



A Year of Pause A Year of Change

2020 Annual Report



Mothercraft Ottawa

Helping Families in Ottawa Grow and Thrive

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Registration Number 10686 4325 RR0001

WHO WE ARE

Mothercraft Ottawa, a leader in early learning and care since 1944, is a charitable non-profit organization that enriches the well-being of families with infants and young children through responsive, high quality programs and services.

Mothercraft Ottawa delivers child care for children aged 6 weeks to 12 years through licensed child care centres and home child care, before-and-after-school programs and part-time/casual care.

We support the evolving needs of families in Ottawa through our diverse child and family services, including comprehensive prenatal and parenting classes and workshops, perinatal support, programming for children with special needs, as well as an array of programs and services offered through our EarlyON Child and Family Centres.



Nurturing: Supporting each other with compassion

We are caring

Inclusivity: Welcoming and encouraging diversity

We welcome everyone

Collaborative Relationships: Built on respect and communication

We work together

Creativity: Exploring possibilities

We use our imagination

Integrity: Acting with honesty and reliability

We do our best

PRESIDENT'S REPORT

Oh 2020! Like Voldemort, it is the year that shall not be named. 2020 has been a year like no other – and may it remain that way. We may want to forget it once we are moved through this shared global pandemic, but there are pieces we ought not to forget.

We have an incredible team of highly innovative staff who took on the challenge to meet our mission in a time of global crisis and fear. We found ways to collaborate and engage when we were told to stay apart. We problem solved through ever changing guidelines and updates. We persevered. And, I hope this doesn't get lost, we saw how absolutely critical child care, early learning, and family support programs are for the wellness of our children, our families, our communities and our economy. Only when these programs were closed, did the world suddenly see how important the role we fill is to us all.

While we often focus on many of the challenges of 2020 - the uncertainty, the fear, the impact on physical and mental health - I do hope we can also remember the strength, resiliency, compassion and innovation that emerged from all of our Mothercraft team. These are the characteristics that define us, not only in 2020, but into the future in a post-pandemic world.

Julia Thompson

PRESIDENT OF THE BOARD OF DIRECTORS

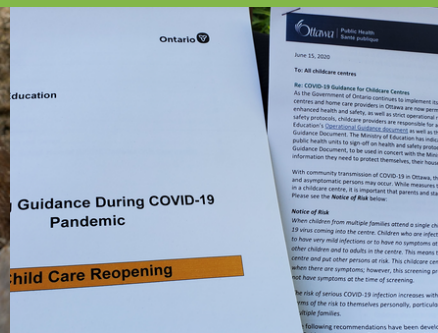


Ontario to close all publicly funded schools for two weeks following March Break

JACQUIE MILLER ([HTTPS://OTTAWACITIZEN.COM/AUTHORS/JACQUIE-MILLER](https://ottawacitizen.com/authors/jacqui-miller))
Updated: March 12, 2020

Innovating Through A Global Crisis

Discovering new ways to deliver



LOCKSDOWNS BEGIN

March 12, 2020 changed our lives. Over the next couple of days, all our programs were closed and we entered a new reality of lockdowns.

EARLYON

During that first lockdown, with our staff home and needing to connect, we rapidly innovated and found new ways to delivery our programs. Our Postpartum Support Program was the first to go virtual, launching to postpartum women one week after lockdown. Other EarlyON Programs soon followed including workshops, playgroups, and activity kits. We received United Way funding that enabled us to develop these incredible activity kits to help families with early learning activities at home, all with the support of our staff through virtual playgroups, YouTube storytimes and crafts, park story walks and yoga walks.

GROUP CHILDCARE

Our group care programs pivoted to the virtual world. While not able to offer high quality child care during the lockdown, nonetheless our staff found ways to connect with families through group Zoom activities, mailed out curriculum, front porch Kindergarten graduations, and creating YouTube content. Many families reported that the time their children could connect with their Educators was incredibly supportive. Not only did it give their children a chance to engage with friends and do activities that they enjoyed, but it also gave parents a chance to catch up on working from home responsibilities or cooking dinner.



