



Looking Forward, Reflecting Back  
75 years of serving Ottawa's families

2018 Annual Report



**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 Preschool & School Age Program:

Jenn Ross, RECE



## 2018-2019 Board of Directors

### Executive

#### President

Jennifer M. Arnold

#### Vice President

Jennifer N. Arnold

#### Treasurer

John Chapman

#### Secretary

Margo Den Haan

### Ex-Officio Members

#### Past President

Jamie MacDonald

### Directors

Kathryn Wilson

Andaleep Ali (resigned Jan'19)

Holly Ockenden

Vladimir Mikadze

Nicole Roberts

Julia Thompson

Sarah Sanftenberg

### Staff Representatives

Mona Farhat

Lindsey Davey

## Message from the President and the Executive Director

Some years are periods of action, while others are more focused on planning and reflection. At Mothercraft, 2018 was a year of planning, waiting and hoping. It was a year waiting and wondering what proposals would be accepted, in what ways Mothercraft Ottawa could grow, in what way we could offer new and innovative programs, and in what ways we could provide a great place to work for our dedicated staff.

The year presented many exciting opportunities: to open a new toddler and preschool program, to increase access and affordability for childcare, to put forward a proposal to expand our Birth and Parent Companion Program in order to serve more families in the early years across Ottawa, to put forward a proposal to expand our Central Ottawa EarlyON programs, offer dedicated Francophone programming and to expand our innovative programs like our Postpartum Support Drop-In Program to more areas across the City. Our Elmdale location started planning and working with their OCDSB colleagues as the vision of the Elmdale renewal went from a dream to a reality, with the realization that this means a full move of a school.

As 2018 came to a close, most of the exciting opportunities were still left undecided by eternal decision makers, save for a few. Additional funding late in the year has allowed us to expand our Home Childcare team, preparing us to open new homes and provide greater access to affordable, local care for more families in 2019.

In all the planning and waiting, Mothercraft took opportunity to build new relationships. 2018 became a year of new partnerships for great things in the future. We are excited for what these new EarlyON partnerships, new opportunities for student placements from not only ECE and CYC programs, but also Nursing and Business programs as well as new academic research partnerships, will bring to Mothercraft in 2019 and beyond.

Waiting can be hard. Not knowing what opportunities you will tackle can be challenging. But in spite of this, Mothercraft took the period to prepare for an exciting future, being ready to help serve and support families not just tomorrow, but for another 75 years and beyond.

Jennifer M. Arnold



Alicia Ashton



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# Looking Forward, Reflecting Back. 75 years of serving Ottawa's families.



## Dr. Truby King's Philosophy and early Canadian Mothercraft Society

Dr. King revolutionized the world with his simple teaching in what became known as "mothercraft", and his leadership helped to dramatically reduce infant mortality in his country, New Zealand. He focused on prenatal education, having a healthy pregnancy, emphasized breastfeeding, good nutrition and 12 *Essentials for Health*: fresh air and sunshine, water, food, clothing, bathing, muscular exercises and sensory stimulation, warmth, regular habits, cleanliness, mothering, management, rest and sleep.

His vision of prenatal and well-baby education given by Mothercraft Nurses in the community rather than in clinics by physicians, focused on "building healthy babies rather than patching sick ones."

In 1931, a Mothercraft branch was opened in Toronto, Ontario, following the teachings and vision of Dr. King. Well Baby Nurses studied for 12 months, and after a further 4 months of field work, they began to provide advice and help to families with healthy, full-term and premature babies, toddlers and preschoolers. This was free for families, at a time before Medicare.



