





# When you help parents, you help children.

**Annual Report 2016-2017**

 (613) 565-2467

 [www.parentresource.ca](http://www.parentresource.ca)

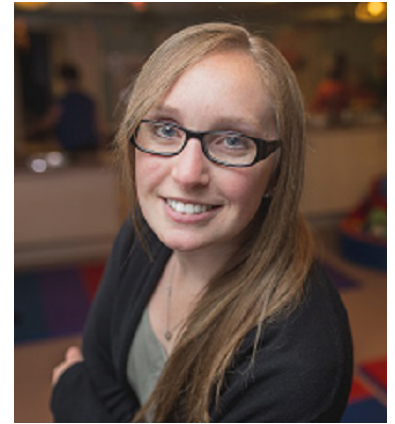
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# A Message from the Board President

I would like to start by congratulating the entire Parent Resource Centre team on an incredible year. With our updated strategic plan, and new vision of communities where all children discover and develop skills to live the best life possible, PRC continues to make significant progress. The PRC team should be very proud of their accomplishments this past year and the positive impact they have on the community and the families within it.

As a board, we focused on strengthening our organizational infrastructure allowing us to stay competitive and extend our reach in the community. I want to highlight a few examples of the work that the board committees accomplished this year:



The *Policy & Board Development Committee*, prepared new policies to guide PRC and demonstrate our commitment to our clients. In particular, we are proud of two; the Vulnerable Client Protection Policy and the Client Complaints Policy. The committee also developed and delivered its first formal board orientation session to ensure all new and existing board members have the knowledge base necessary to fulfill their roles. The orientation included updated Roles and Responsibilities and a new Conflict of Interest Policy for board members. These policies and procedures not only continue to show our funders, both current and future, that we are a transparent organization, but also ensure that PRC has the behind-the-scenes structure in place to be a reliable service provider and partner in the community.

In addition to providing financial oversight for the organization, financial planning, and the monitoring of internal controls and accountability policies, our *Finance Committee* worked meticulously this year to ensure PRC has the systems and supports in place as we grow our organization, diversify our revenue and begin fundraising in the community.

The *Communications & Fund Development Committee* members used their diverse expertise to support the internal PRC communications team in raising the profile of PRC, both to people who will benefit from knowing about us, and to those who will be able to support PRC in achieving our goals. The Committee discussed at length the programs that PRC offers and identified ways in which we can leverage our resources to better meet the needs of the vulnerable population and support even more children.

The Board is exceedingly grateful for the amazing work that continues to be done by our PRC staff, led by our Executive Director, Deborah Lehmann. The enthusiasm and expertise that is exhibited on a daily basis continues to be recognized within our service area. Your commitment to PRC and our community is what makes this organization able to do what it does best day-in and day-out. I also want to extend our appreciation to the City of Ottawa, Province of Ontario and other partners of PRC for their support in enabling us to serve our community.

Our whole continues to be greater than the sum of our parts, and the collective efforts of the PRC staff, Board and community partners allow the PRC to produce unique, effective, quality programming and services.

On behalf of the Board of Directors, I want to thank you all for the fantastic work that you have done this year and I look forward to continuing to watch the PRC grow!

Alycia Niles  
President, Board of Directors

# A Message from the Executive Director

**“Speak to your children as if they are the wisest, kindest, most beautiful and magical humans on earth for what they believe is what they will become”.** This quote by Brooke Hampton from Barefoot Five, speaks to how our words can impact how others think and feel; especially our children.

For over forty years, the Parent Resource Centre has operated on two basic principles; we help children and families and we support the enduring efforts of professionals working with children.

As Ontario moves forward on its commitment to integrate and modernize its existing child and family programs into Ontario Early Years Child and Family Centres (OEYCFCs), I want to acknowledge the City of Ottawa for its commitment to and investment in, this progressive initiative. For the last year, City staff have been collaborating with early years service providers including the Parent Resource Centre, and working tirelessly to seek public input and agency feedback while they research and reflect on the best path forward for this region's children and families.

Our In-home parenting support services are funded by the Ministry of Children and Youth and we are grateful for the support provided by the program staff at the Ministry for this valuable service. Our In-home program addresses the high demand of families requiring comprehensive parenting supports in our community. This critical support enables vulnerable families to adjust and build upon their parenting skills, in their own home, in order to positively influence their children's emotional and social development.

In addition to fostering our long term partnerships with provincial and municipal governments, PRC believes in fostering a sense of social responsibility within our community, involving business owners and families we serve. This will be a primary goal for PRC as we promote charitable giving in order to expand our existing programs to reach more children and families when they need it most.