Group Childcare Virtual Learning

Connected while apart



EarlyON Child & Family Services

New delivery, new programs, new futures



THE JOURNEY

2020 was a year of great financial uncertainty, with no clear path forward. As the Pandemic took hold, we had to close doors and make difficult decisions about how to sustain our organization in light of the pandemic. The much-needed Canadian Emergency Wage Subsidy from the federal government provided a great sigh of relief, we continued throughout the year with no knowledge of what our revenue was aside from daily childcare fees once we reopened. It was only after the incredibly chaotic year ended, and well into February that we finally got a clear picture of our financial position. The various emergency funding combined with exceptional financial prudence on the part of not only management but also program staff meant that Mothercraft ended 2020 with a strong that will be reinvested in our staff and our programs once we move through this continued period of uncertainty.



Seeing through Uncertainty

MANAGING FINANCIAL FUTURES YOU CAN'T SEE

THE VISION OF HOPE

2020 was a year of financial chaos – not only with the uncertainty, but also thanks in part to the multiple recovery funding streams. We had our usual:

- General Operating Funding
- Pay Equity
- Municipal Health and Safety
- Wage Enhancement Grants
- EarlyON
- Childcare Subsidy
- Parent Fees
- United Way School's Cool
- Donations.

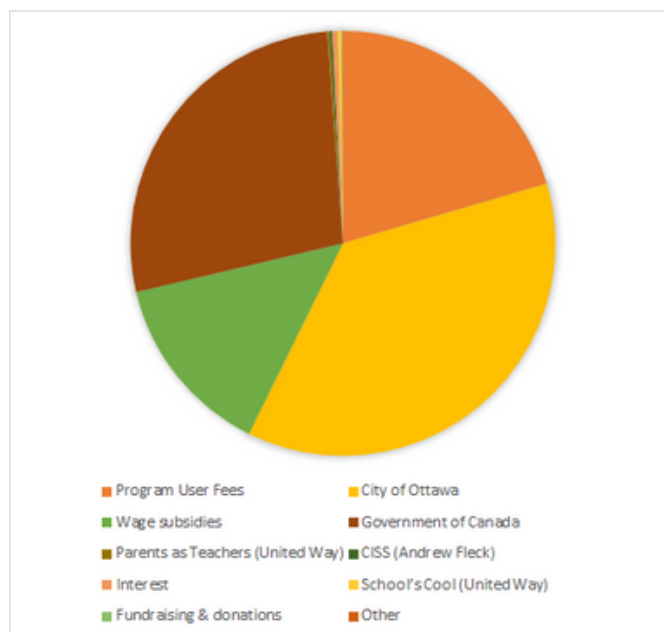
But also, thanks to the various levels of government in response to the pandemic, we had:

- Special Purpose Funding
- Sustainability Funding
- Safe Restart Funding
- Reopening Funding
- Temporary Wage Subsidy
- Canadian Emergency Wage Subsidy
- A new United Way grant.

This took no small amount of work on a part of the Corporate Services Team to stay on top of and complete multiple applications in an already stressful time. Without that, we would not be in the positive position we are today.

2020 Revenues:

| | |
|----------------------------------|---------------------|
| Program User Fees | \$ 1,549,145 |
| City of Ottawa | \$ 2,788,585 |
| Wage subsidies | \$ 1,060,263 |
| Government of Canada | \$ 2,081,084 |
| Parents as Teachers (United Way) | \$ 14,039 |
| CISS (Andrew Fleck) | \$ 15,928 |
| Interest | \$ 31,986 |
| School's Cool (United Way) | \$ 20,000 |
| Fundraising & donations | \$ 4,516 |
| Other | \$ 4,069 |
| Total Revenues: | \$ 7,569,615 |

