



Annual Report 2015



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 families 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; and 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!

2015 was another busy and successful year during which Mothercraft Ottawa had a regular enrollment of 735 children in our Child Care Programs and supported an additional 41,379 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 118, including 40 full time, 35 part-time, and 43 supply staff (on average 20 supply staff are booked per two week period) at our three main locations. It is noteworthy that while we hired 14 new staff members this year, 19 members of our team have been with Mothercraft Ottawa for over 10 years, and 7 of these for over 20 years! The remaining members of the Mothercraft team include 62 dedicated Licensed Home Child Care Providers located throughout the City; 150 trained volunteers; and 15 accomplished Board members.

On June the 8th, 2015 the Ministry of Education issued a policy statement, identifying "How Does Learning Happen? Ontario's Pedagogy for the Early Years" (2014) as the document to be used for the purpose of guiding Licensed Child Care Programs under the Child Care and Early Years Act (CCEYA). This policy statement, together with the regulations that guide program development, pedagogy and practice in Licensed Child Care settings, is intended to strengthen the quality of programs and ensure high quality experiences that lead to positive outcomes in relation to children's learning, development, health and well-being.

The Child Care modernization process continued as Phase 1 of the Regulations under the Child Care and Early Years Act, 2014 came into effect on August 31st, 2015 replacing those in place from the previous Day Nurseries legislation. The Phase 1 Regulations impacted all of our Licensed Child Care Programs, including a change in the ratios of our Licensed Home Child Care Program and heightened health and safety and administrative regulations. It is an understatement to say that these changes, while incorporating the new program guiding principles in addition to delivering our core services, kept our Programs exceedingly busy for the remainder of the year and well into the New Year ensuring that everything was in place within the specified timeframes and that we were poised for Phase 2 Regulations.

In anticipation of the new Child Care Legislation and the potential impact of the anticipated Early Years Child and Family Centres, Mothercraft Ottawa's Board of Directors underwent a rigorous recruitment process with the goal of strategically enhancing the skill diversification within the Board. The result of this process was the addition of 7 new Board members with a range of complementary skill sets. Projects undertaken by the Board of Directors this year include launching the development of a new Website and an organizational Strategic Plan.

We look forward to navigating the current and outstanding changes within the Child Care and Family Services sectors over the coming years to ensure that Mothercraft Ottawa remains a respected leader in the field of Family Support and Early Childhood Development well into the future.

Jennifer Arnold

Board President

Mary Pawlucz

Executive Director

BIRTH AND PARENT COMPANION PROGRAM (BPCP)

The Birth and Parent Companion Program (BPCP) is an award-winning prenatal and parenting support program that helps build healthier families and a strong community. The BPCP has been providing exceptional support to at risk, expectant women and families since the early 1990s. The BPCP is unique in that the support we offer spans the entire pregnancy, birth and early childhood phases and is the only program of its kind in Ottawa.

Through one-on-one support provided by 139 trained volunteers, the BPCP is able to reach many families in our community who would otherwise find themselves navigating the ups and downs of pregnancy and the early years of parenting on their own. Families accessing the BPCP are experiencing varying states of crisis, multiple challenges and are in need of immediate support. Many are alone, have low socio-economic status, language barriers, victims of rape or domestic violence, refugee claimants, substance users, or living in the shelter system. All are embarking on the experience of pregnancy, labour and parenting without adequate support.

"Thank you to the Birth and Parent Companion Program for connecting me with my Birth Companion. Without her I would have felt unprepared and probably frantic on my own at the hospital!"

Perspective of a Birth Companion

"I have seen 19 babies into this world as a birth companion. I have felt immense joy as the energy of life bursts forth and have felt intense relief as a first cry came, slowly.

There have been so many rewards to my participation in the program. The training provided, being involved in my community and developing an awareness of the cultures around me, *that I did not know I lacked.*

I have named a new daughter, finger fed a tiny boy, and been invited to provide skin to skin contact in the neonatal nursery to a twin because, as the nurse said, "there is no one else."

