



# IMPACT Report 2022-2023

*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.*

*Charitable registration number: 119076487RR0001*



# Message from the President

The pandemic affected not only our community, but the Parent Resource Centre as an organization - impacting our services and how we delivered them so that we could keep supporting families in Ottawa. This past year continued to provide significant challenges, however, as we see the community returning to normal, we can see an even brighter future ahead.

As a Board, we focused on strengthening our organizational infrastructure allowing us to stay competitive post-COVID and expand our reach in the community. I want to highlight a few examples of the work that the Board committees accomplished this year: The Board & Policy Development Committee prepared new policies, including the Client Complaints Policy and a French Language Service Policy. In addition to providing financial oversight for the organization, financial planning, and the monitoring of internal controls and accountability policies, our Finance Committee worked meticulously this year to ensure PRC has the systems and supports in place as we come out of the pandemic, maintain our funding partnerships, and continue diversifying our funding. The Community Engagement Committee was established earlier in 2022, and the terms of reference were finalized. The committee will be looking at creative ways to strengthen PRC's current partnerships and source new partnership opportunities in the post-COVID landscape.

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, to help with the devastating effects of isolation and poverty created by the pandemic. Their efforts have brought countless people out of isolation, instilled confidence in parents and caregivers, and added to the resilience of families. On behalf of the Board of Directors, I want to express my sincere gratitude



and appreciation to all PRC staff for the fantastic work that they do and commitment that they show to PRC daily.

I also want to extend our appreciation to the City of Ottawa, the Province of Ontario, specifically the Ministry of Children, Community and Social Services, the Ottawa Community Foundation, and other partners of PRC for their support in enabling us to continue to serve our community. PRC's success is a team effort, and we are fortunate to have your organization's support.

**Ashley Bennett**  
President

On behalf of the Board of Directors, I want to thank you all for the fantastic work that you have done this year and we look forward to continuing to watch the PRC grow!

## Land Acknowledgement

*As an organization serving children, youth, parents and caregivers, the Parent Resource Centre (PRC) is committed to advocating for a more equitable, inclusive and compassionate society.*

*Our programs and services are offered in the City of Ottawa and surrounding area and we respectfully acknowledge that we are on the unceded, unsurrendered Algonquin Anishinaabe territory. The Peoples of the Algonquin Anishinaabe Nation have lived on this territory for millennia. Their culture and presence have nurtured and continue to nurture this Land. As PRC moves forward on our journey of discovery, self-reflection and change, our intention is to listen more deeply and purposefully. We commit to understanding new perspectives, and learning from Indigenous Peoples, Elders and Knowledge Keepers. We recognize this continuous and intentional process to build strong relationships with our Indigenous communities and support reconciliation, demands courage, kindness, curiosity and humility.*

*We honour all First Nations, Inuit and Métis Peoples and their valuable past and present contributions to this Land known as Turtle Island.*



# Message from the Executive Director

The PRC helps Parents, Caregivers and Early Childhood Educators because they help children and that is, and always has been, the end goal.

In spite of the pandemic continuing to loom over the city, this past fiscal year (April 2022 to March 2023), we noticed that families, who have been experiencing seclusion, were reaching out, feeling more confident and starting to get back out into the community. Parents whose children were born just prior to or during the pandemic started coming out and attending our EarlyON playgroups, allowing families to connect more with their community as their participation in these activities was limited for multiple years.

*Strength doesn't come from what you can do. It comes from overcoming the things you once thought you couldn't*

- Rikki Rodgers

Families have fought hard over the past years to regain the footing they lost during the pandemic, and, in turn, have become so much more resilient. Especially with the support of our FRP program that helps families dealing with crisis every day. We were able to provide much needed supplies to families as well as education and support using the "Circle of Security" model in the home.

We were able to support early childhood educators, who, like PRC staff, were experiencing not only huge changes in the system and process, but compassion fatigue as well, through our many "Community of Practice" sessions.

