



PARENT
RESOURCE
CENTRE
OTTAWA

CENTRE
DE RESSOURCES
POUR PARENTS
OTTAWA

2023/2024

IMPACT REPORT

Building Resilient Families



PRC helps build confident, resilient families in Ottawa. We provide engaging high-quality programs, a wide variety of social services and supportive resources for children, youth, parents and caregivers in a welcoming environment.

Charitable registration number: **119076487RR0001**

Message from President



Ashley Bennett
President

Dear Community Members,

As we reflect on the past year, it is with immense pride and gratitude that I share the achievements of Ottawa's Parent Resource Centre. Over the past 12 months, our dedicated volunteers and staff have worked tirelessly to support and empower families within our community. We have expanded our programs and services, to support more parents and children than ever before, and fostered a nurturing and welcome environment where families can thrive.

This year has been marked by significant evolution, including capacity building within our organization and new initiatives designed to address the evolving needs of our community. From parenting workshops and educational resources to family support groups our Centre has provided invaluable assistance, guidance and compassionate care to countless individuals. These efforts have been made possible through the unwavering commitment of our Board of Directors, Staff, Volunteers and the generous support of our donors and partners.

We also celebrated a remarkable increase in community engagement, with more families participating in our events and taking advantage of the resources we have offered post pandemic. The enthusiasm and involvement of our community members have been instrumental in driving our success and ensuring that our programs continue to be relevant and impactful.

As we look ahead, we remain committed to our mission of strengthening families and building a resilient community. We are excited about the opportunities that the future holds and are confident that, together, we will continue to make a positive difference in the lives of those we serve. Thank you for your continued support and dedication to our shared vision.

Sincerely,

Ashley Bennett
President

Land Acknowledgement

We acknowledge that The Parent Resource Centre is on the traditional unceded territory of the Anishinaabe Algonquin Nation. We are grateful to have the opportunity to work on this land, and by doing so, give our respect to its first inhabitants. The Parent Resource Centre honours all First Nations, Inuit, Métis and all Indigenous peoples and their valuable past, present and future contributions in strengthening and shaping our communities.



Message from the Executive Director

Kristen Holinsky Executive Director



Dear Friends and Supporters of the Parent Resource Centre (PRC),

As I reflect on the past year, I am filled with immense gratitude for the commitment and dedication shown by our team, volunteers, donors, and community partners. It has been a year of significant change and transition, during which we've remained steadfast in our mission to support and nurture the families in our community.

This year, we have evolved to better serve our community by launching a vibrant new look for the PRC, including a fresh logo and a revamped website. Our new visual identity represents the diverse and inclusive nature of our programs while highlighting the acceptance and support we offer to families.

Throughout the year, the PRC team worked to create and facilitate Communities of Practice sessions, supported by Green Shield Canada. We remain dedicated to fostering a culture of continuous learning and growth, prioritizing professional development opportunities that ensure Ottawa's early years professionals are well-versed and current on essential subjects, including self-care, mental health, and inclusivity.

The Parent Resource Centre is deeply committed to strengthening and empowering families within the Ottawa community. This dedication is exemplified through our recent collaborations with the Minto Foundation and the Canadian Red Cross Community Services Recovery Fund.

The generous support of the Minto Foundation has allowed us to broaden the scope of our Family Resilience Program (FRP) by offering additional Circle of Security Parenting Groups sessions and expanding our Parent Support Line. Moreover, we are piloting a Walk-in Parent Support service to improve our efficiency and reach.

Simultaneously, our partnership with the Canadian Red Cross has enabled us to make substantial enhancements to our EarlyON playroom. By incorporating nature-based elements, we have created a serene and stimulating environment for children and families.

Our community partnerships have been instrumental in expanding our reach and enhancing the services we offer. We are grateful to our collaborators, as these alliances have allowed us to share knowledge and resources, ultimately benefiting the families we serve.

The PRC's accomplishments this year would not have been possible without the support of our volunteers, donors, and sponsors. Their generosity and dedication have been vital in ensuring the continued growth and success of our organization.

I want to extend my deepest gratitude to Paula Coons, our Interim Executive Director, for her exemplary leadership and unwavering dedication. Paula's guidance and commitment have been instrumental in steering the Parent Resource Centre towards continued growth and success during her tenure.

As we move forward, we remain committed to our mission of supporting families in the Ottawa region. We will continue to develop new resources, engage in meaningful collaborations, and seek innovative ways to serve our community. Together, we are shaping a brighter future for generations to come.