2015 PROGRAM HIGHLIGHTS

- ♦ provided one on one support to over 200 families
- ♦ welcomed 150 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

Client Feedback

- ♦ 98% reported feeling extremely satisfied with the support provided by the BPCP
- ♦ 96% of families felt their Birth Companion made a positive contribution to their birth experience
- ♦ 97% reported the support of the program increased their confidence in parenting
- ♦ 98% would use the program again

2015 Program Demographics	
Age of Clients	55% were between 26-35 years of age
Citizenship	40% Canadian Citizens, 51% Permanent Residence, 9% Refugees/Visitors
Top 3 Countries of Origin	Canada Haiti Congo
Top 3 languages spoken	English French Arabic
Common Challenges	81% were living in isolation 39% experienced mental health challenges 39% experienced abuse in some form 21% had Children's Aid involvement

"Each contraction became very intense and my Birth Companion helped by doing counter pressure and suggesting things to relieve the pain. I felt empowered and in control of my birth experience thanks to her encouraging words and help through it all. I knew I wasn't alone, I don't know what I would have done without her."



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 48,000 Individuals were served in 2015

5,927 children and 4,906 parents/caregivers participated in

Early Learning playgroups

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

Our assorted **workshops** were attended by 714 parents/caregivers and professionals as well as 567 children

Our partnership with Somerset West CHC enabled us to facilitate a weekly **Dad's Drop In (Seahorses)** where we welcomed 160 dads

With 6 **local agencies** we provided support and services to over 26,000 parents/caregivers and children

1,160 toys and resources were borrowed from our **Lending Library**

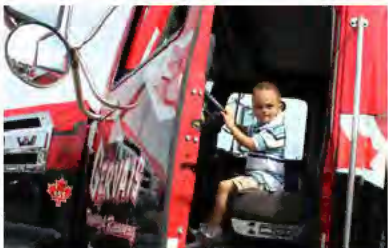
Our **French Language Programs** were attended by 1,185 participants

We celebrated with over 6,621 guests at our **special events**

We participated in the **Family Resource Program Evaluation** achieving overall results of 6.5/7

With the **Ottawa Children's Treatment Centre**, supported 472 individuals

ANOTHER GREAT YEAR FOR TOUCH A TRUCK!



On **June 14, 2015** Mothercraft Ottawa hosted it's **8th annual Touch-A-Truck Event**, the proceeds of which support the Birth and Parent Companion Program. This marvellous event was once again generously hosted by RioCan. With 5,000 visitors at Lincoln Fields Shopping Centre, there were indeed many smiling faces and delighted children to be seen. The weather once again was wonderful as drivers showed off their vehicles and regaled the children with driving tales. The day was filled with excitement for all!

Special appearances by Ottawa Idols, Monkey Rock, Little Ray's Reptiles, Elsa, Ariel, Sparky the Fire Dog, Gerry the Giraffe, Darth Vader, Chewbacca, Spiderman and other special guests kept the day lively. When a cool down time was in order, children enjoyed the craft area, had their faces painted or a balloon animal created just for them! The Lions Train, Sportball and Pedalheads were well received new attractions.

The event raised \$36,000 through admissions, donations and sales. New this year, families were able to pre-purchase tickets and a total of 401 were sold! We were also very happy to share free passes with several local agencies that serve vulnerable families.

LICENSED HOME CHILD CARE PROGRAM

Licensed Home Child Care is available for families who prefer child care in a home setting and/or require care outside of regular center based child care hours. The flexibility in care provided may include early mornings, late evenings, overnights and weekends therefore supporting families on any schedule. Mothercraft Ottawa currently has 62 Home Child Care Providers caring for 207 children throughout the City of Ottawa, providing families with access to regulated child care within their own neighbourhood. Fee subsidies are available through the City of Ottawa for those families meeting the eligibility requirements.

The enactment of the Child Care and Early Years Act brought many changes to Licensed Home Child Care in Ontario in 2015, including but not limited to the following:

- ◆ Providers can care for 6 children at one time (increased from 5) including two children under 2 years old and four children 2 years - 12 years old
 - ◆ A minimum of 2 hours of outdoor play is required daily
 - ◆ Principles from “How does learning happen: Ontario’s Pedagogy for the Early Years” must be implemented in each home
 - ◆ Menu planning must include 2 food groups for snack and 4 food groups for lunch
 - ◆ Health and sanitation practices have become more stringent
 - ◆ Children are signed into care upon arrival and signed out at departure
 - ◆ Providers write a “daily log” of events.
- Home Childcare Providers are independent contractors who must follow the Ministry of Education regulations legislated by the Child Care and Early Years Act 2014. They are also required to take ongoing training in many aspects of childcare, early childhood development and health and safety including first aid. They provide developmentally appropriate, educational activities and programs to the children in their care; and meet strict health and safety standards, all of which must be well documented and communicated to parents. Mothercraft Ottawa’s Providers are from a variety of cultural backgrounds allowing us to offer childcare in English, Spanish, French, Arabic, Somali, Turkish and a number of other languages.
- Our Home Child Care Advisors require early childhood education and expertise, and must be approved by the Ministry of Educa-

