



Building Resilient Families

IMPACT Report 2020-2021

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.



Message from the Executive Director



Deborah Lehmann
Executive Director

In the Spring of 2020, at the beginning of the COVID-19 Pandemic, we recognized that a state of emergency could drive creativity and build resilience – so we worked quickly and efficiently to establish very clear priorities to support the community:

1. Maintain consistent and timely communication with our stakeholders and partners;
2. Leverage the skills and resources we have and realign our services;
3. Develop policies, protocols and new approaches that allow us to continue serving families;
4. Keep the mental health and well being of our staff, frontline workers, volunteers and clients at the forefront; and
5. Ensure programming is meeting emerging and critical needs in the community.

During this unprecedented time, we innovatively responded to our community's unique needs, re-purposed our four front-line programs and adapted to changing COVID-19 health and safety protocols.

Our evidence-based programming, hosted virtually, played a critical role in engaging and supporting parents and children through a particularly devastating time. Most of us were experiencing isolation, feelings of helplessness, anger and fear and I am grateful to the extremely resilient staff team who, over such a long period of time, persevered through their own personal challenges to ensure that families continued to receive the high-quality services that PRC is recognized for.

We are grateful to the **City of Ottawa, Children's Services** team for their leadership and commitment to families and for the confidence they have shown in our organization. Their advocacy efforts have translated into additional funding and much needed resources for our EarlyON program.

In turn we have served more families through virtual support in both individual and group settings, on our Parent Support Phone Line and through distribution of art/activity packs. Additionally, we are grateful to the **Province of Ontario, Ministry of Community Children and Social Services** who continues to fund our Family Resilience Program. Over the past year and a half, we have seen a huge increase in demand for service from our particularly vulnerable families and referrals from CAS continue to rise. Our staff team has been working hard conducting wellness checks with delivery of essential items, home visits (outdoors), virtual and phone support as well as evidence-based group support for parents.

Ottawa Community Foundation was among the first responders to support and fund our organization's COVID-19 response initiatives. Their contribution provided 55 families with food vouchers that PRC staff delivered directly to their homes.

The **Human Needs Task Force** that was implemented as part of the **City's Emergency Management Plan** and emergency response to COVID-19 allocated three streams of funding from the Social Services Relief Fund over a six-month period to PRC to ensure we could respond more fully to the emerging needs of our clients. We received approximately \$80,000 to fund our Community Parent Cupboard (CPC), grocery voucher initiative, additional counselling and home deliveries to vulnerable families.

For the first time, PRC partnered with **United Way of Eastern Ontario** and received funding from the **Emergency Community Support Fund**. As part of our partnership we developed workshops and training for parents and EarlyON Professionals in Ottawa and surrounding counties including Renfrew and Lanark. These opportunities for peer support helped to mitigate the risk of workplace burnout and compassion fatigue.

PRC received a \$60,000 grant from **Green Shield Canada** through the **Ottawa Community Foundation** to launch the virtual COVID-19 Mental Health Program for Frontline

We acknowledge that the land on which we work, live and play is the traditional unceded territory of the Algonquin Anishinaabeg people. We extend this respect to all First Nations, Inuit and Métis people, their Elders and ancestors. We value the past, present and future contributions of our First Nations in our communities.

Message from the Executive Director



Physical Distancing *not* Social Distancing

Sandy Hill Community Health Centre) to host several pop-up food banks in Strathcona Heights to ensure that families facing barriers had access to food and supplies. As a result of the success of that collaboration, we were asked to join a new Strathcona Heights initiative with community partners to support the Mission Food Truck visits. The truck parked on Chapel Street every Thursday to distribute freshly prepared meals to residents.

We are experiencing this global pandemic together. The services we offer, the way in which we offer them and the opportunities we have been given, have resulted in a committed, growing community of families, volunteers, partners, sponsors and donors. At PRC, our workplace culture is diverse and rich in languages, traditions, stories and life experiences and there is no greater resource than the strength, optimism and compassion of people. We are grateful to all of the individuals, organizations and businesses that contribute to PRC your spirit of giving ensures that we can continue to meet the needs of the children and their families when they are most vulnerable. A huge thank you to our dedicated, passionate and highly skilled staff and volunteers who provide an array of exemplary services. A special thanks goes to the Board of Directors for their guidance and support. What gives me great satisfaction in my role as Executive Director is having the opportunity to work with people who are mindful, thoughtful, resourceful, open to change, and courageous. As the pandemic continues to evolve, PRC remains committed to supporting and building resilient families throughout the Ottawa community.



