

# Celebrating

# 40 Years

1976–2016



Annual Report  
2015-2016

# A Message from the Board President

When I look back on the 40th year of the Parent Resource Centre (PRC), I feel honoured to be a part of this organization and proud of our accomplishments. Having served six years on the Board, I have learned a great deal about the early years sector and the unique services that PRC brings, but most importantly, I've seen how PRC makes a difference in the lives of children, families, and early years professionals.



This year, the board and staff worked together to strengthen our strategic initiatives to more accurately reflect the emerging trends and government changes in the early years sector. I am proud of what we have created and I believe it provides PRC a strong guiding light for its future. An overview of our updated vision, mission, values and strategic goals are included in this annual report. Looking into the future of PRC, it is the Board's vision that we reach out to our greater community to inform them of what makes us unique and necessary. We want to open their minds to contributing to PRC in a philanthropic way by expanding our volunteer base and revenue sources.

There were many accomplishments by PRC this year, but one deserves a special mention, because it is an example of how PRC leveraged its multi-faceted services to offer a unique learning opportunity for the early years community. On October 6, 2016, PRC presented "Our Kids, Their Story", an event attended by over 150 early years professionals, to share and discuss the results of the Early Development Instrument (EDI). The EDI is a measure of children's developmental health at school entry. The Data Analysis Coordinators at PRC compile these results on behalf of and with support from the Offord Centre for Child Studies, Ministry of Education, Ministry of Child and Youth Services and the four Ottawa school boards. In addition to sharing the EDI results and emerging trends over the years, respected and knowledgeable community members presented their perspective on the early years and highlighted opportunities for improvement on a local, national, and international scale. This event served as an effective way to get this relevant and vital information into the hands of the early years sector, as well as opened conversation around how we can use the data and the power of collaborating together, to create positive change for our children.

My message would not be complete without recognizing the people who work to make PRC a great place to be for children, families, and professionals. Each staff member has an undeniable passion for their work and I want to thank them for going the extra mile for PRC and the programs they run. The board members have worked very hard this year and I want to thank them for volunteering their time and knowledge for the betterment of PRC and the community we support. Lastly, I want to thank Debbie, our Executive Director. Debbie has quickly become the glue that connects us all together and the driving force in helping PRC fight for who it is and flourish into something better. Thank you Debbie for your undeniable commitment to the organization and the people around it.

For me, it is not "goodbye", but "see you later". PRC is in very capable hands and I know that it will continue to live its values, vision and mission every day. I look forward to reaching back out and helping in different capacities in the years to come.

**Terri French**

President, Board of Directors

# A Message from the Executive Director

As a leader in family support programs and comprehensive training for professionals, PRC has built a culture where we encourage communities to gather together, recognize accomplishments, address common issues, discover emerging trends and learn from the life experiences and stories of others. We are a non-profit registered charity and the only citywide, family resource centre in Ottawa. Our vision is for communities where all children discover and develop the skills to live the best life possible. This year we celebrate 40 years of service. The centrepiece of our work is our abiding faith in the possibilities of PRC. Over the years, PRC has touched the lives of thousands of children and families. We are extremely proud of our reputation and the efforts of so many who contributed to create what we are today.



Our online presence continues to grow and our social media efforts including Facebook, LinkedIn and now Twitter engage our clients and community with news, stories and resources. As an authority on parenting, the content we share is leading edge and memorable and through active engagement and social listening, we gather relevant data and use that information to make smarter decisions. In our 2015/2016 Annual Report our new logo is also featured. At the heart of an organization is its employees, board of directors and existing clients. We felt it was time for a new look as we celebrate 40 years. The logo is progressively modern and focuses on supports which can take a variety of forms, all encircling the child. The logo is simple, strong and reflective of the work we do each and every day.

As Executive Director, instilling a culture of wellness is a core focus. Workplace wellness creates more engaged employees, inspires discussions and leads to innovation. Our staff spends a significant amount of their time at work, and PRC has a responsibility to support their wellbeing. One of the ways that we recognize workplace wellness is through our new employee investment and wellness model. Staff identified ten categories important to them and the graphic developed is a reflection of the culture we aspire to build.

We are also fortunate to work very closely with our primary funders; the Ministry of Children and Youth, the Ministry of Education and Children's Services at the City of Ottawa. We are grateful for the funding they provide that allows us to continue our services and to build our legacy in the community.

