

Mothercraft Ottawa



Helping families
grow and thrive

Investing in Today
Investing in Tomorrow

2019 Annual Report



Board of Directors

Julia Thompson,
President

Holly Ockenden,
Vice President

Dan Liu,
Treasurer

Margo Den Haan,
Secretary

Kathryn Wilson,
Director

Nicole Roberts,
Director

Sarah Sanftenberg,
Director

Craig Shankar,
Director



PRESIDENT'S REPORT

As this report is being written, we are in the throws of a global pandemic, and have our focus on the health and safety of our staff, children and families, as well as the sustainability of Mothercraft. It is quite difficult at this time to think back to 2019. Reflect back we should though, and not just for the sake of protocol and governance. Reflecting back at the challenges and celebrations we had that year helps us remember the day to day events and big milestones that bring us a sense of normal. This is important to our staff, our families and our history as an organization.

In 2019 our Elmdale School Age Program got confirmation that they were moving as Elmdale Public School underwent a 14 month renovation. They moved to Hilson Public School while Elmdale's academic day moved to Century Public School. The team saw a huge change in not only how they operated their program out of a different school from their core-day partners, but also a significant decrease in the number of children enrolled. We look forward to the day the team can return to the newly renovated Elmdale location.

In 2019, after several years of planning and transition, Mothercraft changed how we offered our early learning and parenting support programs which had previously been operated as an Ontario Early Years Centre. We reduced our program offerings in central Ottawa, maintaining a few core programs through specific outreach locations, and opened a new EarlyON Child and Family Centre Main location at our Waterbridge location in Barrhaven. This was a huge loss to our central Ottawa families, and we have heard how much they miss our teams regular programming. We have enjoyed building relationships in Barrhaven, and families have welcomed us and the new program offerings.

Management

Alicia Ashton,
Executive Director

Anne Boisvenue,
Dir. Corporate Services

Lena Turnbull,
Dir. Child & Family Services

Janet Libbey,
Program Manager, Evered

Jenn Ross,
Program Manager, Waterbridge

Susie Munro,
Program Manager, Elmdale

Trish Balkwill,
Home Childcare Manager

Tracy-Lynn Mallett,
Human Resource Manager

Mothercraft Ottawa

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www.mothercraft.com

Registration Number

10686 4325 RR0001

Mothercraft has always encouraged and supported our staff in their professional development, but we made it easier and brought training directly to our staff. We began what will be an annual all-staff Professional Development Day for our staff to learn and connect together.

We invested in our building, repairing foundation, the kitchen, and the much-anticipated HVAC system. We also started the process to make our Waterbridge space more usable for the rapidly growing team working out of tight quarters.

Not only did we work, but we also played. The last time we gathered for an Annual General Meeting, we were getting fancy to celebrate our 75th anniversary at the Museum of Nature. We also closed the year with a staff-board celebration, beautifully organized by the Waterbridge team, complete with music and decorations, at the Horticulture building. It was a lovely way to celebrate a huge milestone for Mothercraft.

As December wrapped up, we experienced our first need to respond to school interruptions when our OCDSB partners utilized their labour rights in protest to contract negotiations with government. It was only foreshadowing for what 2020 would bring us – a hard lesson in just how important childcare and school (and the strong working relationship between them) is to our children, our families, our staff, our workplaces, and our communities.

We hope, that as we move through and out of these challenging times, that we are proud be able to invest in our staff, our programs, our agency and our communities.

JULIA THOMPSON

Board President

ALICIA ASHTON

Executive Director



2019: A SNAPSHOT

Childcare Programs

In 2019, we provided care and support for over 1,000 children in our childcare

Home Childcare

- 379 children
- 81 Providers

Evered Daycare

- 75 full-time children
- 156 part-time children
- 35 Kinder

Elmdale School Age Program

- 119 kindergarten children
- 231 school age children

Waterbridge Preschool, Kinder & School Age Programs

- 28 preschool children
- 62 kindergarten children
- 143 school age children

Early Learning and Parenting Support Programs

- 110 families supported by the Birth and Parent Companion Program, with 2436 referrals to community supports and resources
- 112 attended prenatal classes
- 1353 visits - breastfeeding support
- 1609 visits - postpartum support
- 29,202 visits - EarlyON programs
- 374 EarlyON programs offered
- 2 new EarlyON locations opened in Ottawa South
- 15 regular scheduled programs across 10 locations in central Ottawa closed due to transition



Staff Making it Happen

- 138 staff in 2019
- 24 new team members
- 4 young Canada Summer Jobs workers
- 19 with 10+ years with us
- 18 student on placement

Mothercraft Ottawa
475 Evered Avenue
Ottawa, ON K1Z 5K9

*Corporate head office
Home Child Care office
Evered Daycare
EarlyON Central Location
Birth and Parent Companion
Program office
Equipment Rentals*

Mothercraft Ottawa
Elmdale @ Hilson
407 Hilson Ave
Ottawa, ON K1Z 6B9

*Elmdale Kindergarten and
School Age Program
(scheduled to return to Elmdale
PS June 2021)*

Mothercraft Ottawa
Waterbridge Programs
75 Waterbridge Drive
Ottawa, ON K2G 6T3

*Waterbridge Preschool
Waterbridge Kindergarten and
School Age Program
EarlyON South Location*

CELEBRATING 75 YEARS

2019 was a year for celebrating!