Brian Kells
President

This past year has likely been the most challenging year in the 40-year history of the Parent Resource Centre. The Covid-19 pandemic affected the PRC, its staff, volunteers, clients, funders, and community in varied and significant ways. Faced with such "unprecedented times" (an overused but apt phrase), the PRC staff, led by our Executive Director Deborah Lehmann, rose to the challenge. The staff at PRC are extremely creative, committed, and passionate. They have done an incredible job listening to families, adjusting programming and meeting people where they are at in order to help with the devastating effects of Covid-19. Their efforts have brought countless people out of isolation, instilled confidence in parents and added to the resilience of families in Ottawa. The Board is extremely grateful to our Executive Director, the Staff Team and our volunteers who show up everyday and make a difference in the lives of each parent, caregiver and child that comes to PRC for support.

BOARD OF DIRECTORS FY 2020 - 2021

Brian Kells, President


Paulo Batista, Treasurer

Ashley Bennett, Vice-President

Wendy Appelbaum, Secretary

Faiza Hussein Louis Karangura Kate Spivako
Mirindi Chivaza-Ruhana Umar Tahir Sandra Bulchak Miyoung Shin

PRC in the Community

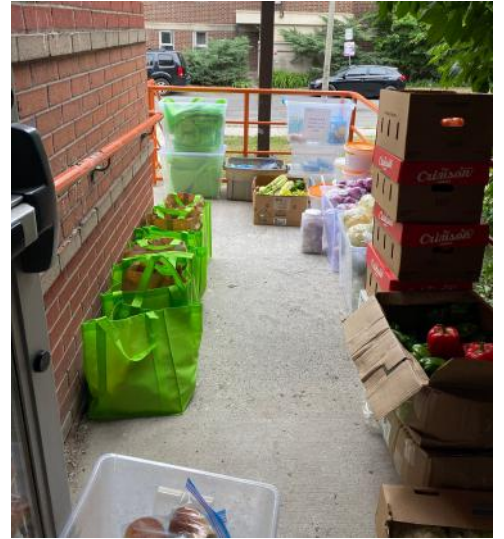


Online Holiday Auction
in support of

PARENT RESOURCE CENTRE
CENTRE DE RESSOURCES POUR PARENTS

PRC provides engaging, high quality programs, a wide variety of social services and supportive resources for children, youth, parents and caregivers in a welcoming environment.

November 27 - December 13, 2020



PRC Commitment to Anti-Racism

As the world works together to contain a pandemic that respects no borders, the Black Lives Matter movement shone an unwelcome light on anti-black racism in the United States with protests around the world. At PRC, the staff and Board looked inward to see what we, as an organization, could do to help and make a difference in our community and the world around us.

At PRC, our fundamental objective is to collaborate with parents to help their children discover and develop physical, cognitive, emotional, and social skills that will enable them to live the best life possible. Our programs are tailored to support parents to mitigate the barriers they may face in attaining the lofty goals of raising their children, which include social and racial barriers.

We believe it is our collective responsibility to ensure that Black lives matter in our community. We acknowledge that the white population, in particular, needs to step up and actively disrupt and dismantle systems that perpetuate Anti-Black racism and oppression. PRC is committed to the fight against racism, racial discrimination and every form of intolerance, and we want to be identified as an ally that will provide a safe space for everyone to speak out against racism and other forms of discrimination. As an organization that caters to our future generation, our goal is to help parents raise children that live and promote our Canadian values. We strongly believe that it is no longer enough to be “not racist”. We must all commit to anti-racism, the practice of actively opposing Racism and advocating for equality.

For our staff, clients, friends and family members who have lived any form of racism, we are horrified by your experience and deeply saddened that we may have unknowingly or unintentionally contributed to the injustice of Anti-Black racism. The lessons we have learned and the stories we have heard have taught us to listen, be curious, reflect, and, most importantly, TAKE ACTION, and become an ally against racism in any form.

