

# Annual Report 2017-2018



When you help parents,  
you help children.



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# A Message from the Board President



Another busy year is behind us and I am very proud to report on all the work that our board committees completed to help the Parent Resource Centre (PRC) continue to be a high-performing organization.

The Policy & Board Development Committee focused on ensuring that both the PRC staff and the families we serve are well protected. Our staff and stakeholders safety is a main priority for PRC. In recognition of this, the committee developed and revised numerous policies, including policies on Health & Safety, Employee Home and Community Safety, Vulnerable Client Protection, and Privacy. In addition, and in response to recent legislative changes, the committee also ensured that we remain compliant by updating our policies on Personal Emergency Leave and Sick Leave.

The Finance Committee worked closely with Debbie and our previous Finance Officer to evaluate the financial tools and reporting methods in place, and made recommendations on the programs we are using in light of our needs. This helped to ensure even more effective and efficient reporting to the committee and our funders. The committee also took an active role to help with the recruitment of our new Finance Officer, Paula Coons. From vetting to interviewing, the committee effectively demonstrated their expertise which has had a very positive impact on PRC's operations.

The Communications and Fund Development Committee worked tirelessly with Debbie and Kimberley Hogan, our Community Engagement Officer, to increase community awareness of PRC and promote our services. A number of exciting new marketing materials were created, including fridge magnets that allow parents to quickly access the Parent Support Line phone number (a very handy resource for new parents in a sleep-deprived state), sunglasses and easy to read brochures outlining our programs. These were fantastic materials to hand out at the numerous events that PRC attended such as Kidsfest, the Ottawa Parent & Child Expo, Schmoozefest and the Ottawa Chamber of Commerce's Movers & Shakers event.

I want to personally thank all of the staff and board members who dedicated their time on weekends and during the evening to attend these events as a PRC representative – this is just another example of your dedication to PRC. And of course, we can't talk about communication and fund development in 2017-2018 without mentioning PRC's first ever direct-mail campaign, Sabrina's Story, to support our In-Home Parenting Support services. This was a truly heartwarming story of how the services that we provide to vulnerable families have such a profound and positive impact on parents and their children.

On behalf of the Board, I want to express my thanks and appreciation to all of the PRC staff, led by our Executive Director, Debbie Lehmann, for the fantastic work that you do and commitment that you show to PRC. As the inspirational Helen Keller said, "Alone we can do so little. Together we can do so much."

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 continue to serve our community. I was lucky enough to use PRC services this year as a first-time mom and can attest to what a vital service organizations like PRC are to the wellbeing of children and support of parents, families and caregivers.

Thank-you everyone for the fantastic work that you have done this year. Even after 5 years on the Board, it always amazes me to see the many ways in which we at PRC have such an important impact on the community.

Alycia Niles  
President, Board of Directors

*"...some of us were told when we were children: you can be anything. The truth is you can't be anything you want, but you can be everything you are. We all have genius, potential and abilities inside us waiting to be uncovered, excavated and unleashed. No-one is you and that's your superpower. Be everything you are".*

This quote by former monk, motivational speaker and viral content creator, Jay Shetty, reminds us how important it is to support and encourage our children to always be their authentic selves.

## A Message from the Executive Director

The Parent Resource Centre (PRC) believes in Jay's philosophy and offers a culture of inclusion, compassion and understanding. We provide programs and services that help children and families, and we support the enduring efforts of professionals who work with children. We make a difference in people's lives every day, no matter where they come from, how they parent, what languages they speak, or what religions they practice.

In 2018, PRC became part of the new EarlyON Child and Family system of services. As a result of funds received from the City of Ottawa, we continued to offer our popular parent support phone-line, education calendar, community playgroups, parent support and education groups, and access to our extensive library and database of resources.

We are fortunate to work very closely with our primary funders: the City of Ottawa and Ministry of Children and Youth Services. We are grateful for the funding they provide, which allows us to continue our services and build our legacy in the community. This past year, the Centre served 1630 children and 2377 parents in our community workshops, parenting support services and play-based programs.

Today, more than ever, families are trying to keep pace with increasingly demanding schedules. Sizeable expectations, competing priorities, advancing technologies, extracurricular activities and work responsibilities resulting in limited quality family time, can translate into very challenging home lives.

