

LEGEND

- PROGRAM
 ▲ PRC
 ■ COMMUNITY

Message from the Board President

It is a great pleasure to report on the achievements of the Parent Resource Centre in the past year. The tremendous amount of work accomplished on a number of initiatives has allowed us to make significant progress and reach many milestones.

Collectively, we have established a solid foundation that will serve us well as we continue to strive to meet the needs of children, youth and families and support our communities in order to achieve our vision of a community where children and youth thrive and meet their full potential.

The completion of our 2013-2017 strategic plan allowed us to revisit and revalidate our mission, values and strategies. This process engaged our dedicated staff, stakeholders and volunteers in rich and productive discussions and has defined forward looking goals that will guide the pursuit of future opportunities. We are committed to improving the lives of children, youth, parents and caregivers in our community and are guided by the following core values: child and family centered, holistic, inclusiveness, leadership and dynamic.

The dedication to support these values will provide our clients and stakeholders with quality, evidence-informed services and programs that reflect the changing needs and challenges within our communities.

We are excited to have launched a new brand of the Parent Resource Centre and are pleased to have added a French name "Centre de ressources pour parents" to better reflect our reality and support the bilingual services that many of our programs offer throughout Eastern Ontario. To support the branding exercise, a graphics communication guide was developed to ensure consistency throughout communications. This will contribute significantly to a strong, unified identity that will be easily recognizable and a source of pride.

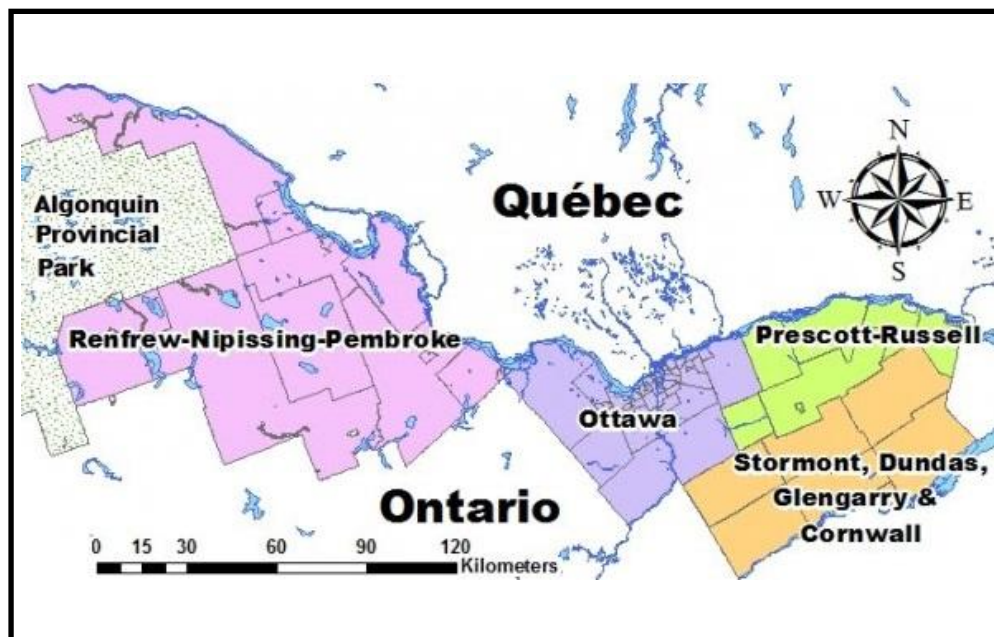
We are thankful to the Board of Directors for their leadership and support, to our staff for their ongoing dedication, professionalism and expertise and our stakeholders whose work, collaboration and vision we value.

This is a time of change for the PRC, and we are confident that the significant progress we've made will continue. Together we will realize our mission to work in partnership with families and communities to provide responsive programs and services that meet the needs of children, youth and families in our community.

Terri French

President, Board of Directors

WHAT DOES OUR COMMUNITY LOOK LIKE?



Map prepared by the Program Effectiveness Data Analysis Coordinators, Parent Resource Centre, Ottawa, ON. (January 2014)

WHAT DOES OUR ORGANIZATION LOOK LIKE?