The Parent Resource Centre is more than a platform of programs, a collection of services, a Facebook page or an Instagram account. We are more than a support line, a toy library, on-line maps and calendars. We are a group of passionate and skilled individuals connecting with children and families everyday bringing a legacy of commitment, life experience, and inclusive approaches. We are a children's charity. We bring hope, compassion, and sometimes we even bring laughter to situations that may seem bleak or hopeless.

The most powerful message the Parent Resource Centre delivers is that “we are all role models”. The actions we take and the words we speak invariably impact a child. Everyone in our neighbourhood, our city, and our province has a role to play when it comes to children. Every experience, every contact, however brief, matters and can affect how a child will see the world. It's not only a parent's responsibility to ensure children are respected, listened to and given a voice; it is our collective responsibility regardless of age, gender, station in life or culture.

Thank you to our board of directors for their guidance, the staff team for their expertise and commitment, volunteers for their time and energy and sponsors for the important and unique role that they play in advancing our mission. Thank you to our donors and supporters who honour our vision so that children can continue to discover and develop the skills to live the best life possible.

Deborah Lehmann  
Executive Director



# About us

The Parent Resource Centre (PRC) is committed to high quality, accessible programs, comprehensive training for professionals, and provides relevant parenting resources including workshops and parent/child play opportunities that make a tangible difference in a family's life. By using current best practices in the areas of child development, parent support, training and research, we provide a holistic approach to support children, their parents and caregivers, as well as front line service providers who work directly with and nurture our children.

The PRC addresses the needs of families requiring intensive, comprehensive, parenting supports in our community, with the overall objective of having more children live in environments where they can safely grow to become competent, confident and caring adults.



## Our Mission

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

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



## Vision

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

# Strategic Goals

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.



## Funding Priorities



Go Family! Map



The Parent Support Line



Parent Education Calendar



Professional Development Calendar



In-home parenting support services

# Our Programs & Services Include:

## Child and Family Early Learning and Play

- Onsite and community based drop-in playgroups
- Specialized infant programs
- Toy library
- Story books for children
- StoryWalk® library
- Specialized parent-child workshops



## Parent Support and Education

- Online GoFamily! interactive services map
- Parent support phone line
- In-home parenting support services
- Specialized parenting support groups and workshops
- Parenting resource library



## Training and Education for Community

- Online professional development portal
- Early childhood development resources
- Guided reflective practice sessions
- Tailored trainings and workshops for child care and early years professionals
- Site visits to early years service providers



## Research and Community Development

- Increase the capacity of the early years sector around current data and research
- Support agencies and working groups in service planning and program evaluation
- Maintain an inventory of child and family programs and services in Ottawa





# Only at the Parent Resource Centre

**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 services in Ottawa.

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



## A Snapshot of our Programs this Year

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

# 8919

Visits from Children and Adults



Families received

# 311

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



# 2000

Calls were made to the  
**Parent Support Line**



# 746

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



# 2410

**Professionals** attended  
training and community  
development sessions



# 447

Hours of training were offered  
**To the community**



# Highlights from 2016-17



A milestone to be proud of is the celebration of PRC's 40th year of service. This celebration was recognized at last year's AGM with a photo montage of past and present families, staff and children. Marion Balla, PRC's first ever Board President also spoke at the AGM recounting how PRC got its start and highlighting challenges and successes along the way. We are proud of all of our accomplishments over the last 40 years and look forward to the future.



On October 6th, 2016, PRC launched the "Our kids, Their Story" Early Childhood Development Indicator (EDI) report to over 150 professionals from the early years sector. This event was an opportunity to share and discuss the developmental health of Ottawa's children at school entry. Along with discussing emerging trends and needs, PRC also hosted a panel of respected and knowledgeable community leaders who presented their perspective on the early years and highlighted opportunities for improvements on a local, national and international scale.

Over the past year, PRC has worked closely with Ottawa Community Housing (OCH) and the Sandy Hill Community Health Centre (SHCHC), to host several Family Day events. These events held in November and March, saw over 200 families participating in fun activities such as an art project, with the theme of "My Canada includes Me," music from local performers, local food and food initiatives and free books donated by Twice Upon a Time. Along with these activities, over 100 children received free haircuts by professional barbers and hairstylists through the work of the Cuts for Kids Foundation. Councillor Mathieu Fleury and Liberal candidate for Ottawa Vanier, Nathalie Des Rosiers, as well as Mayor Jim Watson participated.





PRC was chosen to host a Professional Development Portal and Calendar on the PRC website. This portal allows professionals access to resources, research and a calendar of professional development opportunities from across different sectors. Funding from the City of Ottawa allowed us to develop the portal and calendar, which will be part of our new website being launched in late 2017.