PRC will continue to collaborate with like-minded community partners to fight against racism, as well as promote a workplace culture that is free of prejudice and discrimination. We will ensure that all staff receive Anti-Black Racism and Anti-Oppression training as well as offer workshops for parents who are committed to standing as allies against racism. Additionally, we will ensure that some pedagogy resources in our library focus on the experience of being Black in Canada. We will continue to use our social media to promote tools and techniques for families who wish to engage their children, with age appropriate language, in discussions about race and anti-racism.

We are meant to keep doing better. We are meant to keep reading, listening, discussing and learning and when we do, change will come.

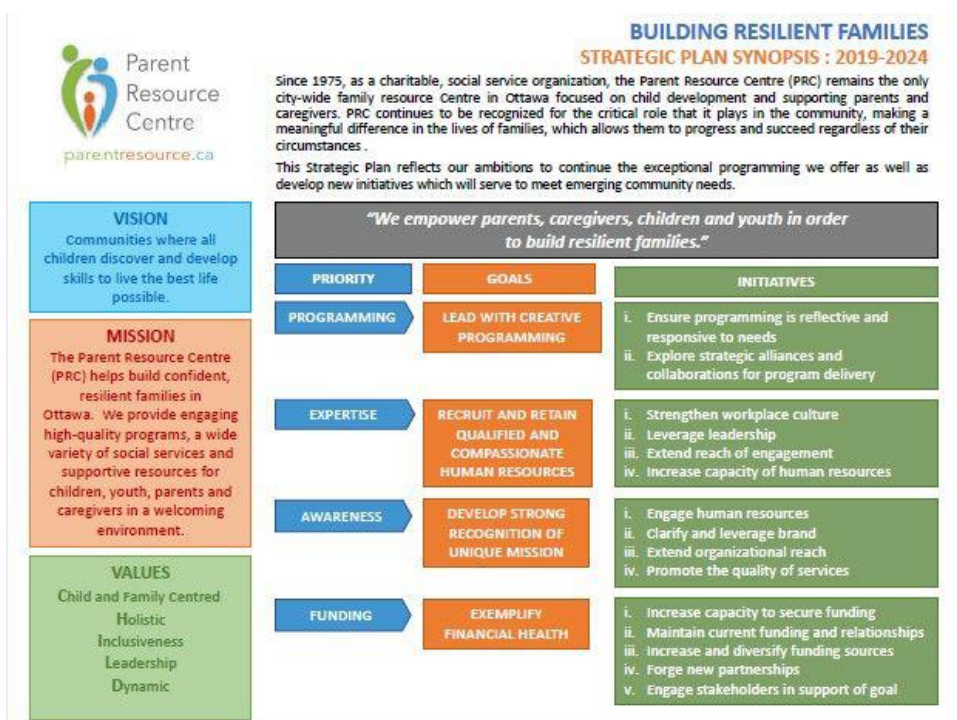
For the full statement, please visit www.parentresource.ca



PRC is committed to the fight against racism, racial discrimination and every form of intolerance, and we want to be identified as an ally that will provide a safe space for everyone to speak out against racism and other forms of discrimination.

Strategic Progress

In 2019 PRC released its strategic plan to guide our organizational priorities for the next five years. While we did not predict weathering a global pandemic, our strategic document served to focus PRC on what matters most to us, and allowed us to continue to make progress while we supported children, families and caregivers during this most difficult and challenging time.



1

Programming

Lead with Creative Programming

Events of 2020 - 2021 provided PRC the opportunity to once again demonstrate how our programming is reflective and responsive to the needs of our community.

- **Our expanded programming attracted over 2800** parents, caregivers and children via virtual, and in-person activities.
- **215+** Art Kits, Craft Supplies, Craft ideas and Science Kits (with OCH and SHCHC) were distributed throughout the year.
- Over **500+** Early Years' professionals participated on Covid-19 focused virtual support sessions. These sessions provided valuable peer support, collaboration and opportunities for sharing best practices to guide their work.
- In September 2020, our Family Resilience Program offered its' **first Circle of Security sessions on-line.**
- On September 11, 2020 PRC held its **first distribution day for our Community Parent Cupboard** and provided **10 families** with 2 full bags of personal care items, cleaning supplies, PPE, and non-perishable food items. Additionally, **essential items were delivered** directly to families homes.