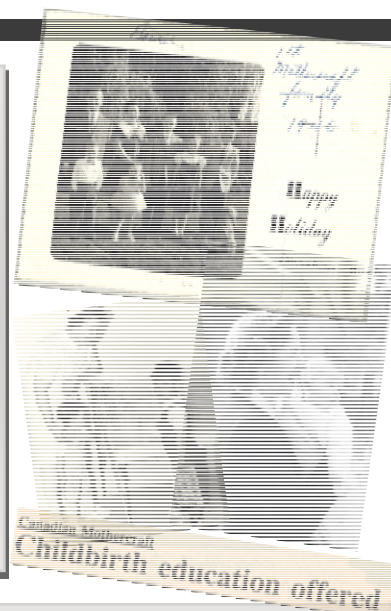
## Mothercraft Ottawa Milestones

- 1907 Dr. Trudy King founds the Plunket Society in New Zealand, which becomes the basis for Mothercraft.
- 1931 Canadian Mothercraft Society is founded in Toronto
- 1944 Mothercraft opens an Ottawa branch at 185 Metcalfe St.
- 1946 Pre- and post-natal advice rooms are opened
- 1977 Canadian Mothercraft of Ottawa-Carleton becomes independent from our Toronto sister
- 1977 Infant nursery opens with 1 full-time baby. Full capacity is 3 full-time babies and 1 part-time
- 1978 A home childcare training program is introduced
- 1980 Daycare services expand
- 1983 Move to 475 Evered Ave
- 1990 The Birth Companion Program is started
- 1994 Parent Companion Program added  
Respite Care Program introduced
- 1995 Kinder Program introduced
- 1997 Baby equipment rental starts
- 2002 Chosen as an Ontario Early Years Centre
- 2004 Elmdale After-School Program starts
- 2006 Waterbridge School Age Program opens at Farley Mowat Public School
- 2015 Waterbridge Preschool opened
- 2018 Ontario Early Years Centre becomes an EarlyON Centre, with new locations coming

## A call for Mothercraft in Ottawa

It was the last days of World War II. War Brides were arriving in Canada, far from their families and support in Europe. Raising healthy children for the good of the Dominion and the Commonwealth in the spirit of victory and strength was at an all-time high. The impact of the Blitz and separating children from mothers for their safety was beginning to show. It took the devastation of war for the importance of Mothercraft and healthy infant and child development to be realized. At this time, Mothercraft Societies were spreading across many Commonwealth nations.

Infant mortality in Ottawa was 47.6 per thousand live births while in New Zealand, which had seen the impact of Mothercraft Societies, now boasted an infant mortality rate of 28.71 per thousand live births. The Canadian Mothercraft Society, located in Toronto, was visiting a broad geography, and a new branch in Ottawa was established on June 13, 1944. It was supported financially through membership and donations, with a great focus on fundraising activities to provide services for free to families in Ottawa.



## Supporting Families Across the Early Years

From its inception, the aim of Mothercraft Ottawa was, and continues to be supporting children and families in the first years of life. In the earliest days well-baby and well-toddler clinics were run by district Mothercraft Nurses that taught healthy infant and child development, nutrition, toilet training and breastfeeding. As years progressed, the nurses moved on and the model of early years support changed to day-cares, home childcare and drop-in playgroups.

Regardless of the model of delivery, Mothercraft has always worked to support families where they are and how they need, regardless of background and experience. We still help families with questions about healthy child development, nutrition, toileting and breastfeeding, but now also help with supporting maternal, infant, and young child mental health, special needs support, advocacy for families in challenging situations, and helping each family build the skills they need to raise healthy, happy children.

## Continuing to Innovate, Continuing to Thrive

In 1907, Dr. King's the 12 Essentials for Health were revolutionary, as was setting up Mothercraft societies to teach skills for raising healthy children. Over our 75 years, Mothercraft has brought new and innovative approaches that continue to support families to grow and thrive, meeting the changing needs of the community. Some of these include:

- Prenatal Education Classes
- Birth and Parent Companion Program
- Postpartum Support Drop-In
- Rainbow Family Playgroups
- Special Needs School Readiness
- Syrian Refugee Playgroups
- Home Childcare Training Program
- Mothercraft's Kinder Program
- Partner's Postpartum Support
- School's Cool for kids with Autism
- Part-Time/ Casual Daycare
- ... and who knows what is next!