At PRC, we value all children: they are the future, and the most valuable resource of our country. Everyone should care if a child can't express their emotions or has trouble communicating their needs; it matters. This is based on my fundamental belief that every human being deserves love, opportunity, and most of all, a voice. This celebration is about so much more than 40 years; it is about the people who had the courage to call, the desire to learn, the instinct to improve, and most of all the love they have for the children that they parent, care for or serve. We honour those who came before us who helped build the path that lies ahead and we are grateful to the committed staff and board who will help us continue our journey.

**Deborah Lehmann**  
Executive Director

## About us

The **Parent Resource Centre**, a children's charity and only city wide family resource centre, is a leader in holistic family support programs and comprehensive training for professionals. With a focus on child development, parent support, training and research, the PRC aims to have a lasting impact on the well-being of children. By using best-practices, we offer a holistic approach to support children, parents and caregivers, as well as front-line service providers who work with and nurture our children.

The PRC is committed to high quality, accessible programs, and provides relevant parenting information that makes a tangible difference in families' lives. Our service area includes greater Ottawa and the surrounding counties.

With more than 40 years of service in the child and youth sector, the PRC is considered a destination for children, parents, caregivers and professionals.



## Our Mission

The Parent Resource Centre is a leader in holistic family support programs and comprehensive training for professionals in Ottawa and the surrounding counties.

### We offer....

- Play-based learning for children
- Support and education for parents and children to foster secure attachment
- Resources, referrals and evidence-informed training for families and professionals



1

Align programs and engage in partnerships to meet the needs of vulnerable populations.

2

Increase the capacity of the organization to support more children.

3

Communicate relevant information to our communities and promote evidence-informed best practices in early childhood development.



Pictures taken during a StoryWalk at the Carson's Community House (bottom left) and at our playgroup ( Top left and right)

# Our Programs & Services Include:

## Baby Play Programs

- The Baby Group
- Massage, Music and Movement

## Childs Play Programs

- We Play - Playgroups
- Growing Up Downtown playgroups
- Open/coop Playgroup
- We Play at Home - Toy and resource Library

## Parent Support and Education

- In-home support services
- Making Parenting Connections
- Early Literacy Workshops
- Positive Parenting and Attachment

## Online and Phone Support

- Parent Education Calendar
- Go Family (Service Map)
- Parent Support Phone Line

## Training and Education for Community

- Early Literacy - Train the Trainer
- Early Literacy workshops (Talk, Sing, Read, Write, Play)
- Program Evaluation and Data Literacy workshops
- Resources

# A Snapshot of our Programs this Year

PRC's **Baby Play** and **Child's Play** programs had

8674

Visits from Children and Adults



Families received

423

In-home visits through the **In-home Parent Support Program**



1961

Calls were made to the

**Parent Support Line**



744

Parents and caregivers attended parenting, literacy or play-based learning **workshops**



2292

**Professionals** attended training and community development sessions



PRC staff sit on over

47

**Community lead committees**





**Go Family!** is a unique interactive online map that helps parents, caregivers and professionals find programs and services for children and their families. The mapping tool uses Google maps for easy navigation and is hosted on the Parent Resource Centre website.



The **Parent Education Calendar** is the only online calendar tool that helps parents and caregivers find programs, workshops and courses across Ottawa. In addition to a listing of programs run by PRC, organizations from around the city feed their information into this calendar to create a comprehensive listing of programs in Ottawa.

The **Parent Support Line** is a free phone line that parents, caregivers and professionals can call for parenting support, information on local programs and services and support with system navigation.



