



ANNUAL REPORT

2022

**MOTHERCRAFT
OTTAWA**

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A WORD FROM THE PRESIDENT & EXECUTIVE DIRECTOR

2022 has been a year that emphasized that which we know and value: we get through changing and challenging times best when we work together.

The COVID-19 Pandemic still hung over our heads at the start of the year, as we worked to navigate the slowly lifting public health precautions. We welcomed families back into our buildings, reopening those opportunities for our Educators to form ever-important relationships with each child's family.

As the precautions lifted, we took the opportunity for our teams to gather together for the first all-staff Professional Development Day since 2019. This was vital for our teams to reconnect and celebrate together after such a long period of working in the isolation of our own locations.

As we started to return slowly to a post-pandemic normal, the entire Ontario childcare sector received transformative news. Ontario signed on to the Canada-Wide Early Learning and Childcare Program in order to increase accessibility and affordability of licensed childcare to families across Ontario. Our Board and Leadership team pulled together to figure out what this could mean for Mothercraft. Holding our mission of "helping families in Ottawa grow and thrive" at the forefront of our decision-making, Mothercraft opted into this new system. The decision was only the start of the enormous teamwork it will take to implement this new system. The teamwork is not only from our Management, Home Childcare, and Accounting Team, from our partners with the City of Ottawa Children's Services, and from the Ministry of Education.

The year will go down in memory as the year we learned that any organization, big or small, for-profit or non-profit, can succumb to ransomware and cyberattacks. This event has taken months to recover from, but the team has done so together, and our systems are now more robust.

Throughout the year we were granted several new opportunities to innovate in how we work together and journey towards greater inclusivity. We continued to build relationships with our community partners to offer unique programs in partnership with Occupational, Physio and Speech Language therapists to help families receive support while waiting for services. Mothercraft received funding from the United Way to continue our Specialized School's Cool program for autistic children, now as the lead agency for this free program. We also were granted the opportunity to be a part of a city-wide Professional Learning Pilot initiative to support the growth and development of our staff in issues related to promoting greater inclusivity and diversity within our teams, programs, and services.

The year had many ups and several big downs as we navigated through this world on the other side of the pandemic. With many of these new opportunities and a changed world, we don't know exactly what lies ahead. One thing we do know, and 2022 showed it, our strength in working together is what helps us adapt, move forward, and thrive.



Julia Thompson
President



Alicia Ashton
Executive Director

MEET OUR TEAM

BOARD OF DIRECTORS



President
Julia Thompson



Vice-President
Holly Okenden



Treasurer
Dan Liu



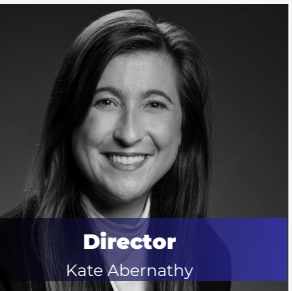
Secretary
Craig Shankar



Director
Nicole Roberts



Director
Sarah Sanftenberg



Director
Kate Abernathy



Director
Jocelyn Chisamore



Director
Sarah Farrish



Director
Paola Gonzalez



Director
Sandy Watson

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

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

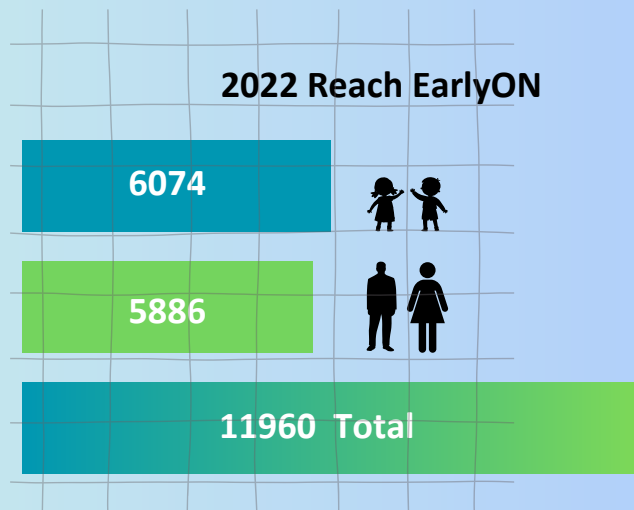
Acting with honesty and reliability

CHILDREN AND FAMILY SERVICES



Manager: Lena Turnbull

Team of : **8**



Key Highlights of 2022

EarlyON

1. We developed and/or reconnected our collaborative relationships with community partners such as: local family shelters to offer in-person programming within the shelter, the Ottawa Public Library to co-facilitate a Sensory Storytime, Food Bank/Carlington Community Health Centre to offer back to school programming, helping Ukrainian refugees with in collaboration with Maiden Market, and re-established our partnership with CHEO for Special Needs playgroups.
2. We resumed in-person programming, while still keeping the virtual programs that worked best for our families.
3. We became a site for a City of Ottawa Professional Learning Pilot- generated a lot of interest & engagement from staff about learning more about the 4 priority goals:
 - Antiracism and Inclusive practices
 - Incorporating Indigenous Perspectives and Pedagogies
 - Mental Health & well-being for children, families & staff
 - Supporting Children with special needs through inclusive approaches
4. We became the lead agency for School's Cool with United Way funding, enabling us to provide 5 sessions of school readiness for children with ASD*

