



mothercraft™
ottawa



MOTHERCRAFT OTTAWA

ANNUAL REPORT

2021

WHO WE ARE

Mothercraft Ottawa, a leader in early learning and care since **1944**, is a charitable nonprofit 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 centers, 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.

OUR VALUES



NURTURING

We are caring

Supporting each other with compassion



INCLUSIVITY

We welcome everyone

Welcoming and encouraging diversity



COLLABORATIVE RELATIONSHIPS

We work together

Built on respect and communication



CREATIVITY

*We use imagination
Exploring possibilities*



INTREGITY

We do our best

Acting with honesty and reliability

PRESIDENT'S STATEMENT

Well, it was another busy year!

In 2021 we were still operating in a serious state of the unknown, with constantly changing public health guidelines and question marks around funding and the future.

We saw an extended Christmas break into January, due to spiking COVID cases; and the uncertainties made us take difficult decisions regarding temporary layoffs. We all breathed a collective sigh of relief when we were able to recall staff and settle into some normalcy with summer programming.

Even amidst the challenges that COVID brought to our community, our team found innovative ways to support families. With support from the Ontario Trillium Fund, Mothercraft adapted our Parents As Teachers Program to support families with children with special needs in their own homes. Customized activity kits, access to specialized equipment and virtual workshops offered in partnership with Physiotherapists, Occupational Therapists and Speech-Language Pathologists helped these families meet their children's needs at home while waiting for specialized services.

We also welcomed some new members to our Board and got our heads spinning when we played catch up and had 2 AGMs. We closed the agency over the Christmas holidays to give our staff a well-deserved break. Believe it or not, despite all the other challenges, we got some things checked off our list. A compensation framework for Mothercraft employees was approved, a new strategic plan was developed, and we worked on a draft to update our by-laws... just in time for ONCA to be proclaimed - which surprised us all!

And most importantly, our staff have been working day in and day out, on the brink of exhaustion and burnout in order to show up and be their best for our families. Our staff keeps the wheels turning and makes Mothercraft whole. So I think as we close out the year, it is especially important to recognize all of the great people that make Mothercraft, Mothercraft. Hopefully, 2022 gets us closer to the light at the end of the tunnel, and everyone can find a space where work and life are balanced again.



JULIA THOMPSON

Board President

CHILDREN & FAMILY SERVICES

“Mothercraft has been a life-changing resource for me. My husband and I moved to Ottawa just before the pandemic. We didn’t know anyone in town, and my only friends were my work colleagues. I started maternity leave in the winter of 2021 and was overwhelmed and distressed being indoors with a new baby. With a few baby playgroups that didn’t necessarily require vaccines or masks if we were indoors, which made me uncomfortable with my newborn.

I learned of the “Tuesday stroller walk” in the spring, which transformed my life. Meeting up for a weekly walk became a great way to get exercise and meet other moms. I befriended several other mothers with babies around the same age as mine, and we’ve become very close, meeting up several times a week and constantly chatting over text.

It has become an amazingly supportive community that mothercraft facilitated. In addition to the walks, I’ve taken advantage of some of Mothercraft’s virtual programming, gotten breastfeeding and daycare tips, and done park playgroups around the city. I’m so grateful for mothercraft and look forward to continuing to utilize this incredible resource for years to come.

”

Becca Hammitt

9,959 TOTAL REACH

60+ VIRTUAL WORKSHOPS

1,634 POST-PARTUM SUPPORT

- **Received a 1-year Trillium funding** to offer specialized programming for children with special needs and their parents.
- Conducted **540 individualized virtual workshops** with the support of OT, PT and SLP partners.

BIRTH AND PARENT COMPANION PROGRAM (BCPC)

- **Bridged the support** offered by the BPCP to Mothercraft's **Postpartum Support Drop** in by **providing referrals** to every family served.
- Served **96 individuals** by the BPCP.
- Made over **100 referrals** to community supports.

POSTPARTUM SUPPORT DROP-IN

- Served **1,634 participants** in the Postpartum Support Drop-in.
- Welcomed **437 new participants** to the group.
- An average of **124 participants** attended group monthly.

CHALLENGE

- **Restriction on fundraising** activities caused by COVID-19.

LICENSED HOME CHILDCARE

389 TOTAL REACH



72 PROVIDERS

317 CHILDREN



ACHIEVEMENTS

- **Purchased air purifier units and sanitation supplies** for each home through the COVID-19 re-opening fund.
- **A monthly donation of craft kits** for the children by EarlyON made the providers happy.
- Received a **"Perfect" Yearly License** from the Ministry.
- **Extension of in-house service** areas to Manotick and Heron Gate. **Increase in the number of homes** in Kanata and Stittsville.

