



MESSAGE FROM THE EXECUTIVE DIRECTOR & BOARD PRESIDENT

As we reflect on 2020, it is with gratitude for our wonderful team who offered consistent support to families. The staff readily diversified our Early Years programming adapting to COVID-19 restrictions. New approaches to early childhood education were established, and strong connections with children and families were forged. Shifting to virtual service delivery via Zoom, Facebook, and Instagram enabled Childreach to nurture early childhood development and support families' parenting journey safely at home.

In such an unprecedented time, our funders, community partners, and donors stepped up tremendously offering Childreach financial support. This support sparked innovation and diversified our programming in response to expressed family need. We expanded outdoor programming, shifted to curbside lending of resources, and offered parenting support groups and parent-connect service virtually. Our programming affirms our belief that parenting is the most important job there is. But it's also the most challenging. Childreach is here to help – for free.

2020 marked Childreach's 45th year of service to community. A milestone that gave us cause to reflect on Childreach's core beliefs originally set by founder, Dr. John McKim, who expressed the belief that "Every parent wants the best for his or her child. If the best is not being provided it is because of some barrier – such as inexperience, depression, illness, aloneness or poverty. It is our goal to help lift this barrier and bring joy to both parent and child." To this day, these wise words inform Childreach's Mission, Vision, Values and the service we provide. Believing we can have the most impact on a child's life by reaching the parents and professionals caring for them, Childreach has been intentional in investing our time, energy and resources to support children and families when and where they need us most. We are a vision-driven organization working towards the goal that all children reach their full potential.

On behalf of the Board, our team, and the families we serve, thank you for supporting Childreach.

Kate Placide, Board President

Yvette Scrivener, Executive Director

*child*REACH
2020 ANNUAL REPORT

BOARD OF DIRECTIONS

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TREASURER'S REPORT

Childreach's mission is to support and strengthen parents and professional through learning opportunities and relationships. Like many, Childreach had to pivot during the COVID-19 pandemic. Our staff and leadership did an amazing job of pivoting and finding new ways to continue to support parents. Zoom classes, curbside pickup, and Facebook activities to support remote learning and virtual connection became priority. The very popular WILD CHILD program was suspended until it was safe again to be together.

Ongoing support from our funders, the generosity of individual and corporate donors, the dedication of our volunteers, and the passion of our caring staff makes it possible for us to deliver our programs. In 2019, we were honoured to be the Charity partner of the Dragan Gala. Childreach put that generosity into play in 2020 to help fund the MotherReach support group. In these challenging and changing times, this support is needed more than ever and is very appreciated.

Childreach has a culture of prudent financial management. This has allowed the Board and Leadership Team to balance the vision of supporting and goals and dreams of the parents we support with our financial responsibilities. The results over the past few years demonstrate how community support is vital to maintain this balance in the face of evolving funding and delivery model for programs.

For 2020, total revenue was \$1.34 million, of which approximately 70% was received from government/ministry programs and community grants. The balance was provided by our fundraising efforts and fee for service programs. Our total expenses were \$1.38 million.

Our staff, Finance Committee, and Board continue to engage in oversight and planning that will keep our operations and program delivery sustainable into the future.

Financial results of Childreach are prepared by staff and are fairly presented in accordance with the Canadian Accounting Standards for Not-for-Profit Organizations. These financial results have been audited by our external auditors at Ford Keast Chartered Professional Accountants.

Adam Dennerley, CPA, CA
Treasurer

2020 FINANCIALS

REVENUE		EXPENSES	
Municipal Government - EarlyON	927,327	EarlyON Programs	913,546
Childreach	28,807	Childreach Programs	325,546
Fundraising	43,834	Fundraising	5,422
Other	23,399	Administration	109,476
Deferred Capital Contribution	10,524	Capital	<u>30,130</u>
Special Projects/Deferred Revenue	<u>307,492</u>	TOTAL	1,384,120
TOTAL	1,341,383		
		SURPLUS/DEFICIT	(42,737)

STAFF

Lorena Arauz
Charity Born
Patti Budden
Kirsti Cheese
Anne Dale
Paula Dibbits
Karen Gair
Debra Howard
Joanna Kata

Victoria Kata
Violetta Kata
Meaghan MacDonell
Brooke McGuire
Natasha Morton
Gregg Paisley
Nadine Reeves
Ally Scott

Yvette Scrivener
Marg Shannon
Omayra Toro Young
Samantha Wassing
Lotus Why
Joyce Williams
Michelle Valladares
Lara Vlach

2020 PROGRAM HIGHLIGHTS

Our **EarlyON** programs welcomed 1,786 families to our early learning play spaces at the main centre and 18 community locations over the five months we were able to open our doors. 2,349 children visited 6,476 times with their parents to learn, play, meet new and old friends, and get advice from professionals trained in early childhood development.

Following our centre closure in March 2020, we supported families using our online communication channels (Facebook, Twitter, and Instagram) by posting videos showcasing backyard adventures, arts and crafts, circle times, kitchen pantry science, daily activity challenges, pop up playtimes and more.

Parent-child programming, parent workshops and parent support groups were also expanded virtually via Zoom to offer service continuity.

We surveyed families to give them an opportunity to "Have Your Say" on service and supports needed during the centre closure. Responses indicated that activities for children, supports for parents (stressed, overwhelmed, anxious, etc.) and help with managing challenging behaviours and increased screen time with children were primary needs. Parenting workshops and parent-child programs were adapted to respond to these emerging needs.

140 parents were provided with one-to-one parenting support on topics like infant sleep, positive parenting for challenging behaviours, and NEW THIS YEAR - parenting through a pandemic.

Mother Reach - This early intervention support group for new and expectant mothers experiencing perinatal mood and anxiety disorders offered 96 hours of support. Mother Reach helped 63 mothers develop their coping skills, manage their health and wellness, and resume a positive family life for themselves and their children.

Our **Lending Library** provides learning materials and resources to early years professionals and parents. An affordable annual membership of \$35 allowed 383 members to borrow more than 2,000 toys, play equipment, games, and program kits for use in their classroom or home.

WILD CHILD - Our outdoor playgroups provide parents and their young children with the opportunity to experience play in the outdoor natural environment. 1,261 parents and children joined us for an outdoor adventure in our three locations (Westminster Ponds, Medway Forest and Cedarhollow Woods) to learn and play outdoors, experiment with risky play and connect with each other and our earth.

Strive offers high quality learning opportunities for early years professionals in London, Middlesex and Elgin to help better serve and support children and families. In 2020, we offered 55 professional learning events on a wide variety of topics reaching 1,316 unique participants. Strive intentionally collaborates with over 60 community partners which stimulates innovative and creative approaches to building professional capacity

DONORS & SUPPORTERS

The generosity of our community allows us to expand on the delivery of our programs, and for that, we are extremely grateful.

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CertaPro Painters
London Police Association
Chorley & Bisset Employees
Moose Lodge #1300
Wesley Knox United Church
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