back up" providers are now being trained, completion date August 2017.

Spring and Fall workshops - Providers attended a wonderful workshop called "Eat, Play, Feel good", it was organized by First Words and Public Health. The providers learned lots of tips to encourage children to



communicate, on healthy eating and exercise; with lots of hands on activities.



We are happy to announce that three of our providers have started their ECE training since starting with our agency. They are attending evening classes after working long busy days with the children. Congratulations to Ahlam Ahmed, Rkia Aaloui and Fatima Niny, good luck with your studies!



August 20<sup>th</sup>, 2016 we had a Provider Social which was well attended. Our providers love to cook and share so we organized a "Pot Luck" lunch, dance and social. We gave long service awards to 25 providers which included a framed certificate and pin. All providers went home with a Mothercraft backpack and water bottle with a few other goodies.

In the Fall of 2016 we opened homes in the Kanata area as well as Findlay Creek, which are proving to be a big success. Half Moon Bay is the next area we plan to move into.

As of December 2016 we had 61 providers and 175 children supported by the Program Manager and two full-time Advisors.

## FIRST AID/CPR AND PRENATAL COURSES



22 people attended our **CPR Course** gaining the skills and confidence to handle emergency situations.



In 2016, 96 people attended our **Prenatal Course** in preparation for the birth of their child.



# PRESCHOOL AND SCHOOL AGE PROGRAMS—WATERBRIDGE

Waterbridge is located in Barrhaven at the Ottawa Carleton District School Board's (OCDSB) Farley Mowat Public School (FMPS). With the advent of Full Day Kindergarten, Waterbridge has now expanded and shares classroom space in the school. In 2016, the program was licensed for 32 preschool children, 60 kindergarten, and 105 primary/junior school age children for a total of 197 children! A team of 17 full and part-time staff, with 12 supply staff, provided care to 137 children.

In 2016 our program highlights included:

- ◆ Presentation during the Farley Mowat Public School Kindergarten information night.
- ◆ Building a brand new sand box in our preschool yard.
- ◆ Growing our Extended Day Program by two groups which meant the hiring new staff for a second kindergarten program and a sixth school age group.
- ◆ Holding the Community Representative position for the Farley Mowat Public School Parent Council.
- ◆ Mentoring 6 Early Childhood Education students for their Algonquin College field practicums.
- ◆ Continuing our highly successful collaboration with Algonquin College's Child and Youth Care Program faculty creating a unique opportunity for Waterbridge staff to mentor 3 Child and Youth Care students completing their eight month field practicum. The students have worked closely with their college professors, the Waterbridge team, the children, and families to develop both individual and group plans that contribute support for a variety of behavioral and mental health challenges.
- ◆ Piloting a Special Needs project that allowed 10 hours per week to be dedicated towards supporting some of the more unique challenges faced by our children, their families, and the Waterbridge team.
- ◆ Welcoming a student volunteer into the preschool program.
- ◆ Kicking it up with Karate being offered twice a week to those children enrolled in this extracurricular program.
- ◆ Collaborating through three Mothercraft Lead Educator Meetings so our Lead Educators could have the time and opportunity to connect, learn and collaborate with each other.
- ◆ Participating in a Carleton University Thesis Study entitled "Event-Based Prospective Memory and Executive Functioning: The Effects of Motivation and Goal Maintenance Support", an opportunity many of our preschool families joined.
- ◆ Engaging with visitors as Mothercraft participated at the Ottawa Parent and Child Expo in the spring of 2016.
- ◆ Creating or updating several policies and procedures to reflect the phase two roll out of the Ministry of Education Child Care and Early Years Act.
- ◆ Partnering with many community groups including: Algonquin College, Children's Integration Support Services, Andrew Fleck's Short Term Child Care, eSchool Solutions, Children's Aid, Ottawa Carleton District School Board, KRSS Services, Service Coordination, Crossroads, and the City of Ottawa.