Sincerely,

Kristen Holinsky
Executive Director

EarlyON Program

3,739 adult visits
3,483 children visits

PRC's EarlyON Child and Family Centre playgroups focus is on helping families give their young children the best start in life.

Over the past year our EarlyON Child and Family Centre has been thriving, offering a diverse array of programs, workshops, and events to support local families and children. The participation numbers demonstrate the centre's impact on the community, with **3,739 adult visits** and **3,483 children visits**.



During this period, we hosted a range of workshops aimed at promoting the health and development of children and fostering strong family relationships. Topics covered included car seat safety, infant massage, infant sensory activities, developmental milestones, feeding toddlers, and understanding temperament. These workshops provided invaluable knowledge and tools for parents and caregivers to apply in their daily lives.

Our playgroups offered fun, inclusive events that brought families together, such as holiday celebrations and pizza party days. In addition, we've continued to provide summer Nature Walks and encourage the use of our outdoor play space, allowing children to learn through play while enjoying fresh air and natural surroundings.



Strengthening our program through partnerships and community engagement, we've had the privilege of collaborating with various organizations and initiatives. The Canadian Red Cross Community Services Recovery Grant allowed our EarlyON to make significant updates to our playroom to introduce nature-based elements, which allowed us to create a more soothing environment with updated lighting, carpeting, seating, and tactile, interactive furnishings.

Other key collaborations included hosting Family Services Ottawa to deliver their Beyond the Baby Blues program and hosting First Words to educate families about language development in young children. Additionally, Sandy Hill Community Health Centre Dietitians visited our program to support families with healthy eating, and Algonquin College Dental Hygiene students discussed the importance of oral hygiene for young children.

Our program also benefited from the University of Winnipeg students' "Toy Box" Project in May 2023, promoting literacy, numeracy, and wellness through take-home activities. Lastly, the Ottawa Native Women's Association began hosting weekly gatherings, further enriching our program's inclusivity and cultural diversity.

As we look ahead, we remain committed to offering the best resources and supports to families in our community, ensuring that each child has the opportunity to grow and thrive in a nurturing, stimulating environment.



Family Resilience Program

Over the past year, our Family Resilience Program (FRP) has been dedicated to providing support and resources to families, professionals, and children.

Our annual statistics reflect our commitment to serving the community:

- 1,227 visits with parents/caregivers
- 705 professionals served
- 256 parents/caregivers served
- 245 families referred to the agency
- 207 children served
- 166 referrals



Throughout the year, we have offered various programs and events to enhance family well-being and promote positive parenting. Some highlights include:

- Circle of Security Parenting Groups sessions held in October, January, and April.
- Continued our In-Home Parenting Support to assist vulnerable families.
- Our collaboration with the Children's Aid Society (CAS) ensures that we effectively support vulnerable families, focusing on their unique needs and challenges.
- In partnership with the Caring and Sharing Exchange, we provided backpacks filled with school supplies for 32 families (96 children aged 3 to 18).
- During the holiday season, we supported 21 families and provided gifts for 43 children.
- Hosted a winter-themed art event for children and their parents/caregivers.
- We organized a CPR-C certification course for eight parents in our program.
- Attended multiple OCDSB conferences to further our professional development and networking.

FREE. Confidential.
Non-medical service.

Parent Support Line

613-482-8173
Mon, Tues, Thurs, and Fri from 9 AM to 4 PM
Wed from 11 AM to 7 PM

We are here to support inquiries/concerns about:
Child behaviours, child development, and general parenting concerns
parentingsupport@parentresource.ca

We are proud of the impact our **Parent Support Line** has made this year. Our dedicated team of trained professionals has provided a listening ear, answered parenting questions, and connected callers with relevant resources in the community.

In addition to these program highlights, we've established meaningful partnerships with various community organizations and received essential funding:

- Received a Minto Foundation Grant to increase the Family Resilience Program's (FRP) impact by expanding our current services to be accessible to more Ottawa families.
- Our program partnered with Carleton School of Social Work, Caring and Sharing – Sharing in Student Success, CAS, Public Health, Safe Families, IWSO, OCDSB, Canadian Hearing Services (CHS), OCYI, OCPS, Sandy Hill Community Centre, and Parents for Diversity.

“

“I wanted to take a moment to thank you for leading the COS course. For a while I have been looking for something that helps parents understand how their own past experiences and trauma, affects their parenting. I love how the COS weaves that throughout the training in such a straightforward, simple manner. Thank you for allowing me to join. I will definitely recommend this course to other parents as needed!”