With this in mind, one of our priorities in 2017/18 was to focus on and better understand the mental health needs of infants and children in order to provide resources and strategies for parents and families. PRC remains interested and invested in how well infants and children develop both socially and emotionally. To this end, we are an active member of the Infant and Early Childhood Mental Health (IECMH) initiative, which involves various Ottawa community members, and co-chair of the IECMH Education and Awareness working group. Over the last year, this initiative has led to the creation and development of many wonderful community resources. PRC has supported this work and will continue to promote the importance of mental health in infancy and early childhood, while advocating for parents and professionals.

For the first time, PRC offered the Circle of Security (COS) Parenting Course: a relationship-based early intervention program designed to enhance attachment security between parents and children. COS heightens a parent's ability to self reflect and become more intentional in their parenting practices. The group was offered in partnership with the Ottawa Centre for Resilience.

In response to other identified needs of our clients, PRC also offered a support group called CONNECT© Parenting for parents of pre-teens and teens who struggle with significant behaviour problems and mental health issues.



*...continued on NEXT page*

*A Message from the Executive Director continued...*

Another priority for PRC in 2017/18 was to effectively and consistently support the mental health and well being of our staff. We believe in empowering our employees through continuing education, while ensuring they receive the support they need to do their jobs well. As part of our commitment to mental health, the staff participated in an intensive mental health first aid training program offered through the Mental Health Commission of Canada.

Throughout the year, we were actively engaged in the community. Our StoryWalks® event in Strathcona Park, hosted by PRC's Early Learning Specialists, drew over 130 children and parents. We were thrilled to participate in the first annual Giving Guide, produced by the Ottawa Business Journal, which connected not-for-profits with the region's business leaders. We were also delighted to sponsor Leadercast a large local leadership event to promote our programs and services to a brand new audience. We had a great deal of fun participating in the Parent & Child Expo (presented by Ottawa Parenting Times magazine) and Kidsfest (presented by Great River Media), where PRC staff were able to engage both parents and children in a meaningful way, highlighting our unique programs and services.

2017/18 was a year of many successes and I would like to offer a heartfelt thank you to our board of directors for their valuable time and insight and to our staff team for their ongoing passion, creativity and dedication to their work. I am also very grateful to our volunteers, donors and sponsors who honour our vision so that each child can continue to discover and develop the skills to live the best possible life.

Deborah Lehmann  
Executive Director

## Parent Resources



Go Family! Map



Parent Education  
Calendar



The Parent  
Support Line



In-home parenting  
support services

# About Us

In 1975 parents and educators of preschoolers in the Ottawa-Carleton region, set up a pilot project through the Ministry of National Health and Welfare (now Health Canada) to establish the Parent Preschool Resource Centre of the National Capital Region Inc. (PPRC) and provide support for and information to stay at home parents. Over the last 43 years, we have evolved to meet the growing needs of Ottawa families; we are recognized as a citywide hub, offering early years and middle year's services, as well as specialized supports and interventions for parents. As a natural extension to our services, and to address a growing demand by community professionals, we also develop targeted training for service providers who work directly with and influence children and families.

By engaging parents and caregivers, supporting early learning and development, and connecting families with resources, PRC facilitates lifelong learning and transformation. We use relevant and relatable approaches, proven best practices, and highly skilled staff to increase the quality of life for parents and children.



## Our Vision

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

## 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

# Programs and Services

## Child and Family Early Learning and Play

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



## Specialized Parenting Support Services

- 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 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





**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.

**Only at the PRC**

**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.

## Our Programs this Year



9,408 visits  
to our  
playgroups by  
children  
and adults



869  
Professionals  
attended  
training and  
community  
development  
sessions



266 hours of  
training were  
offered to the  
community



2377 Parents  
and 1630  
Children  
directly served  
by community  
workshops and  
parenting  
support



114 Families  
received in-home  
visits through  
In-Home Parent  
Support Services.

# Highlights

## **Ottawa Giving Guide**

In November, PRC was pleased to appear in the first Annual Ottawa Giving Guide prepared by the Ottawa Business Journal. The first of its kind in Ottawa, the Guide is designed to connect not-for-profits with the region's business leaders by providing profiles and highlights of the important work charities undertake. The OTUS Group partnered with us to produce a beautiful ad - their enthusiasm and continued support of our organization is much appreciated.

## **Community Engagement**

PRC was active in the community this past year – most notably we attended Kidsfest and the Ottawa Parent and Child Expo to more effectively reach out to our primary audience: parents and children. Our staff had the opportunity to meet and greet over 500 families and share the programming and activities that are available at the PRC.

