



# ANNUAL REPORT 2017

## childREACH

### REPORT FROM PRESIDENT & EXECUTIVE DIRECTOR

As we reflect on 2017, Childreach has so much to be proud of in terms of realizing the vision and goals of our current strategic plan. We have deepened our collaborative relationships with more community partners, and we have grown our outreach and program delivery to respond to changing community needs and increase our impact. It is with much pride that we attracted over 40,000 parent and child visits across our programs.

This was a year spent listening and responding - we listened to our parents, our community partners and the leading experts in the early childhood development field, and we refined our family-centred services. Throughout the year, we were poised to adapt, to be innovative, and to always be intentional allowing us to make a positive impact in the lives of families.

In 2017, we defined and published our guiding principles to affirm why we do what we do and how we do it. Not only has this highlighted the relevance and significance of our work, but it has also helped us be more deliberate in our connections. Our guiding principles are visual reminders of our roots in positive parenting strategies and best practices in how learning happens.

As we move into a new year, we will continue to energetically work to support families when and where they need us most. On behalf of the Board, our team, and the families we serve, thank you for supporting us and playing a role in this incredible journey of helping raise the next generation to be confident, capable and healthy children who reach their full potential. *Because parenting is hard work, but it is also the most important job there is.*

Liz Minarik  
President

Yvette Scrivener  
Executive Director

Helping parents  
and professionals  
be the best they  
can be so children  
reach their full  
potential



# childREACH BY THE NUMBERS

Research shows that healthy parenting and healthy child development are inextricably linked. In 2017, Childreach provided no-cost, early intervention parent learning opportunities, outreach, resources, and support to over 5,000 families.



**TOTAL**  
**43,500** Visits



**Website**  
**50,000+** Visits



**Playroom**  
**20,906** Visits



**Unique parent learning**  
**24** opportunities



**Community**  
**12,200** Visits



**One-on-one sessions**  
**89** with families



**Community**  
**13** Locations



**Unique**  
**professional learning**  
**34** opportunities



**2,400** Resources



**40+** Community Partners



## TESTIMONIALS

"The staff are what really make this place special. They are so lovely & caring. My daughter loves the playroom. And the lending resources are phenomenal!"

"I went here years ago with my kids for a young mom's group and it was always the highlight of my week. I have to say without that group and the support from it, I wouldn't be where I am today as a parent."

"Wild Child Wednesdays never disappoint. Although VERY muggy today, the boys had a blast searching for snails and beetles and chasing butterflies. We found some wild garlic, pretended to be airplanes, read a story, had a snack, and the boys were zonked when we got home. Thanks, Childreach, for providing such enriched programming to get kids back to nature."



### VALUES

Responsive, Creativity,  
Diversity, Impact,  
Relationship,  
Collaboration

### MISSION

All children reach  
their full potential.

### VISION

Supporting and  
strengthening  
parents and  
professionals through  
learning opportunities  
and relationships.

### STRATEGIC DIRECTIONS

Communication,  
Programming,  
Partnerships,  
Funding, Culture,  
Infrastructure.



# childREACH IN THE COMMUNITY

In addition to the already robust outreach programs at our longstanding community locations of Beacock Library, Cherryhill Library, Family Centre Carling Thames, Carling Height Optimist Community Centre, St. Jude's Church, Westminster Ponds, Medway Forest, and Kilally Meadows, here is a snapshot of where else we could be found in 2017!

» We proudly accepted the first-ever Community Choice award for our Wild Child Outdoor Playgroup at the Pillar Community Innovation Awards held at the London Convention Centre.

» We developed new digital assets including videos that effectively tell our story and highlight our Early Years programming.

» We launched "Curious Connections" – a story time and loose parts experience for families – at Central Library.

» We supported "Mother Reach" (a weekly program for mothers experiencing perinatal mood and anxiety disorders at Merrymount) by providing a facilitator with parenting expertise and helped smooth the transition to mainstream family support programs.

» We forged a partnership with Crouch Neighbourhood Resource Centre to deliver bi-weekly programming facilitating parent conversations and education.



» We established a partnership with Anova to support their families in shelter with an on-call Parent Support Educator to provide one-to-one parenting support, information and services including Infant Massage.

» We launched "Nature in the Core" – a playgroup for families to explore and discover nature in an urban setting – over the summer at Harris Park and Dillabough Park.