As strategists and leaders in comprehensive training for professionals, our Early Literacy Specialist team have hosted workshops and reflective practice sessions for municipal childcare staff and early years agencies in the community. With our practical, collaborative approach and overwhelmingly positive response, we exceeded our targets for the year and trained over 1500 professionals.



Our Data Analysis Coordinators (DACs) continue to provide invaluable support to community early years organizations. The DACs have been instrumental in supporting the OEYCFC consultation process. They have mapped various services across the city, provided comprehensive data booklets, and developed a neighborhood vulnerability index. In addition, the DAC's supported a review of neighbourhood service boundaries. Their recommendations were approved by the City and endorsed by the early years community.



PRC continues to be a key partner in early years community committees and networks. Over the last year, PRC has joined the Infant and Early Childhood Mental Health Initiative (IECMH). A launch of the IECMH campaign was held for leaders in the community last November, which included an EDI presentation by PRC. This initiative brings together professionals from many different sectors to support the message that infants and young children require mental health support too.



The Ottawa Collaborative for Parenting Support initiative produced a one-page poster designed to reach out to parents who may not know of our services, as well as parents who may not know where to reach out for information and support. The poster promotes 3 phone lines in Ottawa: Ottawa Public Health, 211 and PRC. These services were chosen as they deal with general parenting questions and have staff to respond to calls directly. The poster was produced by Ottawa Child and Youth Initiative (OCYI) and was distributed throughout the community targeting areas where parents access services most.

PRC partnered with the Wabano Centre for Aboriginal Health to offer a sensory playgroup to the mothers and babies participating in their Circle of Care program. The mothers were very engaged and happy with the program.

We received a \$5000 grant through the Ministry of Education's Parents Reaching Out program, to offer a series of workshops for families. Along with the workshops, this funding also allowed us to create literacy kits that families can use at home to engage in play with their children and help them develop specific skills.

Erin Hayward-McBane, one of our Child Development Specialists, completed her training in infant massage. Therefore, we now have two staff who are certified in infant massage.

PRC staff participated in the World's largest Sandbox event on Sparks Street, handing out bubbles to families participating and sharing information about our services and newsletter.



**The Parent Resource Centre  
has been a fixture in our  
community for over four  
decades.**

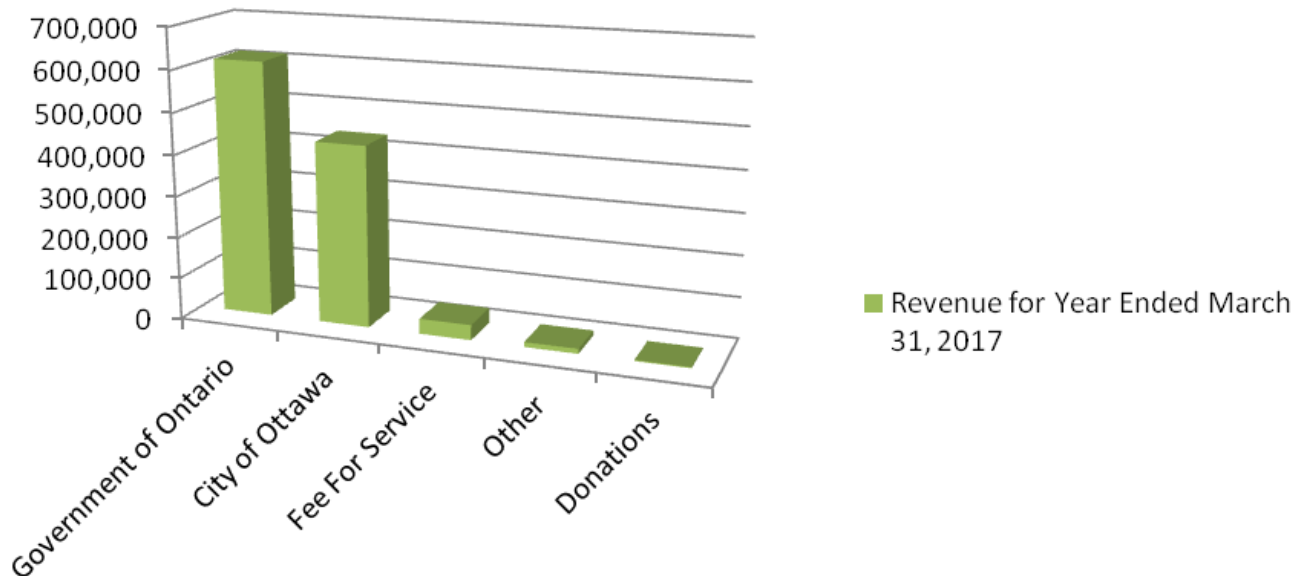
**Our programs and services continue  
to expand and adapt to the needs of  
the children, families and  
communities we serve.**