# 2018 At a Glance



## Birth and Parent Companion Program

159 Volunteers  
125 Births  
143 Families  
18 Languages  
2,767  
Referrals and connections made  
between families and community  
resources



## Department of Child and Family Services

### Prenatal Education

125 parents and birth partners

### Breastfeeding Support

400+ hours of free breastfeeding support

1,341 visits by new parents

### Post-Partum Support

2 mom groups, 1 dad/partners group

1,837 parents visits for post-partum support

### EarlyON/ ON y Va

24,586 children visits

23,498 adult visits

29,434 visits to our partner programs at Somerset West & Centretown Community Health Centres

1,264 attended French Programs

360 attended CHCO/Special Needs Group

382 attended Rainbow Events & Groups

3,826 visited in Family Shelter

298 visits to Special Needs School Readiness Programs





## Department of Children's Programs

### Child Care

1,229 children cared for in 2018

Evered	Elmdale	Waterbridge	Home Childcare
71 Full-Time	140 Kinders	34 Preschoolers	314 Children
175 Part-Time	241 School Ageds	71 Kinders	62 Providers
34 Kinders		149 School Ageds	28 years longest serving provider
			96 training courses attended by providers



### Staffing

In 2018, Mothercraft:  
employed 139 staff, including  
hiring 22 new staff

3 Canada Summer Jobs positions funded,  
giving 3 young people great summer job  
experiences

20% of staff have 10+ years of service  
with Mothercraft



# Solution to a Challenge: Our Workshop Facilitator

## Supporting and Mentoring in Home Childcare

Mothercraft strongly believes in mentoring and supporting our Home Childcare Providers but faced a challenge in how to do so. With the full implementation of new regulations from the CCEYA, 2014, Home Childcare Advisors were overwhelmed with paperwork and had no time left to role-model age-appropriate activities with our Providers. Since many of our providers offer flexible care during the day, evening and weekends, local workshops often are difficult to attend, and large workshops mean our providers often don't get to practice what they learned. Enter our new role: Workshop Facilitator! Suzanne, a former home childcare provider herself, now visits all of our Home Childcare Providers on a regular basis, providing 1:1 hands-on, in-home workshops to all providers, offering lessons on low-cost activities and resources. She fully implements the "How Does Learning Happen" pedagogy, fulfilling the Ministry of Education expectations. Most importantly, though, Mothercraft can continue to support and invest in our Home Providers, ensuring high quality childcare close to home, for families across Ottawa.



## Sort & Count Bottles Activity

Being part of the group, participating in this activity with friends, makes a child feel like they belong



Language skills, new concepts and new words are enhanced as children share ideas and knowledge about the colours, numbers and rules of the activity

Belonging

Expression

Develops creative thinking while using a variety of tools to manipulate and gather the pom-poms into the bottles, sorting and matching skills and eye/hand coordination, while being completely absorbed as they concentrate on dropping the pom-poms into the tiny opening

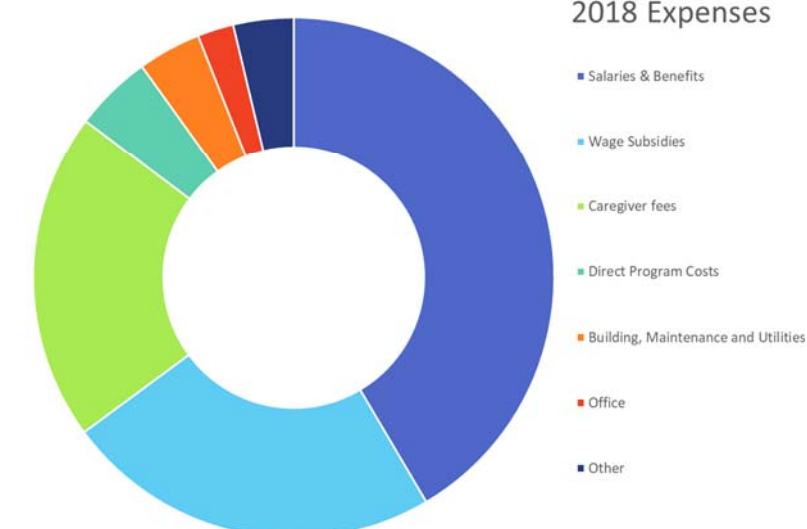
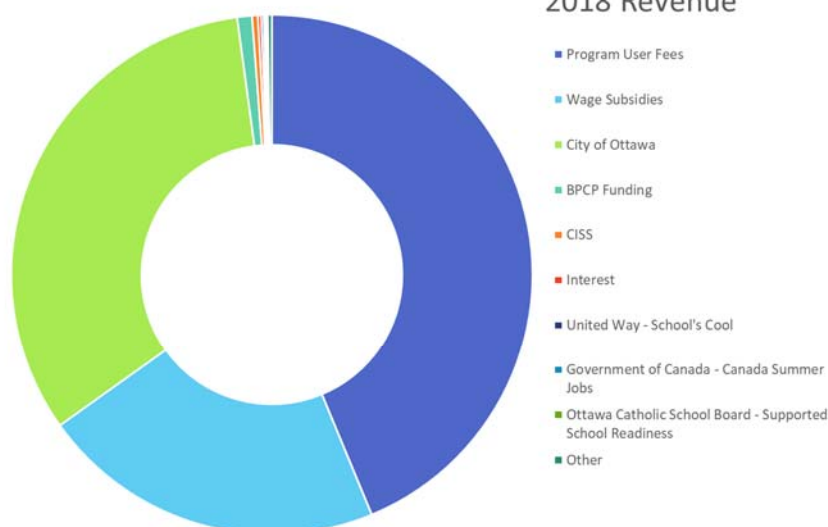
Engagement