CHALLENGES

- **Closing of homes** due to COVID-19 outbreaks and concerns.
- Mandatory **COVID-19 vaccination requirement** for all providers and family members.
- **Decrease in children intakes** due to unemployment, remote working and lack of subsidy spaces from the city.
- The **visits** to support the providers **modified to online and outdoors**.

“*The transition into the home child care experience with Tracy through Mothercraft has been so easy, seamless and overall an amazing experience for us and our daughter. Tracy is professional, empathetic, honest, organized, creative and informative with daily updates and pictures. We feel confident and secure not only in Tracy but also with Mothercraft as well. A selling point for us was that Mothercraft does “check-ins” and ensures the home care setting is running as smoothly as possible.*

Thank you to Tracy and Mothercraft for giving a wonderful daycare experience for our daughter. We are truly happy, grateful and looking forward to many more years of having Tracy with us.”

Anita and Eric Catudal,
Parents of Ella



Ella with Tracy

GROUP CHILDCARE

MOTHERCRAFT EVERED

177 TOTAL REACH

- Arranged **subsidy spaces** within the part time programs.
- Developed a successful and organized procedure to take the children to and from their parents while following COVID-19 protocols.
- Provided **consistent care with minimal closures**.

FARLEY MOWAT PUBLIC SCHOOL (WATERBRIDGE)

146 TOTAL REACH

- A fully **vaccinated team** (two doses).
- A **new role of childcare assistant** was created to assist with shortage of staff.

ELMDALE PUBLIC SCHOOL

174 TOTAL REACH

- **Moved back to Elmdale location** at the end of June and starting summer program.
- Offered 2 weeks of **emergency childcare for families of frontline workers**.
- **All staff were re-employed** after the short-term school closure.

CHALLENGES

- Working with **challenging children's behaviors**
- **Staff shortage** due to recruitment hardship.
- Construction caused **relocation**.
- Pandemic caused **closure and delay**.
- **Staff shortage** due to recruitment hardship and exposure to illness.



“

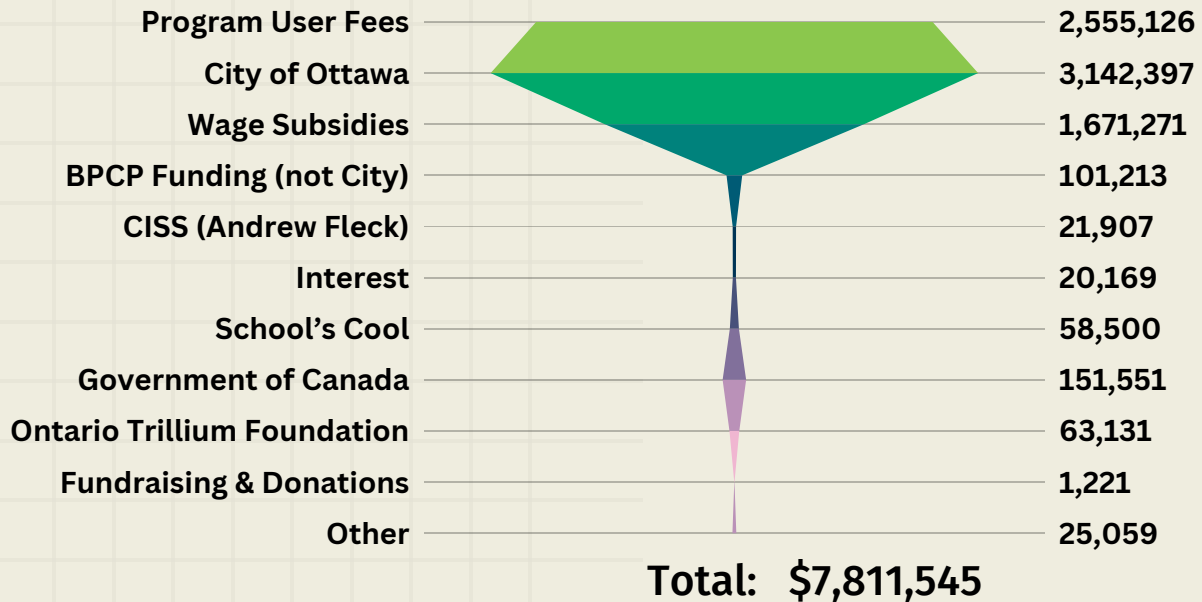
Mothercraft is a place where everyone feels very homey and we all are one big family.