– CoS Participant

Looking forward, we will continue our commitment to providing valuable resources, fostering meaningful connections, and empowering families to thrive in their communities.

Capacity Building for Early Year's Professionals

Over the past year, the PRC has made significant contributions to the professional development of early years professionals in our community.

With funding from Green Shield Canada we facilitated 19 Communities of Practice (CoPs) sessions with an attendance of 236 professionals representing 21 different EarlyON agencies. These CoPs have provided invaluable opportunities for professionals to collaborate, share insights, and enhance their skills.

19 CoP sessions
236 professionals attended
21 EarlyON agencies

Our role as Professional Learning Leader (PLL) and Development Coordinator in collaboration with the City of Ottawa's Children's Services resulted in numerous benefits for childcare, home childcare, and EarlyON professionals. The PRC lead over 12 Network Leader Meetings and co-facilitated three Communities of Practice sessions with the Children's Services Team, ensuring that sector staff are well-informed and connected. We further provided 10 CoP sessions for PLLs and 10 CoP sessions in-house for the PRC team. Topics included Mothercraft College's Building Resilience in Young Children, Enhancing Early Childhood Educator Knowledge, and Practices Related to Trauma, Stress and Mental Health.



The PRC's Professional Learning Leader further collaborated with the City of Ottawa's Children's Services team and provided resources and feedback on three monthly news bulletins for PLLs across the sector. This dedication to collaboration has significantly contributed to the creation and editing of Workbook Activities and Resources for PLLs. The summary report on the 1500 professional learning opportunities have played a crucial role in guiding future initiatives.

PRC's commitment to advancing the professional development of childcare professionals has supported equipping professionals with the skills and knowledge to better serve families and children in our community over this past year.

PRC Staff Development

Throughout the year, PRC staff had several opportunities to come together for professional development, blending learning with enjoyment and teamwork. These sessions not only helped us strengthen our collective resilience and explore important topics that impact our work, but also fostered collaboration and built a strong sense of connection among the team, setting the stage for ongoing growth and discussion.



PRC in the Community

Power of Play 2023

The PRC's 4th Annual Power of Play event was hosted in Strathcona Park, Sandy Hill. Over 300 families from all over the Ottawa area enjoyed unique activities such as a StoryWalk® or our themed play area, farm hopper races, sporting activities, giant balls, balance beams, art and crafts, live music, board games, yummy snacks, and much more.

The Power of Play
Le pouvoir du jeu



Bidz4Kidz Online Auction

Our fifth annual **Bidz4Kidz** online silent auction was held over the holiday season and raised **\$2,734** in support our programs and services!

Professional Learning and Training

The PRC partnered with **Canadian Perinatal Mental Health Trainings** to offer an in-person training of their Perinatal Mental Health Certification Program that provided our front-line professionals with foundational learnings on perinatal mental health and supporting perinatal client needs.

The PRC team is further involved in **Ottawa Child and Youth Initiatives' IECMH Education and Awareness Committee** and is active in their Monthly Practice Change Champion events as well as **CMNRP Perinatal Mental Health Monthly Community of Practice** and the **City's Child Care & Early Years System Planning Advisory Group**.

Rebranding Update

The Parent Resource Centre was thrilled to announce a vibrant "new look" that reflects our dedication to the evolving journey of parenting and our commitment to the Ottawa community. Our fresh logo and revamped website represent our continued support and connection to parents, professionals, and partners.



Embracing the values of inclusivity and diversity, our new logo features a heart-shaped spectrum of colors, symbolizing the love, acceptance, and caring spirit that PRC offers to families. Our re-imagined website provides an accessible parenting HUB filled with evidence-based resources for families and professionals.



New Website

parentresource.ca



New Look, Same Address

PRC Staff

It takes a strong team to provide holistic, all-around care for families, parents and children. The staff at the PRC are highly trained, energetic and committed to helping all children and families get the services and resources they need to live their best possible life.

Kristen Holinsky
Executive Director

Kimberley Hogan
Communications and
Community
Engagement Officer

Eden Hyslop
In-Home Parent
Support Worker

* **Jose Dimayuga**
Data Analysis
Coordinator

* **Deborah Lehmann**
Executive Director

Paula Coons
Interim Executive Director
Finance Officer

Susan Duke
EarlyON Program
Manager

Zoia Tereshchenko
Marketing and Program
Coordinator

Neema Mohamed
Child Development
Specialist, EarlyON
Program

Mariama Aregbesola
Family Resilience
Program Manager

Joanne Boyd
Early Learning
Specialist and Trainer

Rokeya Ferdues
EarlyON Facilitator

* **Kathleen Brooks**
In-Home Parent
Support Worker

* **Rita Tapia**
Early Learning Specialist

* **Lea Ntumba**
Program Assistant

* **Brianna York**
EarlyON Facilitator

Laurie Boucaud
EarlyON Facilitator

* **Left during the FY**

PRC Board

Every great organization is led by a hardworking team. We are so thankful for each of the dedicated and enthusiastic people that make up our Board of Directors at the PRC.