OUR MISSION... WHY WE EXIST

The Parent Resource Centre works in partnership with families and communities to provide responsive programs and services that meet the needs of children, youth and families in our community.

OUR VALUES... WHAT WE BELIEVE IN

C	Child and family centered: we believe children, youth and families come first; we believe that parents and caregivers are the primary agents of change.
H	Holistic: we believe in providing a supportive, creative, and caring environment for staff, volunteers, families, children and youth.
I	Inclusiveness: we recognize and uphold the principle of equality, recognizing uniqueness; we believe in proactively engaging partners.
L	Leadership: we provide opportunities for growth; we collaborate with others to maximize resources; we offer our professional opinion on matters affecting children and youth.
D	Dynamic: we are creative, open to new ideas and work together to meet the changing needs of our communities.

WHAT DO OUR PROGRAMS LOOK LIKE?

FAMILY RESOURCE PROGRAMS

# Parents/caregivers served	881
# Children served	461
# Visits by parents/caregivers	5,167
# Visits by children	6,115
# Participants in workshops/seminars	610
# Protocols/Official linkages	29
# Professionals served	134
# Referrals	2,876

OUR FAMILY RESOURCE PROGRAMS:

- Drop-In
- Massage, Music and Movement
- Baby Group
- Growing Up Downtown
- Toy and Book Lending Library
- Reaching Out
- Supporting Neighbourhood Caregivers

WHAT ARE PARENTS SAYING ABOUT OUR FAMILY RESOURCE PROGRAMS?

"I think you run an excellent centre. The program facilitator is amazing. We love coming to playgroup, the activities and crafts are great. We love the toy library. It is great for us to borrow toys as we have an apartment and no room. It is also a great community resource as well. Keep up the good work!"
(Playgroups)

"Coming into this course I was stubborn and thought I knew everything. This course has taught me how to be a better parent and how to cope with being a single mom."
(Making Parenting Connections parenting course)

PEDAC TEAM HIGHLIGHT

- **Development of EDI Community Profiles for all neighbourhoods across the Eastern Region with knowledge mobilization throughout our communities**

PROGRAM EFFECTIVENESS DATA ANALYSIS COORDINATORS (PEDAC)

# Professionals served	414
# Training hours	54

EARLY LITERACY SPECIALISTS (ELS)

# Professionals served	1,236
# Training hours	289
# Parents/caregivers served	617

ELS TEAM HIGHLIGHTS

- **Unique partnership with the County of Renfrew supporting Early Years professionals and parents**
- **Expansion of StoryWalk® events to include partnerships with colleges, schools, and public libraries across the region**
- **Continued development of tools, resources and tailored workshops promoting early literacy and early learning across Eastern Ontario**
- **Quarterly contributions to Ottawa Parenting Times Magazine**

Early learning professionals attending workshops have said:

"PowerPoint/Slideshow/Prezi & visuals: was engaging, beautiful, clear, helpful, informative. Concrete, hands on examples, engaging and relevant."

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▲ **Our Strategic Focus**

In order to achieve our vision, the organization has identified the following four strategic goals we believe are required for success, providing a clear direction of where the organization is headed to 2017. The strategic directions are defined as the critical areas of priority in fulfilling the PRC's mission, achieving our vision, and living our values.

STRATEGIC GOAL 1 – Ensure we are leaders in implementing, developing and promoting evidence-based/informed best practices.

STRATEGIC GOAL 2 – Focus on vulnerable populations.

STRATEGIC GOAL 3 – Facilitate and communicate relevant and current information to our communities.

STRATEGIC GOAL 4 – Provide a quality work environment to attract and retain the best people.