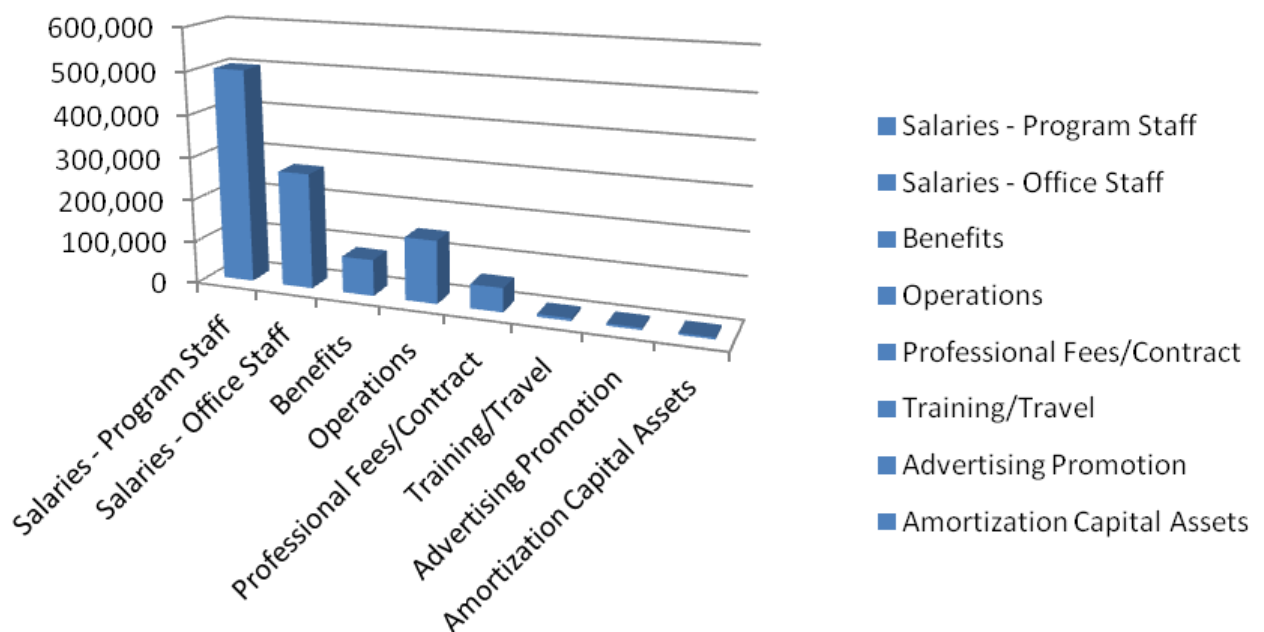
**A charity focused on children  
and the families who love them.**

# What our financials look like

## Revenue for Year Ended March 31, 2017



## Expenses for Year Ended March 31, 2017





# PRC Staff 2016-2017

**Alexa Pasha**

In-home Parenting Educator

**Annie Lafrenière**

Data Analysis Coordinator - Ottawa

**Catherine deQuimper**

Data Analysis Coordinator - SDGPR

**Catherine Millar**

Data Analysis Coordinator - Ottawa

**Christine Poole**

Child Development Specialist

**Danielle Belair**

Finance Officer

**Deborah Lehmann**

Executive Director

**Erin-Hayward-McBane**

Child Development Specialist

**Janelle Lebreton**

Data Analysis Coordinator - Ottawa

**Jane Kuluo**

Program Assistant

**Josée Brouillette**

Early Literacy Specialist - Ottawa

**Julia Rose**

Parenting Educator/Data Analysis  
Coordinator - RNP

**Kelly White**

Parenting Educator

**Kimberley Hogan**

Fund Development Officer

**Kristina Howard**

Client Support Coordinator

**Lynne Collard**

Early Literacy Specialist - SDGPR

**Micki DiCesare**

Director of Programs  
& Partnerships

**Monique Lanthier**

Early Literacy Specialist - Ottawa

**Nuima Mohamed**

Child Development Specialist

**Sonal Mistry**

Fund Development &  
Communications Officer

**Stephane Mukunzi**

Community Engagement Officer

**Monique Collin**

Early Learning  
Pedagogical Specialist

## Board of Directors

**Alycia Niles**

President

**Tracy Murray**

Vice-President

**Paulo Batista**

Treasurer

**Louis Karangura**

Secretary

**Amy Venasse****Erin Junker****Gary Trundell****Miyoung Shin****Stefania Maggi**



# A Parent's Perspective

*At the PRC, we build strong relationships with parents. This past year we shared a life changing story through our first direct mail awareness campaign delivered to 5,000 households in Ottawa. By sharing her story, Sabrina, a former client of the In-home parent support services, inspired hope for other single parents and highlighted her journey from despair to determination and then to personal success as a parent:*