» We connected with new families and shared information about our programs and services at numerous community events and fairs including an Aboriginal Babies and Beyond Event put on by Chippewa of the Thames First Nation and the Gathering on the Green in Wortley Village.

» We helped organize a Pop-Up Adventure Play Day at Boyle Community Centre. This unique play opportunity used giant loose parts included cardboard, fabric, duct tape and many other non-traditional materials, and it was offered to families and day camp groups at no cost.

» We delivered a "Positive Parenting" session for families at Wilfred Jury School in collaboration with the Cross Cultural Learner Centre's "Parenting Across Cultures" program.

» Our Quality Child Care Initiative co-hosted "Shining the Light on Childhood Success for the Next Generation" at the Western Fair District featuring renowned experts Dr. Stuart Shanker and Rebecca Parlakian. Over 300 professionals including our own staff learned about the importance of self-regulation, brain development and stress management for children.



## BOARD

Liz Minarik, *President*  
 Deb Coward, *Past President*  
 Jim Mays, *Vice President*  
 Adam Dennerley,  
*Vice President & Treasurer*

Kate Placide, *Secretary*  
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 Julie Brandl  
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Natasha Fraser  
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## STAFF

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 Kirsti Cheese  
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 Tifanie Smith  
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 Michelle Valladeres  
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## TREASURER'S REPORT

I am proud to report on the Childreach accounting for the year ending December 31, 2017, audited by Ford Keast LLP Chartered Professional Accountants, showing pleasing results for the year.

Childreach Centre revealed a surplus of \$63,574 for the year that can be jointly attributed to our fundraising efforts and the generosity of donors, as well as the successes of innovative programs which we continue to grow and watch flourish. This sound financial position would not have been made possible without the community support, corporate sponsorship and generous volunteering of time, effort and skills of people within the community working alongside our staff. We thank you.

As Childreach continues to respond to changing community needs, these funds provide us the financial stability to venture into new opportunities, as well as maintain the quality of our current programs despite ever-changing costs and changes to Ministry funding year over year. We are dedicated to sound fiscal management, and the 2017 surplus will enable further investment into strategic capital needs and ongoing operations.

In summary, Childreach had a successful year with the financial position of Childreach being stronger as we leave the year than when we entered it, giving us the stability to continue to look at our strengths to help our growing community.

Adam Dennerley, Vice President & Treasurer

## 2017 FINANCIAL INFORMATION

### Revenue

Provincial	\$ 921,604
Municipal Grant	\$40,000
Childreach	\$65,271
Fundraising	\$50,329
Other	\$31,568
Deferred Capital Contribution	\$10,524
Special Projects/Deferred Revenue	\$456,695

**Total Revenue** **\$1,575,991**

### Expenses

Ontario Early Years Programs	\$841,957
Childreach Programs	\$520,642
Fundraising	\$4,959
Administration	\$117,249
Capital	\$27,610

**Total Expenses** **\$1,512,417**

Surplus/(deficit) \$63,574

# childREACH

## DONORS, SPONSORS & SUPPORTERS

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

2CG / All Food is Food  
3M  
3M Basket  
Adam Dennerley  
Amanda Conlon  
Amanda Lynn Stublely  
Amy Wright  
Anderson Ales  
Anne Dale  
Anne Rasmussen within the  
London Community Foundation  
Appliance Quest  
Arielle Bush  
Ashlynn Adachi  
Ask Laundry  
Auburn Homes Inc  
Bernard Scrivener  
Betty Mayville  
Bill Graham  
Blackfriars Catering & Bistro  
Booch Organics  
Brian & Anne McKay  
Caitlin Mathers  
Canadian Condominium Institute  
Carla Lord  
CarProof  
Certa Pro  
Charity Born  
Chris & Yvette Fliesser  
City of London  
Costco  
CrabTree & Evelyn  
Dan Bonsteel  
Daniel Mailer  
Davis Martindale  
Deb Beverley  
Deborah Coward-Bates  
Delta Armouries Grille  
Discovery Toys  
Don & Dorothy Adams  
Don Barclay  
Drayton Entertainment  
East Park  
Elaine Thurgood & Ron Burns  
Elizabeth Hicks  
Elizabeth Thornton  
Embers Services Limited  
Partnership  
Emily Pawelec  
Epicure Catering  
Ericka Ayala Ronson  
Erin Ross  
Exodus London  
Footwork Orthotics  
Ford Keast  
Frisky Beaver Wine