## **Summer StoryWalk® at Strathcona Park**

On July 19th, the Ottawa Early Learning Team hosted our Summer StoryWalk® in Strathcona Park. We welcomed over 130 people who joined us to read our books as they walked and played in our activity zones based on the books they read. This event received very positive feedback and will serve as the foundation on which we grow and offer this event in the Sandy Hill community each year to engage more families looking for family centred activities.

## **PRC is in the Building!!**

People now know this for sure because we have added some awesome signage in front and to the side of our building to make it easier to find us. Check out our new signs (Goulburn Crescent AND Mann Avenue) if you haven't noticed them already.

## **PRC Baby Cupboard**

This year, the PRC opened our baby cupboard to address the needs of our In-home program families. It provides support for those who are vulnerable when circumstances do not permit them to access more public sources.



## **PRC Garden Initiative**

As part of a Garden Initiative in our area, PRC partnered with Sandy Hill Community Health Centre to have garden beds built in our backyard play space. Local volunteer gardeners designed and built the boxes in which we plan to grow lettuce and herbs next year to provide a new learning opportunity for visiting children at our centre.



### **Little Picasso's**

Over the past year, we have held three Little Picasso's events. Each event was sold out... our first created beautiful flowers, our second a lighted Christmas tree and the last event had pizza (but we also painted love birds)! Little Picasso Paint Events bring parents and children together to create their own masterpieces! Participants are guided as they use acrylic paints to create their own painting on canvas and learn to articulate themselves through visual expression.

### **Baby Box Extravaganza**

On Sunday, October 29, the PRC joined 20+ organizations and service providers at the Dovercourt Recreation Centre where 125 Baby Boxes were distributed to expecting parents. It was a successful endeavour and we were able to chat personally with many "soon to be new parents" (60+) and other professionals in the room and share PRC and community program information.

### **Becoming EarlyON**

In 2018, PRC became part of the new EarlyON Child and Family System of Services. As a result, the Parent Resource Centre's existing Child and Family Early Learning and Play Programs, as well as our Parent Support and Education Program are now operating under the EarlyON umbrella. Our present services include: on-site and community based playgroups, specialized infant programs, toy library, storybooks for children, specialized parent-child workshops, online GoFamily! Interactive services map, parent support phone line, specialized parenting support groups, workshops and the parenting resource library.



## **Highlights**

### **Social Media**

PRC has placed an emphasis on sharing more information and program news via Social Media channels in 2017 – 2018. Topics have included: Connect® Parenting Program, helmut discount week in Ottawa, book club, Fundscrip, supporting toy library and baby cupboard via Fundscrip. Each month, topics and events of note are identified and shared via Twitter, Facebook, LinkedIn and Instagram. Keep your eyes peeled for our news as we continue to engage our supporters and program users.

### **Video Production**

In early 2018 PRC began to develop videos to promote our Centre and Services, as well as our amazing events. We are looking forward to sharing our final products soon.

### **Circle of Security (COS) Parenting Course**

For the first time, PRC offered the Circle of Security (COS) Parenting Course; a relationship-based early intervention program designed to enhance attachment security between parents and children. COS heightens a parent's ability to self reflect and become more intentional in their parenting practices. The group was offered in partnership with the Ottawa Centre for Resilience.

# 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

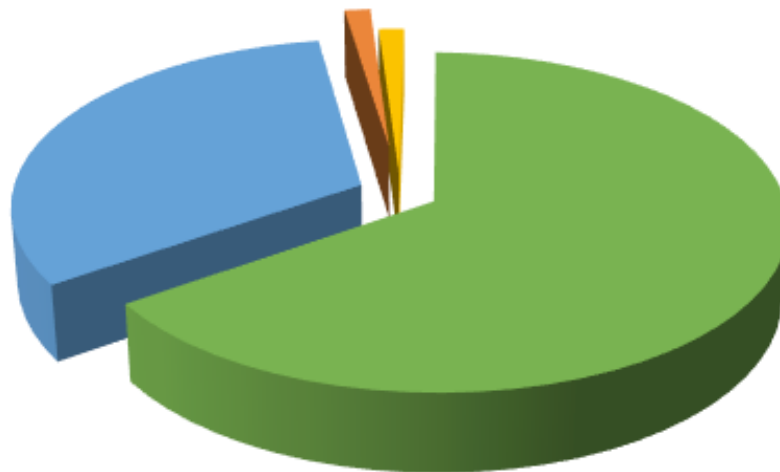
**Communicate relevant information to our communities and promote evidence-informed best practices in early childhood development.**