tion. They meet with each Provider at a minimum of once a month to observe, advise and model best child care practices in addition to completing detailed health and safety inspections. They must ensure that all Ministry licensing guidelines are followed and maintained. Any deficiencies noted must be corrected immediately or the Provider will risk being removed from the Program. The Ministry of Education inspects and licenses the Home Child Care Program on an annual basis.

Many of our Providers have been part of the Mothercraft family for 10-20 years. We would like to highlight and congratulate Colleen Brady, who celebrated 25 years as a Mothercraft Ottawa Home Child Care Provider this year. Colleen has seen many changes in child care over the past 25 years and has embraced each change with enthusiasm knowing how important Home Child Care is for all of the families that she serves. Colleen and all of our Providers have shared many wonderful stories about the children they have cared for, and their families, making it clear that they love each child as though they were their own.



2015 Provider Social
Learning Through
Play

In 2014, 148 people attended our **Prenatal Course** in preparation for the birth of their child and 34 people attended our **CPR Course** gaining the skills and confidence to handle emergency situations.

EVERED CHILD CARE PROGRAMS

Evered Avenue is a home away-from-home for 108 children each day in the licensed full-time, part-time and casual Child Care Programs. We provide care for children from six weeks through five years of age and are licensed for 10 infants, 30 toddlers, 48 preschoolers and 20 junior/senior kindergarten children in 7 different classrooms. The Part-time/Casual Programs provide flexible care including partial days or full days up to 5 days a week, or just a few hours once in a while. In 2015 there were 200 children enrolled in the Evered Programs.



This year there were 18 full-time and 5 part-time professional, dedicated early childhood staff working with the children. Of those, 18 are Registered Early Childhood Educators, 1 is Montessori trained and 2 were studying Early Childhood Education. Supporting our regular Educators is an amazing team of 20 supply Educators who were ready to step in wherever they were needed and on a moment's notice. Our full-time Cook prepares nutritious, delicious snacks and lunches for the children, ensuring that allergy and dietary requirements are fully adhered to.

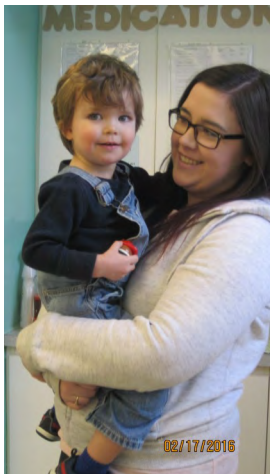


Recognizing that parents are the experts regarding their children, our Educators work closely with them to guide the children through developmental stages and challenges. We want the children in our care, and their families, to feel a sense of belonging. We invite our families to share their experiences with us and to contribute to the children's explorations. This may include joining us on a field trip, having an older sibling come and show the children how to make paper airplanes, or sharing with us what music they listen to. Each year there is a new Mothercraft Evered song of the year and "Hello" by Adele won the title for 2015. One Toddler referred to it as Mommy's song and liked to hear it when he was missing his mom. Other children expressed themselves through some very interesting, dramatic and entertaining renditions of this song.

Throughout the year we saw Ontario's pedagogy for the Early Years "How Does Learning Happen" come to life at Evered Avenue. When we unfortunately had to remove 2 very large trees from our property, we incorporated parts of the trunk into the play yard. In the beginning the children gathered together to tell stories and have tea parties but they soon explored other possibilities: How strong am I? Can I roll this trunk to another space? Can I turn it on its' side and pretend I'm on a rocket? Can I jump from one trunk to the next? How far can I roll it? This was a classic demonstration of children being engaged learners, exploring their world with their body and mind. We view the children as capable and competent learners and allow them to challenge their bodies under careful non-intrusive supervision. Parents feel confident leaving their children in our care, knowing that they will be well cared for and have fun while learning through exploration and play.