**ASD: Autism spectrum disorder*

Postpartum Support Drop In

1. We chose to continue virtual programs as it has provided flexibility for new parents to attend as the threat of COVID remained in the community
2. We welcomed 291 new participants an average of 124 new participants monthly
3. Mothercraft participated in the first annual Flora's Walk, raising funds and awareness for perinatal mental health and received 50% of Ottawa donations from the walk (approx. \$1500)

Birth and Parent Companion Program (BCPC)

1. BPCP offered the first-ever hybrid Birth Companion Training: virtual & in-person
2. 18 new Birth Companions were trained to support vulnerable families
3. Service was not interrupted by the agency-wide cyberattack as we were able to utilize our backup files to ensure all expecting clients continued to receive support

Challenges

1. An agency-wide cyberattack caused the loss of years of resources and history which caused limited contact with families
2. Drop-in playgroups frequently exceed their maximum capacity
3. There has been a significant increase in the need for French speakers (BPCP) but not enough volunteers to meet the need

Way Forward

1. We plan to continue PLP and increase learning opportunities for staff
2. Focus is needed on recruiting volunteers who are bilingual and/or speak other languages for the next Birth Companion training to meet the need of our clients
3. With opportunities resuming, we will increase our community outreach activities
4. Because of its unfunded status, we will prioritize seeking sustainable funding for the Birth and Parent Companion Program





“ I grew up loving children and knew from a young age that I wanted to work with children in some capacity in my career. At university, I was always interested in the courses that allowed me to learn more about how children learn, grow, and develop. I felt the pull to enter a field where I could work with children more directly. I decided to change my field of study to one that allowed me to pursue this passion further.

To complement my education, I wanted hands-on experiences working with children and their families. I started by supplying at various early learning centers throughout Ottawa. One of those centres happened to be Mothercraft. I always loved my time at Mothercraft because the staff treated me as part of the team and I felt my interactions with the children were meaningful and impactful. About one year ago, applied to work with them directly and that sense of belonging and community has only increased.

Throughout my time at Mothercraft, I have learned so much about what it means to be an educator. Through hands-on experiences, the guidance of knowledgeable staff and supervisors, and the welcoming of the entire Mothercraft community, I have learned skills that are invaluable to both my education and career. Most importantly, I love the relationships with the staff, children, and families I have developed. I love that no matter which classroom I enter, I'm met with smiles and hugs.

Emily Polden, Educator, Evered

GROUP CHILDCARE



Mothercraft Evered

Manager: **Janet Libbey**

Team of: **28**

Reach: **177**



Elmdale Public School

Manager: **Susie Munro**

Team of: **28**

Reach: **252**

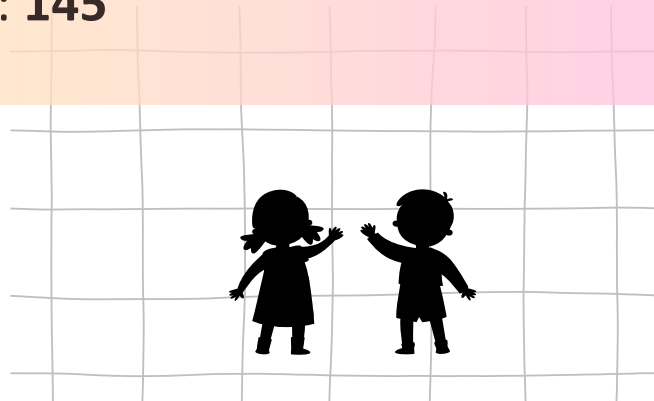


Farley Mowat Public School (Waterbridge)

Manager: **Jennifer Ross**

Team of: **21**

Reach: **145**



**Total Reach:
574 Children**

Key Highlight of 2022

1. Our childcare programs hired amazing new staff, which has helped the team and children very much
2. Lifting of COVID-related restrictions has resulted in children enjoying the time at the playground and improve the parent-educator relationship
3. New equipment was added to the playground which was appreciated by the children

Challenges

1. Staff shortages have continued as staff were moving to different career paths
2. Many staff faced mental health issues due to COVID-19
3. We feel the challenge and impact on families when we have had to close groups with short notice due to staffing shortages
4. Property Damages caused by Ice-Storm

Way Forward

1. We are excited to be getting back to the "New Normal" completely
2. We are moving forward with center wide collaboration because COVID restrictions are lifted, enabling us to meet and collaborate across rooms and across buildings



When Firouz Abobrnosa smiles, the radiant glow on her face brings a gush of positivity that can light up the entire room. At first glance, Firouz may seem like an ordinary woman in Ottawa, running her home daycare, but behind her cheerful demeanour lies a remarkable journey of struggle and hard work that has shaped her into the inspiring person she is today.