I am forever grateful and always impressed with the hard work and dedication of the PRC team of staff, volunteers and board. They persevered through some extreme challenges and continued to support the community by providing excellent, professional and compassionate services.

As a registered Charity, the PRC is reliant on funding from the community to provide all of the amazing and much needed programs we offer. We are consistently looking for opportunities for funding to expand our services and serve more people in our community. The need is prevalent, and our services are in high demand. While we must continue to secure core and program funding, we are always looking to the community to help in other areas such as participating in our "Bidz 4 Kids" silent auction, our "Holiday Children's Wish List", and our "Power of Play" event held in June.

*"Persistence and resilience only come from having been given the chance to work through difficult problems."*

— Gever Tulley



PRC will continue offering our much-needed programs and services to support families in the Ottawa community. We will collaborate within our community and continue to address the current and ever-changing needs of parents, caregivers and children in the Ottawa area.

**Paula Coons**  
Interim Executive Director

## BOARD OF DIRECTORS FY 2022 - 2023



Ashley Bennett, President  
Umar Tahir, Treasurer

George Enui, Vice-President  
Wendy Appelbaum, Secretary

Paulo Batista      Sandra Bulchak      Mirindi Chivaza-Ruhana  
Faisa Hussein      Louis Karangura      Miyoung Shin      Kate Spivakov

# Strategic Planning & Pivoting

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

*As the pandemic continued, PRC created programming to meet the emerging needs of the children and families in our community.*

2

## Expertise

### Recruit and retain qualified and compassionate Human Resources

*The past year, the incredibly dedicated, experienced and compassionate staff engaged in specialized professional development to build their capacity and better serve the unique needs of our families.*



3

## Awareness

### Develop strong recognition of PRC's unique mission

*Collaborating closely with community organizations, reaching out to volunteers to help with programming, and contributing to various media outlets to bring PRC to the forefront in our community.*



4

## Funding

### Exemplify financial health

*PRC was awarded new streams of funding as we demonstrated how timely and critical our services are.*

# Programs and Services

*For over 47 years, PRC continues to function as a multi-purpose facility benefiting children, parents and front-line professionals. As the COVID-19 pandemic evolves and community needs continue to outpace our resources, we connect with families, collaborate more purposefully with community partners and work harder to improve the lives of high-risk children and families through direct service, advocacy, research and education.*

EarlyON



Family  
Resilience



Strategic  
Direction



Community  
Engagement



Early Years'  
Capacity  
Building



## EARLYON PROGRAMS

Since our inception, PRC has served tens of thousands of children and families. With funds received from the City of Ottawa, we 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
- Parent Support Sessions



**EarlyON programs had 2,794 visits by parents, and children virtually and in-person.**

**We have FUN !**

We always have fun (*and learn lots*) when our playgroups get together, Last year, we hosted a Pizza & Potluck Lunch and a very yummy Pancake Day for families. We were also fortunate to have visits from Dental Hygienist Students from Algonquin College and the National Institute of Health to speak with parents/caregivers during our Playgoups. Stephanie our Dietician who works with the SandyHill Community Health Centre also visited. as well as Kathy from First Words.



Public Health Nurses came to visit to talk to parents about the Covid Vaccine and other Vaccinations. A Baby Massage Class (5 weeks) was held by Niuma, and Susan talked to parents about Safety in the Home for Baby.

We also had students from the BELCD Program at Algonquin College.





## FAMILY RESILIENCE PROGRAM

Throughout 2022-2023 the Family Resilience Program (FRP) supported families tirelessly, (virtually, by phone and safely distanced) as part of our In-Home services.

This program provides client-centered, attachment-based, and trauma-informed parenting support services with minimal access barriers. FRP supports vulnerable high-risk families (parents, caregivers and children aged 0-18) who experience multiple barriers, challenges navigating services, and have not been able to access community parenting support. The FRP includes individualized services in clients' homes, group settings virtually or at the Parent Resource Centre.