Strategic Progress

2

Expertise

Recruit and retain qualified and compassionate Human Resources

The past year demonstrated the professional skills, experience, passion and compassion PRC staff have for parents, caregivers and children in Ottawa.

- Involved over **100+** volunteers in our new Read with Me program
- PRC staff attended over **30** educational opportunities to increase knowledge and capacity to support our families
- **Two** college students joined us, bringing much needed support to PRC as well as new, progressive ideas and best practices
- Staff learned new software and techniques to assess and serve our families/clients needs without being physically present.

Awareness

3

Develop strong recognition of PRC's unique mission

Working with community organizations, reaching out to volunteers to help with programming, and attending meetings with colleagues brought PRC to the forefront in our community

Community Covid-19 Support Parent Support Line Community Parent Cupboard
Read with Me Participation in committees Outdoor Events

4

Funding

Exemplify financial health

FY 2020 - 2021 provided many new opportunities to apply for funding and to demonstrate how PRC is both steadfast and focused on its' mission.

- **Seven New Funding Contracts** demonstrate confidence in PRC's staff, programming & financial status
- PRC was awarded **301K in new funding**
- **Repeat funding** was awarded to continue with pressing work (Social Services Relief Fund)
- Completion of a **successful audit** by new auditors' Welch Ltd.
- Publishing of financial statement on our website to demonstrate our **financial transparency** to our supporters

Programs and Services

As one of Ontario's EarlyON Child and Family Centres, a support for vulnerable Families and Front-line Professionals and a working contributor out in our community, the Parent Resource Centre is pleased to offer a diverse range of playgroups and services for young children of all ages, at all stages of early development. We offer a welcoming space where parents, caregivers, and children can participate in fun activities, connect with other families, learn about the different family services in the community, and get advice from early childhood development professionals.

EarlyON



Family
Resilience



Strategic
Direction



Community
Engagement



Early Years'
Capacity
Building



EarlyON programs had 2800+ visits by parents, caregivers and children - virtually and in-person.



EARLYON PROGRAMS

Since our inception, PRC has served tens of thousands of children and families. In 2018, PRC became one of Ontario's EarlyON Child and Family Centres. With funds received from the City of Ottawa, we and continue to offer many popular programs and services, including (though not limited to) :



- EarlyON Playgroups (virtual, outdoors and indoors)
- Specialized Infant Programs
- Parent Workshops
- Parent Education Calendar
- Parent Support Line
- Toy Lending and Resource Libraries
- StoryWalk® Library
- Parent Support Sessions





FAMILY RESILIENCE PROGRAM

Throughout 2020-2021 the Family Resilience program made **5,490 visits** (virtual, by phone and safely distanced) to adults and children as part of our In-Home services.

Our Family Resilience Program (FRP) provides client-centered, trauma-informed parenting support services with minimal access barriers. Our Program is a support service for vulnerable high-risk families (parents and children aged 0-18) who are not connected to or able to access community parenting services. The FRP includes individualized services in our clients' homes, or in a group setting at the Parent Resource Centre. Our Family Resilience Program has four core objectives:

- **increase the social functioning** and parenting capacity of the family;
- support children's healthy development;
- support the development of positive parenting skills; and
- support clients in the shift to more mainstream services when ready.

Our Family Resilience Program allows parents to build on their existing strengths and gain tools to use in everyday parenting. Parents learn to balance their own needs so that they can meet the needs of the children in their care, and can increase their knowledge, skills and confidence.



613 **Inquiries**
by
professionals

138 **New**
Referrals
to
program

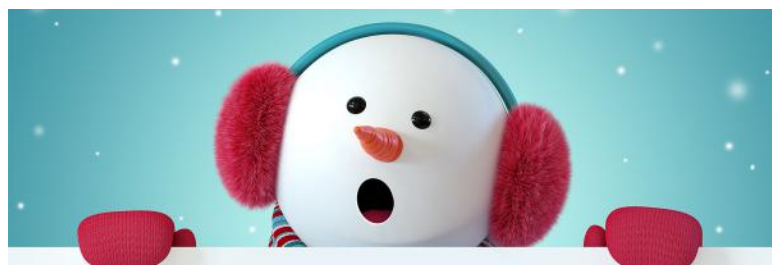
61% of referrals
come from
CAS

"Most of us **were experiencing** isolation, feelings of helplessness, anger and fear and I **am grateful** to the extremely resilient staff team who, **over such** a long period of time, persevered through their own personal challenges to ensure that families continued to receive the high-quality services that PRC is recognized for."