Ashley Bennett
President

Susan Yu
Treasurer

Olufemi Adabale
Director

Alexander Abdelnour
Director

George Enei
Vice-President

Kate Spivakov
Secretary

Temitope Akintunde
Director

* **Mirindi Chivaza-Ruhana**
Director

* **Paulo Batista**
Vice-President

Faisa Hussein
Director

Janice Remai
Director

* **Sandra Bulchak**
Director

* **Left during the FY**

Volunteering with PRC

At the PRC we value the dedication and efforts of our Volunteers, as they are essential to our organization. PRC Volunteers significantly enhance our programs and services while fostering positive change within our community.

Maia Parish

Farheen Almazi

Faijha Almazi

Samantha Hogan

Keerthana Chelluri

Hamsa Priya Tholada

Dave Howell

Trevor Charlebois

Mikayla Taylor

Pamela Holland

Jenna Holland

Matthew Holland

Hailey Tsui

Clarissa Kalkach

Abdinasir Hassan

Sofia Walsh

Lauren Walsh

Angela Walsh

Raphaela Mbaya

Johnathan Way

Kerline Milord

Farheen Almazi

Suzanne Alsukayri

Myriam Saidani

Ameer Dahbour

Elayne van Snellenberg

Arina Spiridonova

Amoun Houssein

Yaqub Nuur

Ece Tavas

Anisa Sufi

Shelina Syed

Emmanuella Aregbesola

Students:

Eden Hyslop

Rupinder Kaur

Martine Mrazova

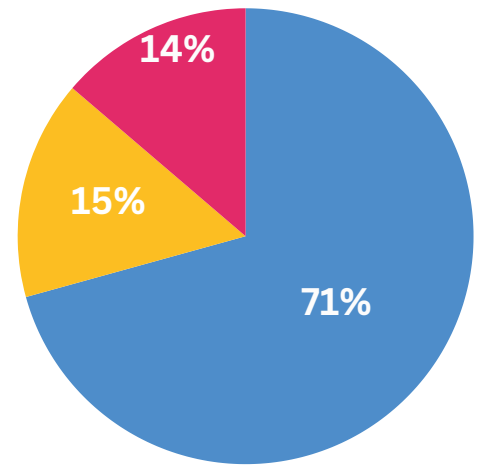
Marion Duncan

Shelina Syed

Financial Review

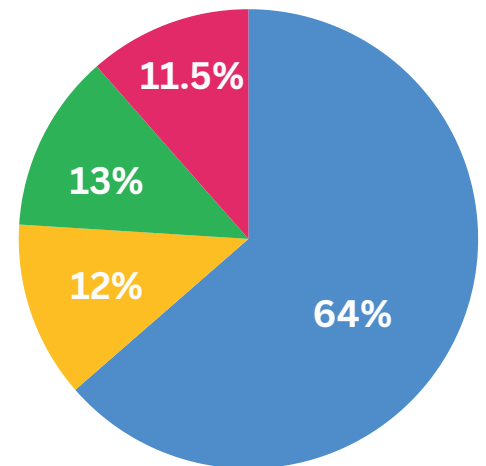
Revenues and Expenses

Funding Sources:	2023-2024	2022-2023
City of Ottawa	\$593,147	\$687,525
Province of Ontario	\$130,558	\$130,664
Other	\$115,254	\$97,347
Total Funding:	\$838,959	\$915,536



■ City of Ottawa
 ■ Province of Ontario
 ■ Other

Main Expenditures:	2023-2024	2022-2023
Salaries & Benefits	\$533,047	\$630,580
Rent, Repairs, Insurance, Hydro	\$104,009	\$90,641
Office Expenses	\$105,028	\$90,690
Other	\$96,186	\$94,294
Total Expenditures:	\$838,270	\$906,205
Surplus:	\$689	\$9,331

