



## MESSAGE FROM THE EXECUTIVE DIRECTOR & BOARD CHAIR

As we reflect on 2021, Childreach expresses thanks to our incredible team. We are privileged to work with talented Early Childhood Educators who truly are the heart of our service to children, families and early years' professionals. They are our agents of change and are ever-adapting to meet the emerging need of those we serve and support here in London.

This year Childreach focused on connecting with families and early years professionals to understand their changing needs. Through conversations and comprehensive surveying, we asked what they needed most and how they wanted to access programs and supports. Your Voice Matters was our call to action! Feedback diversified our programming and its delivery honouring Childreach's mission to support and strengthen parents and professionals through learning opportunities and relationships.

At Childreach, we understand that providing parent support is essential as families are the most important relationship for children. In 2021, our commitment to parent support deepened as the COVID-19 pandemic continued to restrict social interactions and placed more emphasis on value of a strong parent-child bond. We heard from parents that they wanted topic-specific parenting workshops as well as parenting advice and tips and. As a result, our team delivered five 10-week sessions of Positive Discipline in Everyday Parenting, an evidence-based program developed to help parents learn how to teach children effectively while respecting their rights. Overall, the program gives parents better insight into their child and their style of parenting so they can become the best parents they can be.

Feedback also signaled a need for interactive parent-child activities, more programming outdoors and access to resources to spark creative play and learning at home. The Childreach team adapted service to offer multiple program alternatives enabling access to the most individualized support. Responsiveness is a core value at Childreach that our organization remains committed to. Moving forward we'll continue to listen to, and meet, people where they're at to achieve positive outcomes for families.

On behalf of the Board, our team, and the families we serve, thank you for supporting Childreach and contributing to positive change in our community.

Adam Dennerley, Board Chair and Yvette Scrivener, Executive Director

*child*REACH  
**2021 ANNUAL REPORT**



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## TREASURER'S REPORT

In 2021, Childreach continued delivering programming and services in adherence to the ever-changing environment of on-and-off COVID-19 restrictions. With that, the year was focused on optimizing programming around these hurdles while trying to maintain essential services for our families. For the year ended December 31, 2021, Childreach finished the year at a surplus of \$7,979.

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. We had the pleasure of working with our new Finance and Operations Manager, Brian Sim-Little, who joined us mid-year. With a fresh perspective, the Finance Committee spent the second half of the year in rigorous discussions around the use of the organization's reserve funds with operational stability and future programming needs in mind. In conjunction with the Board's strategic review of the board manual, the Finance Committee was also engaged in discussions around financial policies that will serve subsequent years effectively. Childreach ended the year grounded and prepared to take on the challenges of helping families navigate through whatever the future may bring.

Financial results of Childreach are prepared by staff and are fairly presented per 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.

Linna Zaleski  
Treasurer

## 2021 FINANCIALS

### REVENUE

Municipal Government - EarlyON	390,550
Special Projects	338,383
Childreach	134,109
Fundraising	41,442
Interest	12,769
Other	41,083
Deferred Capital Contribution	<u>231,549</u>
TOTAL	1,189,885

### EXPENSES

EarlyON Programs	390,550
Special Projects	338,383
Childreach Programs	327,425
Fundraising	3,032
Administration	95,190
Capital	<u>27,326</u>
TOTAL	1,181,906
SURPLUS/DEFICIT	7,979



## STAFF

Sabrina Abate  
Lorena Arauz  
Patti Budden  
Kirsti Cheese  
Anne Dale  
Paula Dibbits  
Joanna Kata  
Violetta Kata

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Amanda Seabrook

Marg Shannon  
Brian Sim-Little  
Omayra Toro Young  
Samantha Wassing  
Lotus Why  
Katie Van Den Berg  
Lara Vlach

## 2021 PROGRAM HIGHLIGHTS

Our **EarlyON** programs welcomed 504 families to our early learning play spaces at the main centre and 7 community locations across the East London neighbourhoods. Overall, 587 children visited 1,950 times with their parents to learn, play, meet new and old friends, and get support and advice from professionals trained in early childhood development.

To provide programming alternatives for families, we continued to support families using our online communication channels (Facebook, Twitter, and Instagram) by posting videos showcasing backyard adventures, arts and crafts, storytimes, kitchen pantry science, daily activity challenges, pop up playtimes and more.

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

40 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.

Parent-child programming, parent workshops and parent support groups continued to be offered virtually via Zoom to offer service continuity during various stages of lockdown.

**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 **Early Childhood Education Resource Centre and 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** - 1,091 parents and children joined us for an outdoor adventure in at Westminster Ponds, and Medway Forest to learn and play outdoors, experiment with risky play and connect with each other and our earthOur outdoor playgroups provide parents and their young children with the opportunity to experience play in the outdoor natural environment three days a week.

**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 2021, we offered 75 professional learning events on a wide variety of topics reaching 2500 registered 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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