Well-Being

When a child feels they belong and feel valued, they develop a sense of well being

Taking turns, waiting turns and sharing all help to develop self-regulating skills and develop empathy for others

This simple activity engages children in coordination, language, numeracy, and social skills. And all items are cheap & easy to find.



2018 Revenue	
Program User Fees	\$ 3,691,734
Wage Subsidies	\$ 1,804,703
City of Ottawa	\$ 2,763,020
BPCP Funding	\$ 77,235
CISS	\$ 30,359
Interest	\$ 17,050
United Way - School's Cool	\$ 13,000
Government of Canada - Canada Summer Jobs	\$ 10,598
Ottawa Catholic School Board - Supported School Readiness	\$ 10,401
Other	\$ 21,375
<b>Total Revenue</b>	<b>\$ 8,439,475</b>
2018 Expenses	
Salaries & Benefits	\$ 3,204,316
Wage Subsidies	\$ 1,804,703
Caregiver fees	\$ 1,574,839
Direct Program Costs	\$ 371,880
Building, Maintenance and Utilities	\$ 302,807
Office	\$ 173,174
Other	\$ 288,625
<b>Total Expenses</b>	<b>\$ 7,720,344</b>
<b>Surplus (Deficit) of revenue over expenses</b>	<b>\$ 719,131</b>

## Financial Highlights 2018

Mothercraft Ottawa received an increase in funding late in 2018, in thanks to the City of Ottawa and the Ontario Ministry of Education and their commitment to increasing access and affordability to childcare for children aged 0 to 4 years old. This increase in funding has allowed Mothercraft Ottawa to freeze 2019 childcare rates at their 2018 level for programs serving infants, toddlers and preschoolers. It has also allowed us to increase access to home childcare, invest in our staff, programs and facilities without transferring these costs to parents. The 2018 surplus is targeted to modernizing our Evered location, investing in building infrastructure and repairs without the need for cost recovery through fees. We are thankful to be able to invest in our future and continuing to offer accessible, affordable childcare in a safe and welcoming space, with great staff who feel recognized for the difference they make every day in the lives of our families.



## Volunteers

Like many charities, we couldn't do our work without our dedicated volunteers. 159 Birth and Parent Companions ensured vulnerable families in Ottawa had a trusted companion, either for their birth or for parental support.

100 volunteers made our Touch a Truck event a huge success. Thank you to all of our volunteers. You make these programs possible.



## Our Partners

Thank you to all of our 2018 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
- Centretown Community Health Centre
- Champlain Maternal Newborn Regional Program
- Children's Hospital of Eastern Ontario (CHEO)
- Children's Inclusion Support Services
- City of Ottawa
- Dovercourt Recreation Centre
- Family Services Ottawa
- Licensed Home Childcare Network
- Ottawa Birth and Wellness Centre
- Ottawa Carleton District School Board
- Ottawa Catholic School Board
- Ottawa Childcare Association
- Ottawa Children's Coordinated Access
- Ottawa Public Health, Healthy Growth and Development
- Ottawa Public Library, Rosemount Branch
- Somerset West Community Health Centre
- St. Mary's Home
- University of Ottawa School of Nursing
- Youville Centre

## Donations and Sponsorships

Mothercraft thanks all of our donors and sponsors who contributed both financially and in kind in 2018. 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.



## 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](mailto:info@mothercraft.com) to find out how you can help.