## Funding Priorities

- Child and family early learning and play (*new toys*)
- *In-home parenting support (household & safety)*
- *Emergency baby cupboard (formula, diapers, wipes)*
- *Little Picassos' art classes - (art supplies, teaching time)*
- *Indoor and outdoor play spaces (health & safety)*
- *Toy library (specialized toys)*

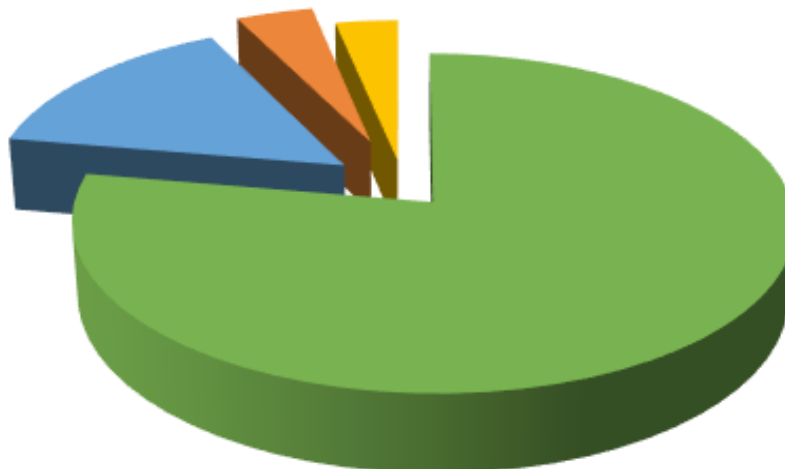
### Revenue for the Year Ended March 31st, 2018



■ City of Ottawa ■ Government of Ontario ■ Fee for Service ■ Other

## Financials

### Expenses for the Year Ended March 31st, 2018



■ Salaries & Benefits ■ Operations ■ Professional and Contract Fees ■ Other

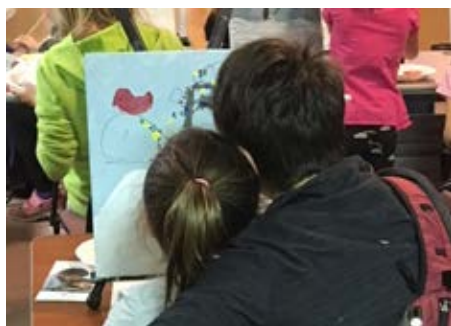
# A Year in Pictures



A 100% donation  
provides 3600  
baby wipes  
#GivingTuesday

**Early  
ON**  
Child and Family Centre







# Staff 2017 - 2018

**Alexa Pasha**

In-home Parenting Educator

**Alicia Biafore**

Parent Support Services Coordinator

**Annie Lafrenière**

Data Analysis Coordinator - Ottawa

**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

**Jane Kuluo**

Program Assistant

**Joanne Boyd**

Early Learning Pedagogical Specialist

**Josée Brouillette**

Early Learning Specialist

**Julia Rose**

Parenting Educator/Data Analysis  
Coordinator - RNP

**Justeen De Ocampo**

Data Analysis Coordinator - Ottawa

**Kimberley Hogan**

Fund Development Officer

**Lynne Collard**

Early Literacy Specialist - SDGPR

**Micki Di Cesare**

Director of Programs & Partnerships

**Nuima Mohamed**

Child Development Specialist

**Stephane Mukunzi**

Community Engagement Officer

**Monique Collin**

Early Learning  
Pedagogical Specialist

## Board of Directors

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**Tracy Murray**

Vice-President

**Paulo Batista**

Treasurer

**Louis Karangura**

Secretary

**Amy Venasse****Brian Kells****Erin Junker****Jeffery McCully****Gary Trundell****Miyoungh Shin****Stefania Maggi**

# Primary Funders

City of Ottawa  
Ministry of Children and Youth Services



*Thank You!*

# Sponsors, partners and preferred suppliers

Bruyère Research Institute  
La Corporation des Comtés Unis de Prescott-Russell  
Digivie Communications  
Eric Russell - Aquariums & Aquarium Supplies  
Herscheid, S. - Translations  
Ottawa Community Housing  
OTUS Group  
Sandy Hill Community Health Centre  
Show Kids You Care  
TD Canada Trust  
United Way  
Vanier Community Service Centre

# Our donors and in-kind supporters

A sincere thank you for your support that helps us make a difference each day - whether it be a donation that can be spent where it is needed most or new pajamas and a bedtime book for a client with a child who is having a hard time - each kindness has an impact, and we couldn't do it without you.

# Join us on-line!



parentresource.ca