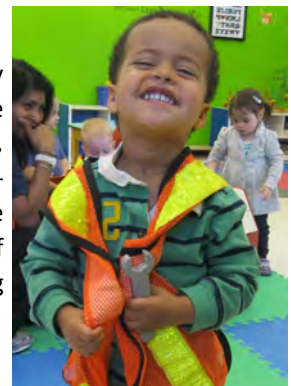


Our unique Alternative Kinder Program has offered parents a learning enriched, full day alternative kindergarten program for over 24 years. Our small class size of 20 students with 3 dedicated Educators offers a play based curriculum that is driven by the children's interests and following the learning expectations outlined in Ontario's Kindergarten curriculum. We provide daily French instruction for a minimum of 180 minutes each day, surpassing the proposed 150 minutes in the public school system. The children interact with and learn about their community on exciting field trips and swimming lessons at the local pool. We teach them the importance of their contributions to the world and support them as they run fundraisers for a charity of their choice and participate in the annual Muscular Dystrophy Hop-a-thon.



Our community of families and staff worked together to hold our very first on-line auction as a fundraiser to support the Champlain Complex Care Unit at CHEO. This was done in honor of Kate, a Mothercraft child who had attended our Program in 2013 and sadly succumbed to a very rare disease.

When a family chooses a child care program there are many different indicators of quality that they may consider. At Evered there are some very unique indicators regarding the quality of our programs. Two of the moms who enrolled their children in our programs, were once children attending Mothercraft Ottawa Programs themselves. Three of our casual supply Educators have parents that were Educators at Evered and two others were once Mothercraft children themselves. There can be no greater compliment or endorsement of our Programs than to have Mothercraft children return home to Mothercraft and bring their treasured children with them!



Mothercraft Ottawa's Elmdale Kindergarten and School Age Program is located in the Ottawa Carleton District School Board's (OCDSB) Elmdale Public School in the Wellington West neighbourhood. Mothercraft has provided the Kindergarten and School Age Program at Elmdale since September 2004. Our Program is licensed by the Ministry of Education under the *Child Care and Early Years Act* and currently is licensed to accommodate up to 239 children from Kindergarten to Grade 6.

At Mothercraft Elmdale, 2015 marked the first full calendar year of providing the Extended Day Program (EDP) at Elmdale Public School. This year there was an expansion in our Program as we continued accepting all of the children within the school requiring before and/or after school care. In September another kindergarten group was added for a total of 60 Kinders after school, as well as an additional School Age group for a total of 105 school age children regularly after school each day. In 2015 a team of 14 full and part time staff, supported by 15 supply staff provided care to 223 children.

In September 2015 we began offering increased flexibility in our care options, allowing parents the option of before and/or after school care, with the ability to opt in or out of care on non-instructional days. For the first time, parents also had the choice to opt in or out of summer care while still maintaining their space in the Mothercraft Program the following school year. This flexibility continues to be very well received and appreciated by our families. We were able to offer additional spaces in the program for children only requiring occasional care on non-instructional days and many families took advantage of this option throughout the school year.

The Extended Day Program, offered in shared classrooms throughout the school, is play based and structured around an emergent curriculum, which is continually evolving and stems from the interests of the children in each group. The Program also follows the principles of *Early Learning for Every Child Today* (ELECT) and *How Does Learning Happen: Ontario's Pedagogy for the Early Years*. Creative and informative pictorial displays and information keep parents well informed of their child's activities and how they are connected to key developmental domains. Outdoor play and healthy, nutritious morning and afternoon snacks are part of each day at Mothercraft Elmdale.

Highlights of the 2015 year include:

- ◆ Welcoming 4 new staff members to the Elmdale team
- ◆ A Halloween lip sync performance by our grade 2 and 3 groups for all parents and other Mothercraft Elmdale groups
- ◆ Trips to the sugar bush for the whole Elmdale group during March Break
- ◆ Summer fun in the local parks with the Mothercraft OEYC programming
- ◆ A number of special summer guests including Reptiles Rock, the canine unit from the Ottawa Police, Ottawa Firefighters, and Parrot Partners to name a few.
- ◆ Mentoring 2 students participating in field practicums.
- ◆ Ongoing implementation of the new Ontario Child Care and Early Years Act, replacing the Day Nurseries Act.
- ◆ Professional development opportunities for the Elmdale team included: Non-Violent Crisis Intervention, Standard First Aid And CPR, Autism Institute Conference, Leadership training, and Navigating Change in Early Childhood Education.

With so many children, families and Educators involved, Mothercraft Elmdale is an energetic, happy, fun, loud and busy place!