If you stop by Waterbridge between 2:00 and 3:00 each afternoon you will be hard pressed not to get caught up in the buzz of collaborative activity as the educators discuss, prepare, and brainstorm about our program successes and challenges. It is definitely a magical time at Waterbridge and one we wouldn't trade for a moment!



The Mothercraft Elmdale Kindergarten and School Age Program offers the families at Elmdale Public School the option of a fun-filled, creative and active before and/or after school care on all school days, full day care on all non-instructional days during the school year, and full day care throughout the summer months.

Our flexible care options, and full day summer care continues to offer our families the choices they need. During 2016, we were able to provide additional spaces in the program for children requiring only the occasional PD day full day care. Many families took advantage of this option through the school year and the Christmas and March breaks.

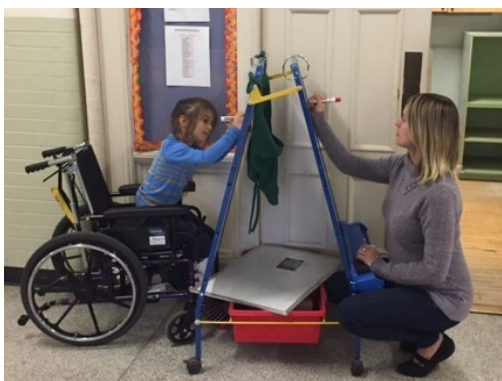
The Elmdale program grew once again and in September of 2016, we added two additional school age groups for a total of 135 school aged children each day. Our Kindergarten program remained at the same capacity with 60 children each day.

Due to the increase in demand for care, the Elmdale program required additional administrative support, and we brought on a part-time program assistant. This role was added in March of 2016.

The Elmdale Kindergarten and School Age program is busy! With close to 200 children each day, both before and after school, the classrooms are bustling. Word of our program has spread, and we had a number of new families request a summer spot with us, so we had additional children from outside of Elmdale join us for some portion of the summer months.

Some highlights of the 2016 year have been:

- ◆ Welcoming 5 new staff members to the Elmdale team.
- ◆ 3 babies born to staff members!
- ◆ One of our staff got married in July 2016.
- ◆ Welcoming 10 new children to the summer kinder program.
- ◆ Some of the Elmdale team participated in the MS Walk in Ottawa in April 2016.
- ◆ We purchased a large commercial fridge to accommodate all the food needed to feed more than 200 children morning and afternoon snacks each day!





# EVERED CHILD CARE PROGRAMS



We are licensed to provide care for 10 infants, 30 toddlers, 48 preschoolers and 20 junior/senior kindergarten children in 7 different classrooms. Families have the option of the full-time program for full days, or our part-time/casual program should they need more flexible care including partial and/or full days or maybe just a few hours once in a while. In 2016 we welcomed 40 new families to our programs.

A new, variable fee structure for our part-time/casual program offers the best rate(s) possible. We introduced a full day rate for 8 hours or more of care and a half day rate (for 5 hours of care) along with our hourly rates. Families transitioned to the new rates when their child graduated into the next age's program or when the new rates were more financially beneficial to the family.

Last year we had 18 full-time and 5 part-time, experienced and dedicated staff working with the children. Of those, 18 are Registered Early Childhood Educators, 1 has a Baccalaureate of Education, 1 is Montessori trained and 2 are studying Early Childhood Education. We have an amazing team of 13 supply teachers, ready to step into whichever program needs them. Our fulltime cook and her assistant delivered delicious and nutritious snacks and lunches to the children. Our menus are reviewed by a Registered dietician and follow the Canada Food Guide.

The City of Ottawa started a Floating Subsidy system. Previously, each agency would have a budgeted amount for subsidies that represented a set number of spaces. Under the new floating subsidy system the subsidies are now attached to the family. The families can take their subsidy to any center they wanted if that center has space available. This provides increased flexibility to families.