PRC's FRP 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
- Meet families where they are at and help them **navigate** other services when ready.

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



*"You are forever connected to our family in so many ways and your support means so much. We are forever grateful. You are not just our worker or facilitator but a person we have so much admiration and respect for."*

We received most referrals from CAS, with additional referrals from Children's Hospital of Eastern Ontario, Ottawa Carleton District School Board, Ottawa Catholic School Board, the Canadian Mental Health Association, 211, The Ottawa Hospital, The Royal Mental Health Center, and Family Lawyers.

**489** Inquiries  
by Professionals

**208** New  
Referrals  
to Program

*"Having the opportunity to know that such a class exists with this unique and important concept was great. Getting to hear other parents was helpful as I understand that I am not alone in parenting struggles; that makes me more resilient to keep going."  
(From a mom with no family or friends support)*

**338** New  
Referrals  
to the FRP

The Circle of Security 8-week program was run in the Spring, Fall and Winter with **82** individual clients successfully completing the program.



*"This is an excellent course. I learned things that I did not know while bringing up my children. It is a very deep learning curve for me as a grandmother raising my grandchildren now. I liked it a lot, so much that I recommended it to my grown children."*

# COMMUNITY PARENT CUPBOARD (CPC)

## Mission Accomplished!

For almost two years, PRC's CPC addressed 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. On August 12th and September 9th, PRC held our last monthly distribution days for the CPC and hosted Open Houses where we informed families about the closure of the program. CPC families had the opportunity to have snacks & coffee and learn more about PRC programs and the staff who work at our centre. Niuma handed out the EarlyON activity schedule, and families were excited to learn more about what other options are available for parenting support in their neighbourhood. An infographic for families was created which included all the resources /programs /workshops that are available at PRC. At the last CPC Open House in September, the cupboard served 63 households (234 adults and children in total). Families were extremely grateful and thanked PRC for all the help.

The Cupboard was created to address immediate food insecurity. The CPC provided low income, vulnerable, racialized and newcomer families with essential items that are not regularly available through other support services. Most important were household cleaning supplies, personal care products, personal protective equipment, baby care and pantry staples (with culturally appropriate food items).

*One of our CPC clients usually communicates via Google Translate with our coordinator Samantha, because he doesn't speak any English. During the last CPC, he brought a friend to translate, so he could thank her in a more personal way. It was such a rewarding feeling for Sam, and our client was so grateful for everything PRC has done for him and his family during such a difficult time.*



## OUR PRC STAFF TEAM

April 1, 2022 to March 31, 2023

**Brianna York**  
EarlyON Facilitator

**Crystal Chen**  
Data Analysis Coordinator

**D'Arcy Springate-Floch**  
Data Analysis Coordinator

**Deborah Lehmann**  
Executive Director

**Joanne Boyd**  
Professional Learning Leader and  
Early Learning Specialist

**Jose Dimayuga**  
Data Analysis Coordinator

**Kimberley Hogan**  
Community Engagement and Program Officer

**Mariama Aregbesola**  
Family Resilience Program Manager

**Niuma Mohamed**  
Child Development Specialist

**Paula Coons**  
Finance Officer

**Samantha Trickey**  
Program Assistant

**Sarah Williams**  
Data Analysis Coordinator

**Susan Duke**  
EarlyON Program Manager

*\* Left during the FY*





## EARLY YEARS' CAPACITY BUILDING

PRC's Community of Practice (CoP) sessions for Frontline Early Years' Professionals allow for sharing trauma informed practices, supporting equity and inclusion, and the provision of up-to-date resources/strategies to support resilience, mental health and well-being. Participation in CoP sessions provided opportunities for reflection and peer support to improve engagement with families and increase positive health, mental health and developmental outcomes for children. Based on feedback from frontline professionals, the CoPs contributed to increased feelings of competence and efficacy in their role.