**“I thought maybe my children would be better off without me in their lives”**

- Sabrina, Client of the Parent Resource Centre

No parent should EVER have to feel this way, but when Sabrina first contacted the Parent Resource Centre, she felt alone and isolated, ashamed and unworthy of anyone's love.

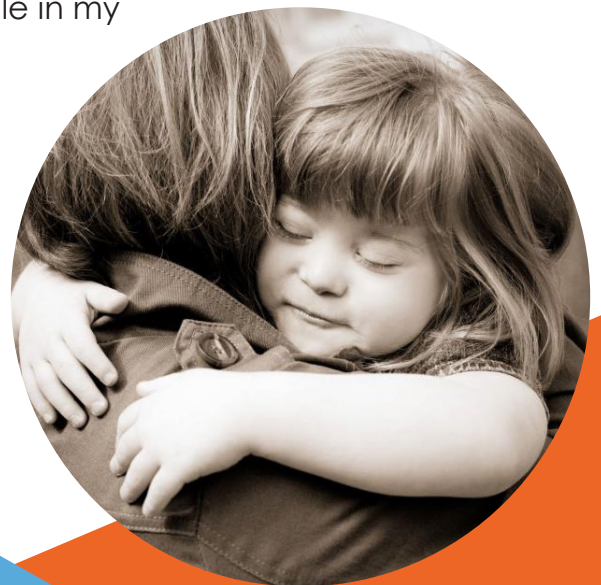
Life as a single mother had never been easy for Sabrina. She lives with complex developmental trauma as a result of severe childhood abuse, as well as struggling with chronic pain and health challenges. Facing this adversity alone created a great deal of pressure and as a result, Sabrina's relationship with her children had become physically and emotionally draining.

“My life was upside down. No one ever showed me how to take care of myself as a parent or told me why it was important,” she shares.

When Sabrina connected with the Parent Resource Centre she knew she needed to make a big change, for the sake of her own mental health and for the well-being of her children. “I had to take a hard look at everything I had been through in my life and change my filter to see things differently.” She reveals, “There is a cycle in my family history where kids' needs and feelings weren't as important as the parents'. The kids had to adjust to make sure the adults were ok.”

After many hours of hard work with her counsellor, Sabrina began to see her hardships as a learning opportunity, and experienced a pivotal shift in her mindset.

With renewed hope, she was able to take ownership of her parenting experience. Sabrina shares, “When I was able to separate things that were done to me from things I had control over, I could start reclaiming my life. I now recognize my strengths and how resilient I have become.”



Every family is unique. Individuals come to us with a wide range of life-experiences, belief systems, obstacles and barriers. That's why the Parent Resource Centre tailors its services to meet the needs of each family we serve. Through our professional services, parents develop their own specific skills, abilities, and goals so that they can become a healthy family.

There are many more parents like Sabrina who feel alone, isolated, scared, and uncertain of what to do or where to go for help. At the Parent Resource Centre, parents have access to in-home support, professional counselling, support group sessions, and workshops, while children attend facilitated playgroups.

With the help Sabrina received from her counsellor, she now experiences life as a single mother completely differently:

"I became aware that the key to a better relationship with my kids actually started with me. I had to lead by example and model healthy behaviours. I recognized that working with my counsellor was an opportunity to heal".

Sabrina's journey is just one example that demonstrates that by offering support we can make all the difference in the life of a family. PRC strives to create opportunities for families to connect, heal, and learn skills to thrive together.

Today, Sabrina is able to more effectively respond to her children's feelings and needs. The impacts of this renewed responsibility and self-care are evident in her children's lives. "Their attitudes are so much better. They are happy and doing better in school. We talk more openly and my oldest son has said that we are living life rather than reacting to it all the time," says Sabrina.

***When you help parents,  
you help children.***



# Thank You!

## Primary Funders

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

## In-kind donors, sponsors and preferred suppliers

Digivie Communications  
OTUS Group  
Red Apron  
Konica Minolta Business Solutions  
Eric Russell - Aquariums &  
Aquarium Supplies

Twice Upon a Time  
Starbucks (Carling Ave.)  
Bridgehead (Iris St.)  
S. Herscheid - Translations