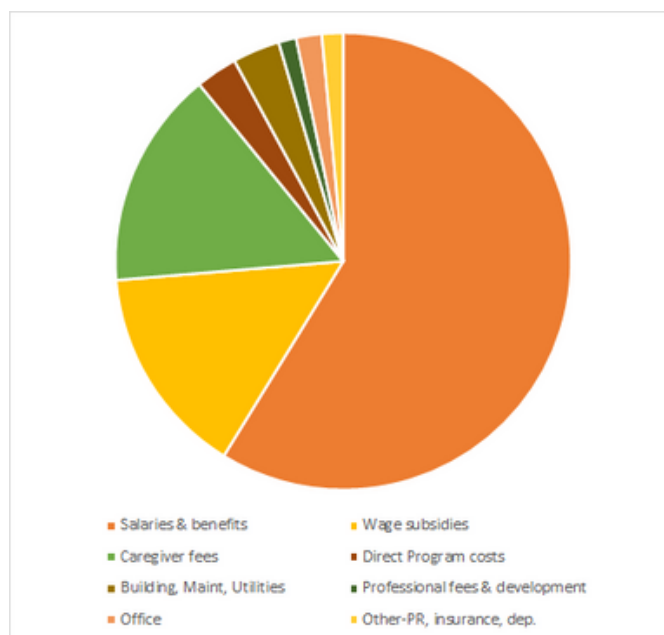


Financial Highlights



2020 Expenses:

| | |
|---------------------------------|---------------------|
| Salaries & benefits | \$ 4,181,984 |
| Wage subsidies | \$ 1,060,263 |
| Caregiver fees | \$ 1,096,936 |
| Direct Program costs | \$ 211,090 |
| Building, Maint, Utilities | \$ 238,265 |
| Professional fees & development | \$ 88,919 |
| Office | \$ 129,518 |
| Other-PR, insurance, dep. | \$ 107,240 |
| Total expenses: | \$ 7,114,215 |



2020 BOARD OF DIRECTORS

Julia Thompson,
President

Holly Ockenden,
Director

Jennifer Arnold
Vice President

Kathryn Wilson,
Director

John Chapman,
Treasurer
(resigned March/20)

Nicole Roberts,
Director

Dan Liu,
Treasurer
(as of March/20)

Sarah Sanftenberg,
Director

Margo Den Haan,
Secretary

Craig Shankar,
Director

MANAGEMENT TEAM

Alicia Ashton,
Executive Director

Jenn Ross,
Program Manager,
Waterbridge

Anne Boisvenue,
Dir. Corporate
Services

Susie Munro,
Program Manager,
Elmdale

Lena Turnbull,
Dir. Child & Family
Services

Trish Balkwill,
Home Childcare
Manager

Janet Libbey,
Program Manager,
Evered

Tracy-Lynn Mallett,
Human Resource
Manager

PARENTS AS TEACHERS

HELPING FORGE NEW PARTNERSHIPS

Responding to a global crisis cannot be done alone. We are stronger together, and as such, Mothercraft Ottawa forged many new partnerships in 2020 to help meet the needs of Ottawa families.

With the support of the United Way of Eastern Ontario and their Emergency Community Support Fund, Mothercraft Ottawa launched our Parents as Teachers Program. This evidence-based program supported families isolated by the pandemic promote early learning and development and health of their children at home, supported by staff offering virtual programming and support, and free activity kits to support learning at home.

The program was so successful that kits "sold out" almost immediately with each new offering. In order to reach the most vulnerable families, Mothercraft partnered with other agencies to ensure that front line workers and families living at risk could also access the program.

Many thanks to our partners for ensuring this program's success! The Royal Ottawa Mental Health Centre; The Ottawa Hospital; Westboro Food Bank; Caldwell Family Centre; Local Family Shelters

Helping Together



WELCOME BACK!

One family
Per
RAINBOW
please



mothercraft[™]
ottawa

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