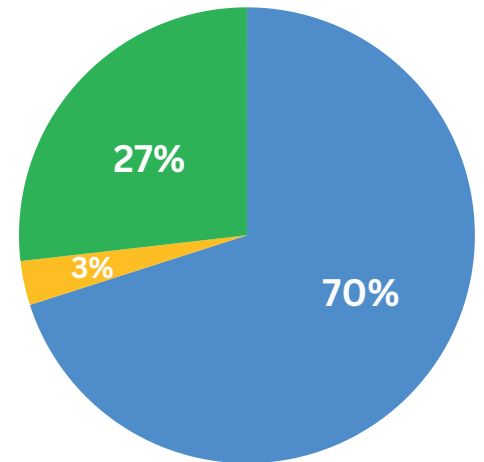


■ Salaries & Benefits
 ■ Rent, Repairs, Insurance, Hydro
 ■ Office Expenses
 ■ Other

Financial Review

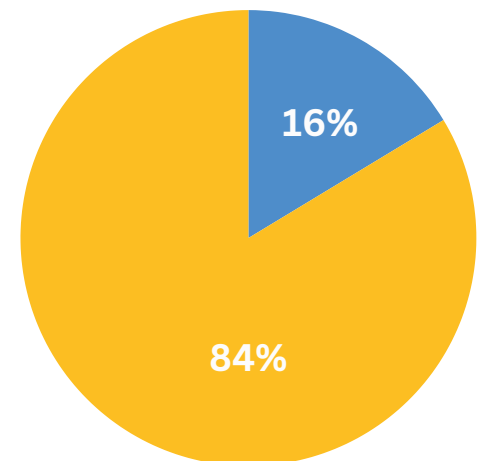
Assets & Liabilities

Assets	2023-2024	2022-2023
Cash	\$330,316	\$561,510
Tangible Assets	\$14,775	\$32,527
Other	\$126,389	\$25,598
Total Assets	\$471,480	\$619,635



■ Cash
 ■ Tangible Assets
 ■ Other

Liabilities	2023-2024	2022-2023
Payables & Accruals	\$45,284	\$97,998
Deferred Revenues	\$231,789	\$327,919
Total Liabilities	\$277,073	\$425,917
Net Assets	\$194,407	\$193,718



■ Payables & Accruals
 ■ Deferred Revenues

Our Funders and Donors

Donors and sponsors are invaluable partners in our mission, providing essential resources that empower us to deliver life-changing programs and services, ultimately shaping a brighter future for the individuals and communities we serve.



Funders

Canadian Red Cross Society

City of Ottawa,

Children's Services

Green Shield Canada

Ministry of Children, Community & Social Services

Minto Foundation

Ottawa Community Foundation

Donors

Anita Pearce

Aqua-Tots Swim School

Baby College

Billings Bridge Plaza

Bubblesea Adventures

Carlingwood Shopping Centre

Charity Paintball

Cheryle Went

Cosmic Adventures

Deborah Lehmann

Digivie Communications

Fairmont Chateau Laurier

Flying Squirrel

George Enei

Gladstone Theatre

Grant Bennett

Holiday Inn and Suites (Kanata)

Ingenium

Ivana Macdiarmid

Joanne Boyd

John Holinsky

Jose Dimayuga

Keg Steakhouse & Bar

Kiddie Cobbler (St. Laurent)

Kimberley Hogan

Kristen Holinsky

Lea Ntumba

Mariama Aregbesola

Marked - Adventure Park

Matthew Brisbin

Niuma Mohamed

Ottawa Children's Festival

Ottawa Little Theatre

Paul Woodrow

Paula & Kerry Coons

Paulo Batista

Pirate Life

Pizza Hut

Pranashanti Yoga Centre

Pure Yoga

Raymonde Cowan Cards

Sugar and Slice

Susan Duke

Trap Wilderness Art

Valley View Little Animal Farm

Yoga Town

Yoo Young Lee

Yuk Yuks

Zoia Tereshchenko

*Anonymous Donors

Collaborators & Partners



Algonquin College Student Placements

Canadian Hearing Services

Canadian Mental Health Association

Carleton School of Social Work

Children's Aid Society

City of Ottawa Children's Services

Export Development Canada

Family Services Ottawa

Immigrant Women Services Ottawa

Let's Talk Science in Ottawa

Ottawa Carleton District School Board

Ottawa Child and Youth Initiative

Ottawa Collaborative for Parenting Support Task Group

Ottawa Community Housing

Ottawa Public Health

Parents for Diversity

Pinecrest Queensway Community Health Centre

Safe Families Canada

Sandy Hill Community Health Centre

The Caring and Sharing Exchange

Volunteer Ottawa

Youth Services Bureau

Parent Resource Centre

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information@parentresource.ca

parentresource.ca

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