Mothercraft provides a safe, loving and nurturing environment for the staff, children and the clients. ”

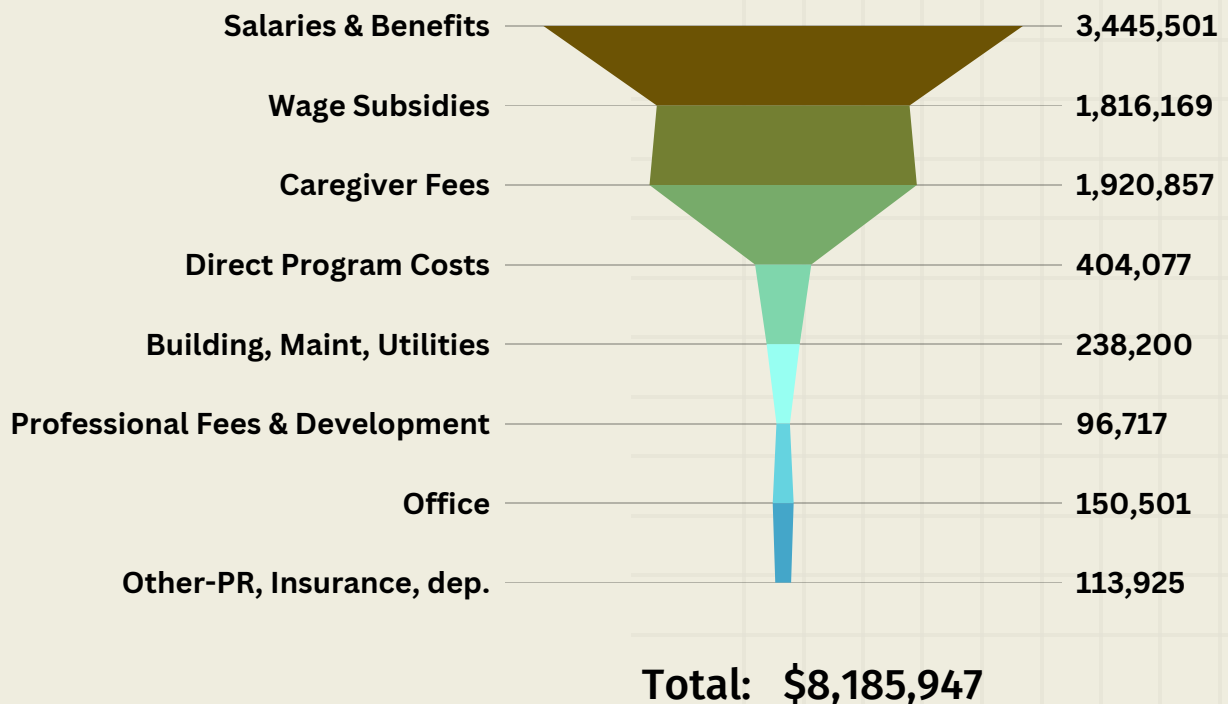
Kelly Stainton
Lead Educator, Mothercraft Evered

FINANCES

2021 REVENUES



2021 EXPENSES



MEET OUR TEAM

BOARD OF DIRECTORS



PRESIDENT
Julia Thompson



VICE-PRESIDENT
Holly Okenden



TREASURER
Dan Liu



SECRETARY
Craig Shankar



DIRECTOR
Nicole Roberts



DIRECTOR
Sarah Sanftenberg



DIRECTOR
Kate Abernathy



DIRECTOR
Jocelyn Chisamore

MANAGEMENT TEAM



**EXECUTIVE
DIRECTOR**
Alicia Ashton



**HUMAN RESOURCE
MANAGER**
Tracy-Lynn Mallett



**DIR. CORPORATE
SERVICES**
Anne Boisvenue



**DIR. CHILD & FAMILY
SERVICES**
Lena Turnbull



**HOME CHILDCARE
MANAGER**
Trish Balkwill



**PROGRAM MANAGER,
EVERED**
Janet Libbey



**PROGRAM MANAGER,
WATERBRIDGE**
Jenn Ross



**PROGRAM MANAGER,
ELMDALE**
Susie Munro

CONTACT US

**475 Evered Ave., Ottawa ON
(613) 728-1839**

info@mothercraft.com

www.mothercraft.com

Registration Charity Number: 10686 4325 RR0001