**Parent Resource Centre** has continued to grow its brand and profile by:

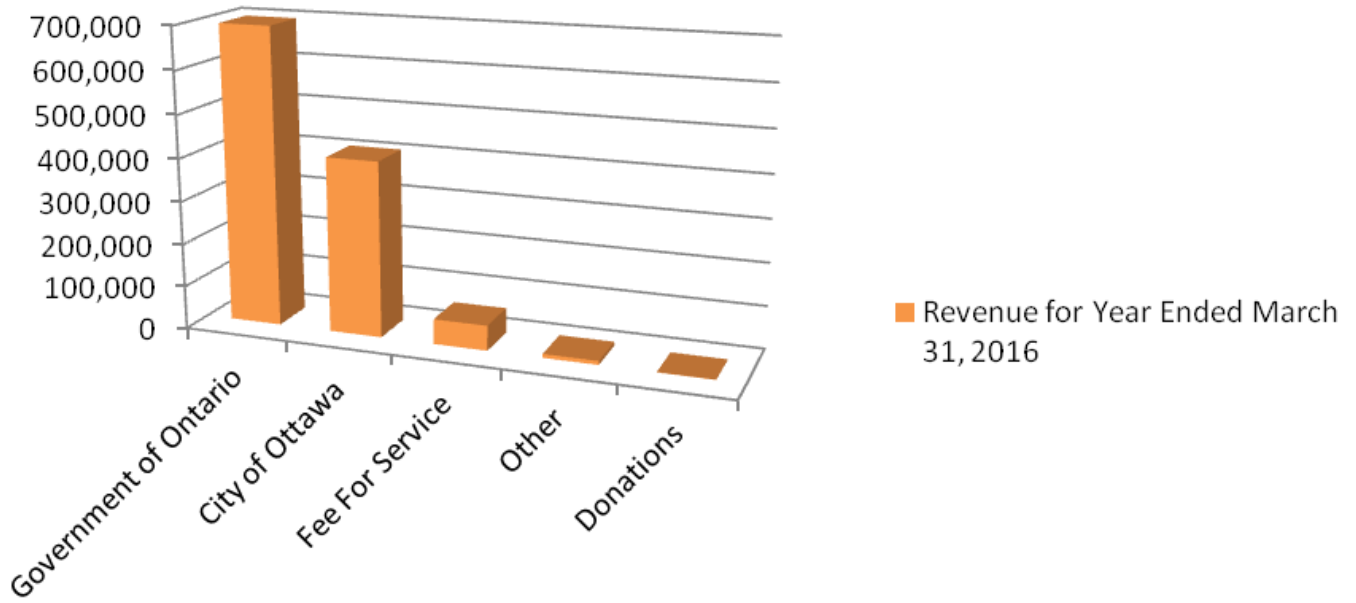


- Creating a new logo, updating its vision, mission and values, as well as its strategic goals.
- Growing its online presence by adding Twitter, a mailing list with over 365 subscribers and continuing to engage followers on Facebook and LinkedIn.
- The interactive family services mapping tool named 'Go Family!' created by the Data Analysis Coordinators (DACs), in partnership with the Best Start Network, was launched to help families find the programs and services they are looking for in Ottawa.
- A staff investment and wellness model was created to help improve health, morale and productivity.
- A Programs and Services chart, as well as a Community Connections chart was created showing the 47 community lead committees that PRC staff sit on.
- The existing playgroup program was expanded to include a Saturday Playgroup.
- The Early Literacy Specialists have realigned their services for professionals to include more pedagogical support in the early years community.
- PRC now has 1 of only 11 Certified-level 2 Infant Massage Instructors in Canada on staff.
- The DACs created a training on 'Data Culture' for the Board of Directors at the Pinecrest-Queensway CHC, and offered a training on "Making Data Meaningful" to the larger community, that was very well attended.