We welcomed some interesting community visitors- dental hygienists talked to the children about caring for their teeth, the Dairy Farmers of Ontario talked about milk and dairy farming; dance teachers taught Salsa and HipHop, a police officer came to show the children that they are here to help, and a music teacher taught the children songs, rhythms and rhymes. The Librarian from the Carlingwood library actually came to us one stormy winter day because the weather had kept us away from our regular library trips too often!

We are proud to continue our long history of hosting students for their practicum placements. We hosted 9 students from the Early

Childhood Education Diploma programs from Algonquin and Heritage Colleges. We hosted 2 secondary school co-op students who were exploring their future career interests. We were especially honored to be asked to mentor a student from Algonquin College's brand new Bachelor of Early Learning and Community Development Program, 2016 was the inaugural year for that program. Our student started in September 1 day a week and will be with us for 2 years. She will be able to gain valuable insight and experience in the early learning profession.

At Evered, we're always humming. When you hear our children laughing, that means they're playing and when they are playing they are learning and by learning, growing.

## Management Team

Executive Director.....Melody Paruboczky  
 Director of Corporate Services.....Anne Boisvenue  
 Director of Children's Programs.....Janet Libbey  
 Director of Children and Family Services...Lena Turnbull  
 Manager, Lic. Home Child Care Program....Trish Balkwill  
 Manager, Elmdale School Age Program..... Susie Munro  
 Manager, Waterbridge School Age Program...Jenn Ross



## 2015-2016 Board of Directors

### Executive

President.....Jennifer M. Arnold  
 Vice President.....Alicia Ashton  
 Treasurer.....John Chapman  
 Secretary.....Karyn Standen

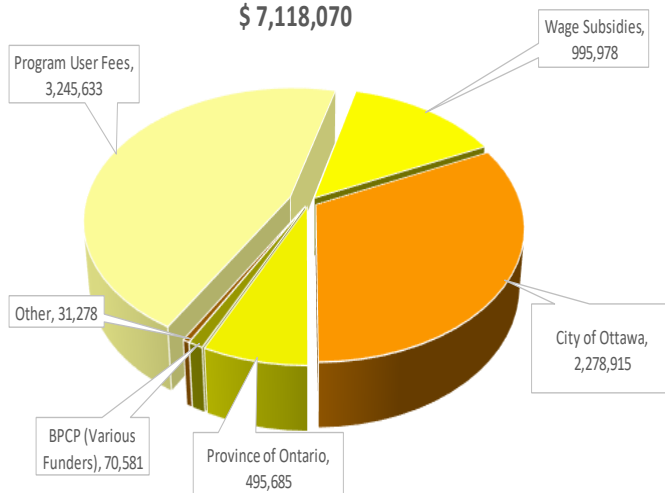
### Directors

Ann-Marie O'Brien	Cathy Adeney
Helen Stathopoulos	Holly Ockenden
Jennifer N. Arnold	Leila Wright
Lucy Hargreaves	Margherita Marcon
Margo Den Haan	

### Ex-Officio Members

Past President.....Jamie MacDonald  
 Executive Director..... Melody Paruboczky

## 2016 Revenue \$ 7,118,070



**Mothercraft also rents highchairs, portable cribs and strollers for short or long term, just call**

**613-728-1839 ext. 0 or check our website at**

**<http://mothercraft.com/program/baby-equipment-rentals/>**

## Mothercraft Ottawa

475 Evered Avenue, Ottawa, ON K1Z 5K9

Telephone: 613-728-1839

Email: [info@mothercraft.com](mailto:info@mothercraft.com)

Website: [www.mothercraft.com](http://www.mothercraft.com)

Registration Number 10686 4325 RR0001



## Goodbye Melody!

Melody Paruboczky, Mothercraft's Executive Director, departed Mothercraft for new journeys at the end of 2016. Melody, your laugh, your enthusiasm and your passion for Mothercraft will be missed. Thank you for your many years of service and all you have given to our team. Best of luck on your future adventures!