Glen Donald  
Golf North  
Gotham Studios  
Graham & Mary Laing  
Grand Theatre  
Great Lakes Copper Inc.  
Gregg Paisley  
Harasym Homes Inc.  
Heather Huston  
Holistic View  
Imagine Cinemas  
Irene Mathysen  
Iris Merino  
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Jennifer MacRae  
Jennifer Rayman  
Jim Mays  
Joanne & Richard Hammond  
John Cronin  
John Dubois  
Jon Osier  
Jonathon Moorhouse  
Julia Zhu  
Julie Brandl  
Karen Corneil  
Karen Gair  
Kate Placide  
Kathy Elliot  
Kelly Quinnell  
Kirsti Cheese  
Knights of Columbus 8339,  
Brother Andre Council  
Larry Brennan  
Lazar Law  
Libro Financial  
Lindsay's Fizzy Bath Creations  
Liz Minarik  
Loko Sport  
London Brewing Co-op  
London Central Lioness Club  
London East Lioness Club  
London Ice Cream Company  
Louise Kool & Galt  
Louise Mauffette-Leenders  
Lyndsay Gill  
Mark Vaandering  
Mary & Arnold Stapleton Fund  
within the London Community  
Foundation  
Massage Therapy  
Matt Brown  
McCormick Canada  
Moose Lodge #1300  
Moxies Restaurant  
Museum London  
Nadine Reeves

Nelida Forero  
Nell Haldane  
Nichole Heron  
Olive Tap House  
Ooh La La Spa  
Optimist Club of Byron  
Optimist Club of Oakridge Acres  
Optimist Club of Westminster Park  
Patrick's Beans  
Paul & Barb Mylemans  
Paul Atkinson  
Pauline Mifkovic  
Phyllis Retty  
Purdy's Natural  
Quai du Vin  
Rachel Guthrie  
Rajagopalan Venkata Krishnan  
Rebirth Wellness  
Reborn Designs  
Rexall Pharmacy  
Roland Joselyn  
Royal Canadian Legion  
Saffron's Restaurant  
Samantha Caudle  
Sandra Astaiza  
Sarah & Mike Payne  
Sarah Nowakowski  
Sheri Spriggs  
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Tiffany Atcheson  
Tom & Linda Gaborko  
Trudy Vandenakker  
Type A Events  
Upper Thames River Conservation  
Authority  
Vishal Papreja  
William McConnell  
YMCA of Western Ontario  
Yvette Scrivener



## GUIDING PRINCIPLES



### Our Vision

All children reach their full potential.

### Our Mission

Supporting and strengthening parents and professionals through learning opportunities and relationships.

### Our Values

- **Responsive:** Listening to and meeting people where they're at.
- **Creativity:** Dealing skillfully and resourcefully to bring solutions to new and challenging situations.
- **Diversity:** Cultivating an environment that is inclusive, non-judgmental, and open to new ideas.
- **Impact:** Ensuring everything we do makes a difference.
- **Relationship:** Establishing trust and intentional connections is key to changing outcomes.
- **Collaboration:** Working together, we can do more and be better.

### Our Beliefs

- Parents love their children and want what is best for them
- Parenting is a lifelong journey.
- Each child's development is unique.
- Positive parenting\* is the best practice in child guidance.
- Families are the most important relationship for children.

"Families are competent and capable, curious, and rich in experience. Families are the first and most powerful influence on children's learning, development, health and well-being. Families should feel that they belong are valuable contributors to their children's learning, and deserve to be engaged in a meaningful way." (How Does Learning Happen? Ontario's Pedagogy for the Early Years. 2014)

\* Positive parenting is a helpful, practical approach to raising children that focuses on the positive. Using strong, nurturing relationships, good communication, and positive attention helps children develop. It helps create a family setting that is loving, supportive, and predictable.

### We provide:

- Responsive programs and services based on current evidence and research.
- Support so that children develop a strong sense of well-being through sensitive, nurturing, responsive relationships with the adults who care for them.
- Connections to the best programs and services to support a parent's ability to raise healthy children.