Deborah Lehmann, Executive Director



PRC partnered with five local community agencies to provide joint services to support the Strathcona Heights neighbourhood.



Bidz4Kidz Online Holiday Auction

WOW !!!

We are thrilled to announce that our second annual silent auction "Bidz4Kidz" was successful once again!

We surpassed our goal of \$1,500 and we raised \$1,800!

We couldn't have done this without our supporters, donors, and bidders. *Thank you so much for all who participated.* The funds raised from this auction will go to support PRC's programs and services which have been running in overdrive this past year and will continue to do so for the foreseeable future.



COMMUNITY ENGAGEMENT

PRC provides services and support throughout Ottawa. We are physically located within **Sandy Hill /Strathcona Heights**, the neighbourhood ranked #1 as experiencing the greatest combination of inequities and challenges to well-being in Ottawa. The need for the services and support we provide starts right on our doorstep. **Identified as one** of Ottawa's neighbourhoods whose residents have the highest risk of hospitalization or death **from Covid-19**. Strathcona Heights / Sandy Hill is distinguished by a #1 ranking in several other areas, including highest low-income population, population with the lowest amount of financial assets, greatest concentration of working poor, part-time workers and unemployed.

PRC ensures that families in crisis (in particular Covid-19 effected) have access to coordinated and immediate supports who will utilize a proven, evidence-based parenting intervention model (Circle of Security) and provide parent support (workshops, in-home counselling, situational counselling, parent support phone line, parent support groups) to vulnerable, high risk clients already on our caseload, on our waiting list and the increasing number of new intakes due to community service cuts and now, Covid-19. Our program is unique - when we work with a family, visits occur based on the individual needs of the family (weekly, bi-weekly, monthly), goals are determined by parents and services are offered for 3 - 8 months (though can be extended, based on family needs). This is particularly important as the majority of these families already have child welfare system involvement and face the immediate apprehension or impending re-integration of their children. Our program is most successful when we can become involved with the family as early as possible to address client crisis' with the appropriate resources.



EARLY YEARS' CAPACITY BUILDING

PRC's Community of Practice (CoP) sessions (virtual groups of 12-15) allow for sharing trauma informed practices, up-to-date resources/strategies to support resilience, mental health and well-being. CoP sessions help parents, who benefit from peer support and trained, supportive facilitators. Understanding the physical/mental/emotional impacts of the pandemic for children/families is essential to developing responses to best support children both during the pandemic and for post-pandemic recovery. The sessions also help RECE's/ECEs reinvent their programs, adapt to changing COVID-19 health and safety protocols and innovatively responded to their community's unique needs.

These sessions support mental health and well-being in the early years' sector and allow the frontline professionals to be more effective in their roles. Training incorporates trauma informed practices, up-to-date resources, as well as provides opportunities for reflection and peer support to improve engagement with families. Based on feedback from frontline professionals, the CoP sessions contribute to feelings of competence and efficacy in their role as well as create a better understanding of the mental health impacts of COVID-19, virtual communication, social isolation and limited resources. Additionally, opportunities for peer support help to mitigate the risk of workplace burnout and compassion fatigue. Investment in mental health is critical in this prolonged state of uncertainty and for post pandemic recovery.



PRC EY Capacity Building Team facilitated over 62 workshops for over 520 EarlyON Professionals



"Thank you so much for all the effort you put into these trainings given. Although you had to shift to a virtual platform I did not feel that we lost any value."



COVID-19 COMMUNITY SUPPORT

Building resilient families



1 Family Support through EarlyON Programming

Our Early Childhood Educators have provided over **75** virtual playgroups, craft sessions and storytimes, **23** StoryWalks/ outdoor playgroups, **11** stroller walks and **115** art kits / art supply packs to keep **1625+** children and adults busy.