Mothercraft celebrated 75 years of serving the Ottawa community. It was a year to reflect back on our past, and look forward to our future. To invest in our memories, and invest in the next steps.

We had several celebrations including returning to where it all started in 1944 - holding our first and now our 75th anniversary Annual General Meeting at the Museum of Nature. It was an honour to celebrate all that we do and the staff who make it possible each and every day!



A SNAPSHOT OF HISTORY

Founded in 1944, Mothercraft Ottawa initially focused on prenatal education, early child development and parenting education. In the early years the focus was on children up to age 5 years old. Between 1944 and 1977, Mothercraft Ottawa was closely linked to the Canadian Mothercraft Society of Toronto. Only in 1977 did Mothercraft Ottawa become an independent agency.

Significant Dates:

- The first daycare room (infant) was opened in 1977 and expanded in the 1980s.
- In 1978 a home child care training program was developed.
- Birth Companion Program started in 1990.
- In 2002 Mothercraft became an OEYC site.
- In 2004 the Elmdale PS after-school program started.
- In 2006 Waterbridge School-Age Program opened.
- In 2018/19 Mothercraft closed its OEYC site and opened two EarlyON Child and Family Centres.



FINANCIAL HIGHLIGHTS

2019 Revenues:

Program User Fees	\$	3,474,325
City of Ottawa	\$	3,011,324
Wage subsidies	\$	1,592,317
BPCP funding (not City)	\$	42,297
CISS (Andrew Fleck)	\$	43,709
Interest	\$	41,746
School's Cool	\$	13,000
Government of Canada	\$	14,252
SSRP	\$	7,965
Fundraising & donations	\$	50,106
OCDSB (Elmdale move)	\$	8,938
Other		22,878

Total Revenues: \$ 8,322,857

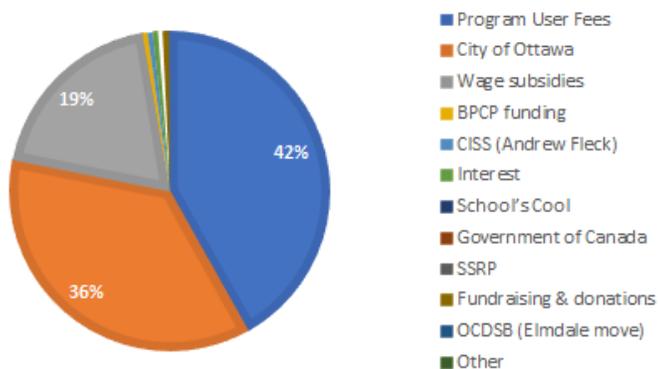
2019 Expenses:

Salaries & benefits	\$	3,760,008
Wage subsidies	\$	1,592,317
Caregiver fees	\$	1,814,529
Direct Program costs	\$	354,622
Building, Maint, Utilities	\$	314,337
Professional fees & development	\$	168,872
Office	\$	162,481
Other-PR, insurance, dep.	\$	132,689

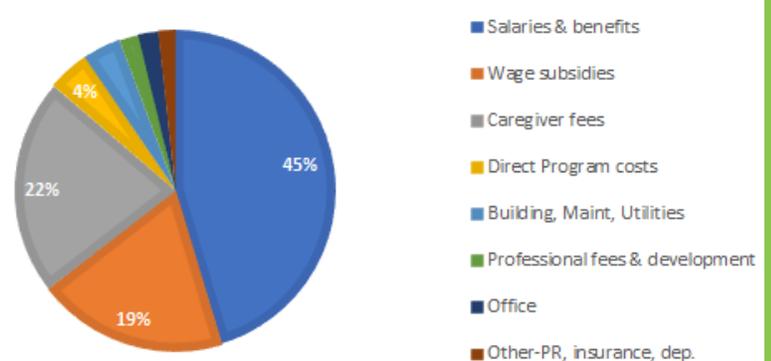
Total expenses: \$ 8,299,855



2019 REVENUES:



2019 EXPENSES:



OUR THANKS

Volunteers

Like many charities, we couldn't do our work without our dedicated volunteers. 176 Birth and Parent Companions, speaking 18 languages ensured vulnerable families in Ottawa had a trusted companion, either for their birth or for parental support.

Thank you to all of our volunteers. You make these programs possible.



Our Partners

Thank you to all of our 2019 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
- 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
- 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 2019. 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: Co-Operators Insurance as our title sponsor for Touch a Truck, as well as all of our other 33 generous sponsors who together offered in-kind donations and \$15,352 in sponsorship.

Do you want to make a positive impact on the lives of Ottawa families?

Have time to give?

Volunteer at our events, with our Birth and Parent Companion Program, or our Board of Directors.

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.