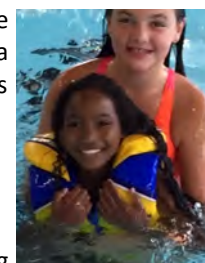
Mothercraft Ottawa's, Waterbridge Program is located in Barrhaven at the Ottawa Carleton District School Board's (OCDSB) Farley Mowat Public School (FMPS). Opening in September 2006 the Program was based in its own, purpose built space attached to the school. With the implementation of Full Day Kindergarten, Waterbridge expanded and now also shares classroom space within the school. In January 2015, Mothercraft opened a licensed, full-time preschool program at the Waterbridge location. After some kitchen and room renovations a once school age room was transformed into a beautiful and bright preschool room. Currently, Waterbridge may accommodate up to 32 preschool children, and 165 kindergarten and school age children! In 2015 a team of 14 full and part time staff, supported by 17 supply staff provided child care to 120 children.



The Extended Day Program is recreationally based and builds on the interests of the children as gleaned through observation and self-report. Each room has a portable classroom cart which is loaded up each day with supplies and activities that will be of interest and engage the children and then taken to the classrooms. Program plans and a blend of 'scrapbook' style posters and Early Learning for Every Child Today (ELECT) documentation which associates the activities with learning objectives are hung on the carts and in the Waterbridge space to document daily activities for parents. A nutritional snack and outdoor play round out the day. During the school year, our families may choose from a variety of flex care options based on their child care needs. On NID's (non-instructional days) through the school year and through the months of July and August, we offer a full day of care for those children who are registered. Our full day programming for these days include field trips, special guests, and a full day filled with a variety of indoor and outdoor activities.



The Preschool Program is a full-time program for children aged 2.5 -5 years old, located in its own purpose built and beautiful space that is alive with natural light. Our ideal indoor learning environment is coupled with a generous amount of outdoor green space. When the weather is inclement, we have access to the school gymnasium. The Preschool Program is guided by *Early Learning for Every Child Today (ELECT): A Framework for Ontario's Early Childhood Settings* and *How Does Learning Happen: Ontario's Pedagogy for the Early Years*. Our program is steered by the children with our Registered Early Childhood Educators facilitating continuous learning in a play based environment. Our emergent curriculum approach to programming allow the Educators and children to work collaboratively in order to develop both planned and spontaneous learning experiences. By taking an emergent approach we provide interesting, responsive, and engaging programming using the children's ideas and interests as a driving force. The Preschool Program includes a nutritious morning snack, lunch, and afternoon snack. Our on-site cook creates a seasonal, creative, and meatless menu that has been reviewed and approved by a dietician ensuring our menus meet the Canadian Food Guide recommendations.



2015 was a busy and productive year for the Waterbridge team which included the following:

- ◆ Renovations to our original purpose built rooms included the addition of a second children's hand washing sink at the bathrooms along with the lowering of the sinks. Renovations to our kitchen included the installation of duct work, an exhaust fan, and stove.
- ◆ Licensing, opening, and registering new children for the preschool program.
- ◆ Hiring new staff for the preschool program, including, 2 full-time registered early childhood educators (RECE), 1 part-time RECE, a cook and an administrative assistant.
- ◆ Held the Community Representative position for the Farley Mowat Public School Parent Council.
- ◆ Mentored 3 Early Childhood Education students participating in their six week field practicums.
- ◆ Participated in the Farley Mowat Public School May Fair in order to promote our Programs. This annual event attracts families not only from the school, but also from our surrounding community.
- ◆ Karate is offered twice a week to those children enrolled in this extracurricular Program.
- ◆ Professional development opportunities for the Waterbridge team included: Non-Violent Crisis Intervention, Standard First Aid and CPR(C), Autism Institute Conference, Leadership training workshop, Excel training, Ministry of Education child care modernization information webinar, and a positive discipline workshop.
- ◆ On August 31, 2015 the Ministry of Education rolled out the new Child Care and Early Years Act, replacing the Day Nurseries Act. Mothercraft staff successfully responded to and implemented, the new legislation requirements.



Management Team

Executive Director.....Melody Paruboczy
 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.....Susan Munro
 Manager, Waterbridge School Age Program...Jenn Ross



Mothercraft Ottawa

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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://www.mothercraft.com/prenatal_parent/Documents/rentalpricelist.pdf.

Cover Graphic: Acrylic on Canvas (2016) by Eugenia Cruz, Home Child Care Program



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