Family Resilience Program

The FRP Team has been engaged with over **1,242** parents or caregivers and **2,275** children so far during the pandemic to provide emotional and practical support to build resilience and improve outcomes for our families during this difficult time. For families severely challenged by the pandemic, we made sure that **33** children had a gift to open over the holidays.

2



3 PRC Parent Support Line

We received over **260 new calls** from parents for questions, connection, resources, emotional support and situational counselling. **18%** of these calls required further support and engagement to help with parenting during the pandemic.

Supporting EarlyON Frontline Professionals

Our Early Learning Specialists have provided more than **50** Virtual Learning and Community of Practice sessions. This represents **517** Frontline Professionals who were supported in their work with children and parents as they navigated providing service during the pandemic.

4



5 Gift Cards & Community Parent Cupboard

PRC distributed **42** care packages which served **176** parents and children in the Strathcona Heights neighbourhood. With the help of our funders, over **\$ 10,000 in \$50 gift cards** have helped with food, baby supplies, hygiene basics, cleaning supplies and other essential items unique to each family situation.

The Parent Resource Centre (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.

Financial Review



Assets & Liabilities

Assets:	2020-2021	2019-2020
- Cash	\$582,990	\$453,744
- Tangible assets	\$70,980	\$92,988
- Other	\$24,942	\$33,077
Total Assets	\$678,912	\$579,809

Liabilities:	2020-2021	2019-2020
- Payables & accruals	\$82,706	\$40,968
- Deferred revenues	\$423,941	\$385,374
Total Liabilities	\$506,647	\$426,342

Net Assets	\$172,265	\$153,467
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Financial Review

Revenues and Expenses

Funding Sources:

- Province of Ontario
- City of Ottawa
- Other sources:

2020-2021

\$120,606
\$807,175
\$75,756

2019-2020

\$120,606
\$955,687
\$42,546

Total Funding:

\$1,003,537

\$1,118,839

Main Expenditures:

- Salaries & Benefits
- Office Expenses
- Rent, Repairs, Ins, Hydro
- Other Expenses

2020-2021

\$728,098
\$95,934
\$59,081
\$101,626

2019-2020

\$802,375
\$113,968
\$79,848
\$111,393

Total Expenditures:

\$984,739

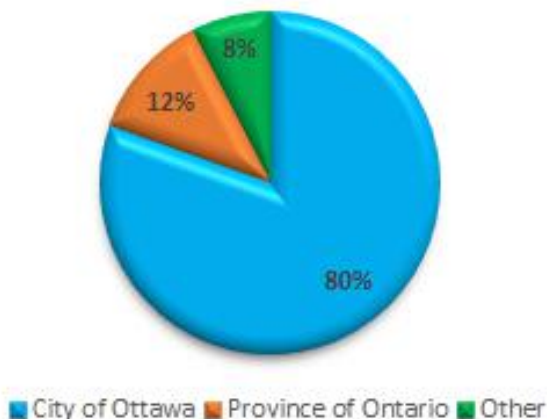
\$1,107,584

Surplus:

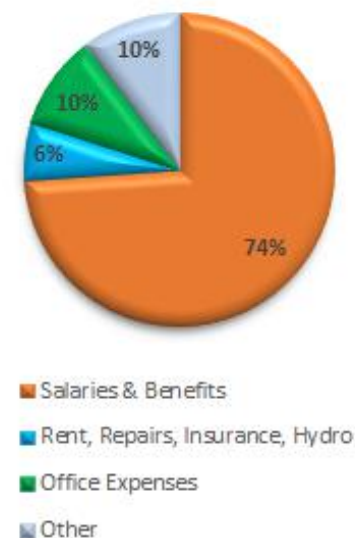
\$18,798

\$11,255

Funding Sources 2021



Expenditures 2021



Volunteering with PRC



The PRC "Read with Me" campaign is an opportunity for volunteers to share their favorite children's stories in a virtual environment, therefore giving children aged 1 to 6 (and their siblings) living in our community the opportunity to get together online with other children their age and watch volunteers from different backgrounds read to them in a variety of languages.

Our volunteers loved participating AND listening:

I was so impressed with the book being read by an 8 year old on Tuesday! It's so wonderful for Claire to see as well, what a wonderful way to encourage reading.