OUR BOARD OF DIRECTORS

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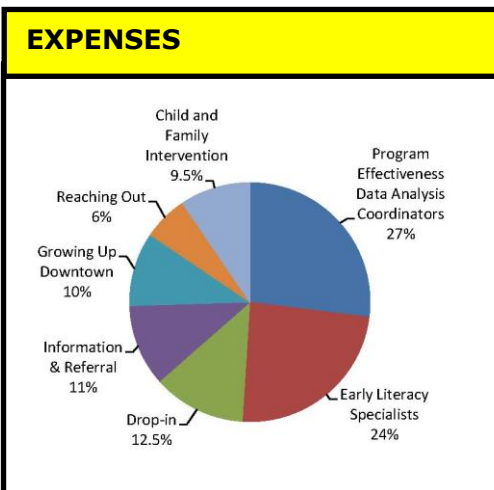
Heather Ennis
Director

Ahmad Luqman
Director

Katina Michelis
Director

▲ **WHAT DO OUR FINANCIALS LOOK LIKE?**

REVENUES FOR YEAR ENDED MARCH 31, 2014	
Revenue Source	Amount (\$)
Government of Ontario	692,318
City of Ottawa	397,386
United Way of Ottawa	2,061
Other Organizations	8,000
Member Services	7,101
Donations	1,036
Interest	1,528
The Incredible Directory	675
Other	7,972
Total Fiscal Year	1,118,077



■ **WHAT DO OUR PARTNERSHIPS LOOK LIKE**



The Parent Resource Centre works in partnership with families and communities to provide responsive programs and services that meet the needs of children, youth and families in our community. We would not be able to achieve PRC's mission without our dedicated and committed community partners, as well as the families we work with. At PRC, we are fortunate to work with a diverse group of community partners and in different capacities, which allows us to create new opportunities and better services to meet the needs of those we serve. We would like to extend a special thank you to the Vanier Community Service Centre for the many years of collaboration on such projects as the Vanier Circle of Care program, the many StoryWalk® events held in the community and their active role on the Ottawa Vanier Best Start planning table, as well as to Grandir Ensemble for the many years of programming offered at PRC which have enabled us to support the Francophone families in our community. Thank you to all our wonderful partners and families.

Highlight Partnership

Starting in 2012 and until most recently in August of 2014, we have been working in partnership with l'Association francophone à l'éducation des services à l'enfance de l'Ontario or l'aféseo. With the transfer of child care to the Ministry of Education in 2012 and the many changes that followed, we signed an agreement using Monique Lanthier's expertise in the early learning field to work with l'aféseo to update their manual called "Gestion Dynamique". Since then, we have continued to work together with the understanding that many early years educators and staff need supports regarding the ELECT framework that are simple, clear and consistent across the province. With the ELS mandate to promote and support Early Learning and Early Literacy and l'aféseo's mandate to support all those who have a role in educating young children across the province, we saw an opportunity to work together. The pilot project: "Mettons le C.A.P.E. sur le CAPE" was created. This was an ambitious project with the mandate to offer specialized training workshops, increase the knowledge and competences of frontline child care staff, managers and parents, offer on-going coaching and mentoring so that in turn those trained would then become community trainers-mentors to integrate the ELECT principles in a consistent way to all early years programs involved. The pilot project was successful, producing a well-documented report of support services needed for front-line early learning professionals, as well as many hands-on resources and training workshops that continue to be shared with the Francophone Early Learning sector to this day. We thank l'aféseo for their dedication and for our continued partnership. **For more information on this project and l'aféseo's mission please visit: <http://afeseo.ca/>**

● **WHAT DOES OUR SUPPORT LOOK LIKE?**

Jay started attending our GUD program when he was 18 months old with his home child care provider. His mom is a teen mother with many struggles. She receives a child care subsidy which allows her son to be cared for by a home child care provider while she works and attends school at night. This particular caregiver attends our playgroup twice a week, never missing. When Jay first started attending the playgroup he had minimal vocabulary and his receptive language was poor. He had a hard time reading cues and did not have clear boundaries he was used to. The program facilitator and caregiver decided to take a proactive approach and provide positive feedback immediately when he was found participating in appropriate activities. They used his interests and capabilities to build upon his learning and increase his successes in the program. Jay's mother quickly saw the progress Jay was making; his vocabulary was increasing, he was now able to follow one to two step directions, and best of all he was proud of his accomplishments.

This past September, Jay started attending school. The support Jay received while in care and attending our program, allowed him to feel safe and secure, practice important skills and increase his self-esteem and overall development in order to start school feeling confident and ready. We are proud we were able to be a supportive part of his young life.