Twenty-four years ago, Firouz and her family immigrated to Canada from Libya, carrying with them dreams of a better future. Armed with an engineering degree in Mining from her home country, Firouz knew she had to contribute equally to her family's financial well-being. However, as time went on and her family grew her household responsibilities increased exponentially as settling into a new country had its own struggles.

Journey of Firouz Abobrnosa



For the past two years, Firouz has been an integral part of Mothercraft. She chose to align herself with Mothercraft to further her professional growth. Mothercraft provided her with valuable workshops and guidance from experienced staff, enabling her to enhance her skills and expand her knowledge in early childhood education.

Firouz's home daycare is characterized by its unwavering commitment to providing a stress-free environment for the children under her care. "I am constantly planning how to provide creative exposure to the children," she explains with passion. Whether it's introducing new activities or preparing diverse homemade meals, Firouz strives to offer a wide range of experiences to stimulate the children's curiosity and imagination.



As her four children grew older, Firouz took it upon herself to guide them through life. "I always prioritized my children's education," she shares, her eyes gleaming with determination. One of Firouz's children had a heart condition, and she became the primary caretaker, juggling her role as a mother and caregiver with unwavering strength. Despite her demanding responsibilities, she felt a deep longing to give back to her community and pursue personal growth.

Driven by her passion for nurturing young minds, Firouz began offering babysitting services to children in her community. Her fluency in both Arabic and English, coupled with her natural charm and dedication to academic excellence, quickly won the hearts of many parents. Word of her exceptional care and educational focus spread, and her babysitting gig soon transformed into a thriving home childcare service.

"One day, a child from my daycare was enrolled in Junior K, but within a few days, they were moved to Senior K because of the strong foundation I had helped them build," Firouz shares, beaming with pride. The joy she feels in witnessing her little proteges succeed is immeasurable and serves as a testament to her unwavering dedication.

When asked to offer advice to aspiring home childcare providers, Firouz's tips are filled with wisdom. "Don't hesitate to take ESL classes and be confident," she advises. Firouz recognizes the importance of continuous learning and self-belief as crucial factors in one's professional journey. Her unwavering determination to overcome any obstacles that come her way has been a guiding light in her pursuit of excellence.

As Firouz Abobrnosa continues to brighten the lives of the children in her care, her remarkable story serves as an inspiration to all. Through her boundless compassion, dedication to education and commitment to personal growth, she has become an embodiment of strength, resilience, and the transformative power of a loving heart.

HOME CHILDCARE



Manager: Patricia Balkwin

Team of : 7



**Total Reach:
463 Children**

Key Highlight of 2022

1. Funding from the Canada-Wide Early Learning and Child Care (CWELCC) started on April 1, 2022, making childcare more affordable
2. We welcomed 15 new home childcare providers, reaching 259 more children
3. For the first time since 2019, we organized our providers' social event in June 2022 at the Mandarin where 65 providers attended, connecting and celebrating together
4. 8 Providers were presented with the "Long Service Awards"
5. We were able to resume opportunities for the Providers to build connections through activities and special gatherings