My daughter and I had a lot of fun making that reading video together and we're proud and pleased that other children can enjoy our reading of one of our favourite stories. Thank you again for the opportunity and I thank you especially for allowing my daughter to be a part of it. This was a great experience for her to care and share one of her passions with others.

I really hope that the children enjoy the story as much as I enjoyed recording it!

132

Videos

were created
by our
volunteers

4

Reading Languages used:

English, French, Arabic, Spanish

The Read with Me program was created to connect with children (and families) and to read stories for children ages two to six. We quickly realized that we could not do this alone, so we reached out to Volunteer Ottawa to support us in recruiting volunteers to help. We had over 100 adults, youth, and children volunteer to share their favourite stories.

Now, one year later our Story Time event showcases stories for families on Tuesday every week. The program has expanded to include Show and Tell videos to teach children about animals, music, and other topics and we often have many special guests in the form of much loved stuffies.

61+

Volunteers

participated and
provided videos for
children to watch

54%

of videos were
created by youth

PRC Read with Me

Watch Us On
You Tube
PRC CRP

PARENT
RESOURCE
CENTRE



CENTRE
DE RESSOURCES
POUR PARENTS

parentresource.ca



Community Parent Cupboard

9 Months, 628 People Served

PRC's CPC addresses unmet urgent needs and the reality of extraordinary expenses created by Covid-19 and isolation measures for vulnerable families in the Strathcona Heights / Sandy Hill community. To address food insecurity, the CPC provides low income, vulnerable, racialized and newcomer families with essential items that are not regularly available through other support services. Most important are household cleaning supplies, personal care products, personal protective equipment, baby care and pantry staples (with culturally appropriate food items).



Bags have included

Oatmeal * Cake Mix * Olive Oil * Pasta *
Lentils * Canned Veggies * Toilet Paper *
Dish Soap * Powdered Milk * Infant Diapers
* Bear Paws * Body Soap * Toothpaste *
Shampoo * Adult/Child Face Masks *
Feminine Hygiene Products * Cleaning *
Laundry Soap * Supplies * Hand Sanitizer



Overwhelmingly, the CPC was able to relieve some of the financial burden experienced by our families (PRC CPC Survey, 2020).

Very much appreciated were the PPE, cleaning supplies, activities for children and snacks for children who would normally receive food support from school.



distributed
10K in Grocery Vouchers



Join us on-line



/parentresourcecentre



/parentresource



@PRC_CRP



parentresource.ca
Charitable registration number:
119076487RR0001

*Thank you to our amazing
supporters - your help
makes all the difference!*



- Alexandra Bisson
- Allison Lowe
- Andrea Gardella
- Anne-Marie Battis
- Annik Blanchard
- Ateeb Hussain
- BGGO Boutique
- Bloomfield's Florist
- Canada Helps
- Carolyn Roberts
- Colin Barker
- Courtyard by Marriott (Coventry)
- D.E. Systems
- Davidsons Jewelers
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- Digivie
- Elizabeth Briggs
- Escape Manor
- Flying Squirrel
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- Olamide Fatoki
- Paula & Kerry Coons
- Paulo Batista
- Pina Manoni-Rennick
- Pranashanti Yoga Centre
- Pure Yoga
- Raymonde Cowan Cards
- Scottish Glen Golf Course
- Shane Nixon
- Sophie Jodouin
- Strawberry Blonde Bakery (Westboro)
- Susan Duke
- Terri French
- Terry & Raymonde Cowan
- Trap Wilderness Art
- Victoria Racher
- ZAKs Diner

*Anonymous Donors

COLLABORATORS & PARTNERS

Thank you for your generous
support of PRC

- Algonquin College Student Placements
- Children's Aid Society
- Export Development Canada
- Families Canada
- Mathieu Fleury
- Ottawa Child and Youth Initiative
- Ottawa Community Housing
- Ottawa Public Health
- Pinecrest Queensway Community Health Centre
- Sandy Hill Community Health Centre
- St. Joe's Supper Table
- The Ottawa Food Bank
- The Ottawa Mission Food Truck

Our Fantastic Funders



City of Ottawa
Ministry of Children, Community & Social Services
Ottawa Community Foundation
Green Shield Canada
Ottawa Trillium Foundation
United Way of Eastern Ontario