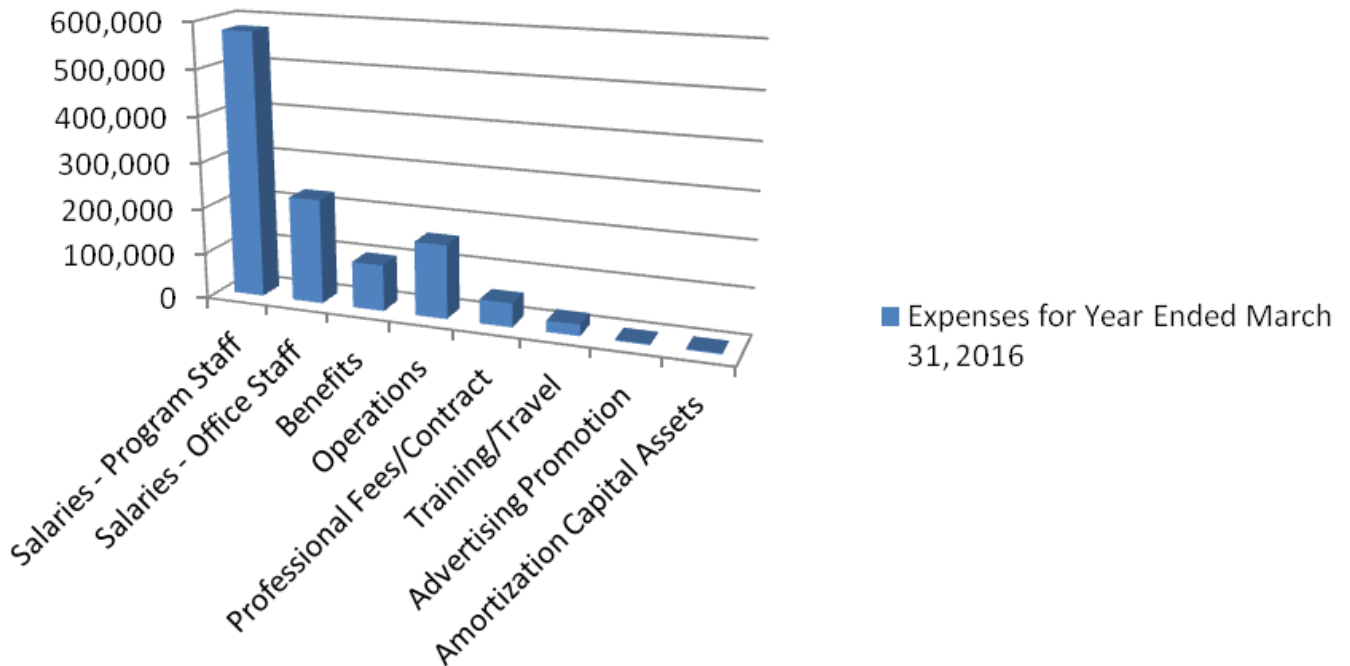




## Revenue for Year Ended March 31, 2016



## Expenses for Year Ended March 31, 2016



# Staff

<b>Deborah Lehmann</b>	Executive Director	<b>Catherine Millar</b>	Data Analysis Coordinator
<b>Micki Di Cesare</b>	Manager of Programs & Community Engagement	<b>Annie Lafrenière</b>	Data Analysis Coordinator
<b>Danielle Belair</b>	Finance Officer	<b>Janelle Lebreton</b>	Data Analysis Coordinator
<b>Lisa Molnar</b>	Manager of Operations	<b>Kathryn Laferrière</b>	Data Analysis Coordinator
<b>Kristina Howard</b>	Client Support Coordinator	<b>Andrea McIntyre</b>	Data Analysis Coordinator
<b>Sonal Mistry</b>	Early Literacy Specialist	<b>Julia Rose</b>	Reaching Out Coordinator
<b>Monique Collin</b>	Early Literacy Specialist	<b>Kelly White</b>	Parenting Educator
<b>Monique Lanthier</b>	Early Literacy Specialist	<b>Christine Poole</b>	Parent-Child Educator
<b>Lynne Collard</b>	Early Literacy Specialist	<b>Erin Hayward-McBane</b>	Parent-Child Educator
<b>Angela Kuehl</b>	Early Literacy Specialist	<b>Niuma Mohamed</b>	Parent-Child Educator
<b>Catherine de Quimper</b>	Data Analysis Coordinator		

# Board of Directors

**Terri French**  
*President*

**Alycia Niles**  
*Vice-President*

**Edward Miner**  
*Treasurer*

**Louis Karangura**  
*Secretary*

**Milana Karaganis**  
*Member*

**Tara Matte**  
*Member*

**Stefania Maggi**  
*Member*

**Erin Junker**  
*Member*

**Amy Venasse**  
*Member*

# Thank You to our Primary Funders

Ministry of Children and Youth Services  
Ministry of Education  
City of Ottawa





I started going to the Parent Resource Centre when my son Connor was 3 months old. I was looking for a place to go, where I could meet other parents with babies. The PRC was offering a baby group, and a baby music, movement and massage class. These groups turned out to be a perfect fit, and had us return, week after week, providing support in the post partum world, and helped me gain confidence in my parenting. While the baby group was geared to Connor, the benefits were numerous for me and my husband.

Connor phased out of the baby group, but we continued to go to the PRC for their toddler playgroup. He loved going to "his big boy playgroup". He is now four and a half, and started school. Like most parents, I worried about how he would like it... if he was ready... and if I was ready to let him grow on his own.

Now, I am not only a parent, but a primary school teacher as well. From an educators point of view, I knew he was ready. And I credit his school readiness to the PRC. Going to the playgroup helped shape Connor as an individual in the 5 core areas of early development. Through the guidance and opportunities provided by the Child and Family team at the PRC, Connor learned many of the skills which will benefit his learning, even this early on.

He gained social skills by interacting with other children from a young age, communicating needs and wants to others, learned to share and take turns (although we need many reminders about that still). He learned new vocabulary through new songs and stories, and to recognize his name on his art work. He learned to be helpful and respectful to a space that is not his own, and to listen to someone other than a parent. He also developed the ability to concentrate on one task and learned to be patient and gentle with others. Occasionally he would choose to do some art, and to manipulate paintbrushes and markers... neither one I was brave enough to have in our home.

While these skills are critical to Connor's learning, the curiosity and confidence he also gained will help propel his self-directed learning, and a love of learning. I am hopeful that my other two children will be as lucky to

have the same learning experiences as Connor did at the PRC.



**-Shannon Henderson, Parent &  
Teacher**



Communities where all children discover and develop skills to live the best life possible.



PRC  CRP  
parentresource.ca