Challenges

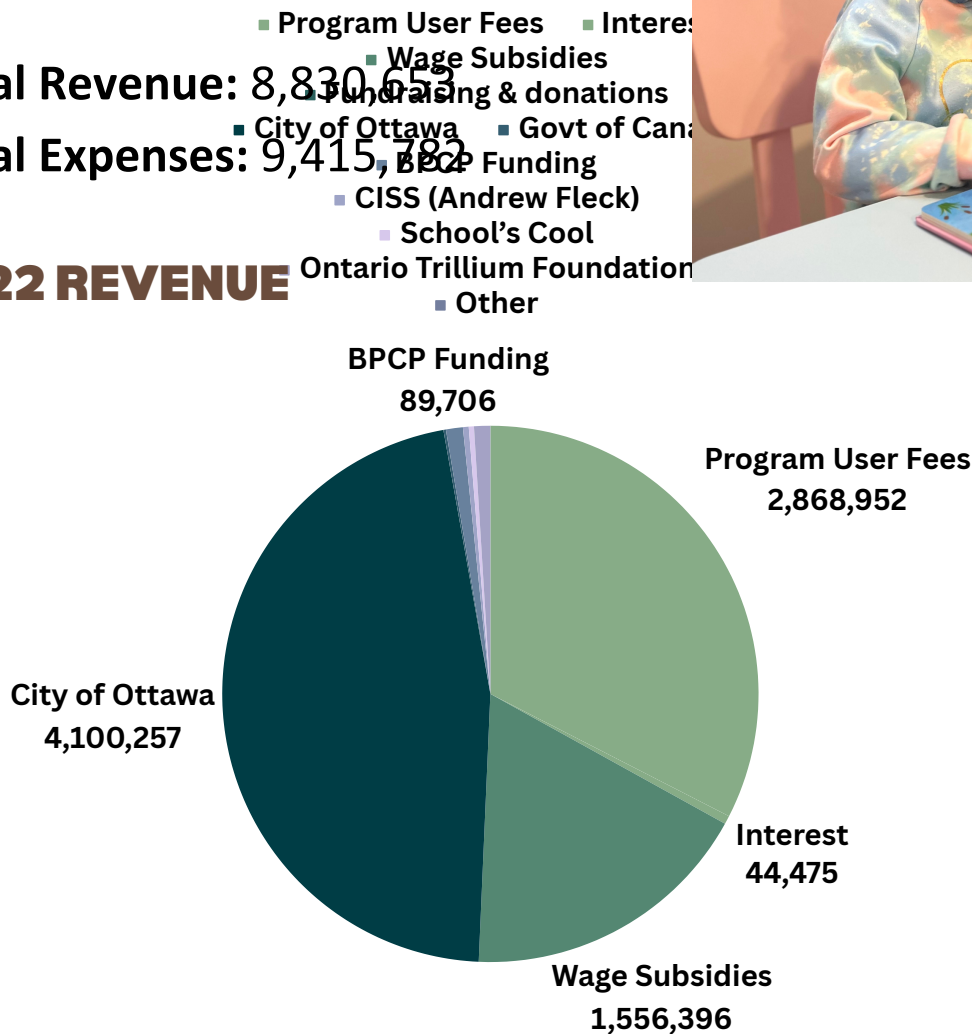
1. The agency-wide cyberattack had a big impact on our forms and documents. We had to quickly recreate all of our forms because the attack occurred during the busy registration season

FINANCE

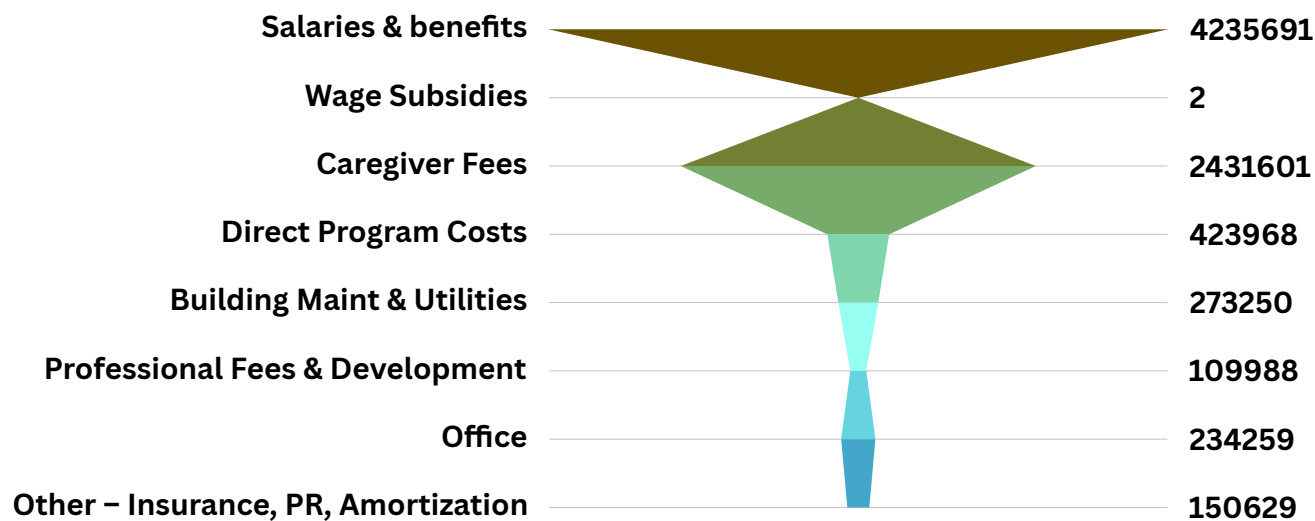
Total Revenue: 8,830,653

Total Expenses: 9,415,782

2022 REVENUE



2022 EXPENSES



CANADIAN MOTHERCRAFT / L'AGENCE CANADIENNE MOTHERCRAFT



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Registration Charity Number: 10686 4325 RR0001