### Supporting Mental Health and Resilience for Families & Frontline Early Learning Professionals

Throughout the year, our project, generously supported by Greenshield, impacted over **2,347** individuals, providing access to beneficial information via social networks, the opportunity to attend many different Community of Practice offerings and a variety of Mindfulness Practice Meditations and Relaxation journeys.

**55%** of participants reported increased awareness of resources and tools. At least **50%** reported improved knowledge of resources and tools to support their well-being and better support families. **52%** indicated that they were able to make positive practice changes when working with their families.

#### "Community of Practice" Session Examples

- Panel Discussion: Impacts of Toxic Stress on Children – United Way Cabinet Meeting
- Exploring the Circle of Security – Attachment Based Parenting and its use in the Early Childhood Environments
- What's New with First Words? Supporting Children with Developmental Delays
- Red Flags: Supporting Social Emotional Development and Well-Being
- Open – Ended Peer Support Session – Reducing our Risk of Burnout

#### Mindful Meetup Session Examples

- Centering Practice & Mindful Breathing Meditation
- Soft Landing Practice & Just Like Me Compassion Meditation / Body Scan for Deep Relaxation
- Five Points Check-in & Being with Emotions Meditation
- Five Senses Grounding Practice & Lake Meditation

The topics for these sessions were generated as a response to emerging trends, challenges & demands impacting the workforce. In addition, we provided peer support & mentoring via email, a private Facebook group, evidence-based resource sharing & referrals. We are also actively involved in city-wide committees to support quality training initiatives, for the early years' workforce, affect positive system change, advance collective impact / community partnerships and advocate for vulnerable families in the community.



## PRC Staff Development

Throughout the year, PRC Staff had several opportunities to get together to enhance their professional development in order to work on our collective resilience, and explore topics that impact our work and would provide a foundation for further exploration and discussion. From Mindfulness Practice to "Exploring a Healthy Workplace, to Psychological Safety in the Workplace, Team PRC pushed familiar boundaries to explore beyond our comfort zone

#### Other Development Topics Included:

- Black History Month: 28 Moments of Canadian Black History
- Black Mental Health Day in Ontario
- The Wheel of Life created by Paul J. Meyer
- Mindfulness: Five Senses Grounding Practice & Lake Meditation
- Team Building Day
- Trauma-Informed ECE Practice through an Indigenous Lens



# Volunteering with PRC



Over the last few years, PRC has been delighted to grow our volunteer program and benefit from the time and skills shared by our volunteers. Without the help of dedicated volunteers providing extra hands, PRC would not be able to hold or grow our important events such as the **Power of Play** or **Bidz 4Kids** on-line auction. It was our pleasure to be able to celebrate their contributions in person at our Volunteer Recognition Event held in December 2022.

## Power of Play 2022

Aljazy Alshammari  
Andrew Sherwood  
Angela Walsh  
Angelina Yang  
Catherine Black  
Dilip Tomar  
Elayne van Snellenberg  
Emma Riding  
Eve Mpoy  
Faiza Hussein  
Fatima Zahra Bensaid  
George Enei  
Ijabo Shekdon  
Jinwen Ma  
Jordyn Mills  
Joss Labbe  
Kai Covo  
Kate Spivakov  
Lina Musa  
Maddie Nevala

Mahsa Seyed Danesh  
Maitreyi Gupta  
markus teneycke  
Max Wagner  
Megan McCann  
Michaela Dyl  
Michelle Liu  
Myriam Saidani  
Nadiejda Leonard  
Nasser Alsukayri  
Prabhjot Sharma  
Rebecca Taylor  
Sarah Lackie  
Sarah Cottagiri  
Shelley Wagner  
Shuting Li  
Sofia Walsh  
Sophie Jodouin

Sophie Goodwin  
Suzanne Alsukayri  
Teena Zheng  
Viviane Tremblay  
Wendy Appelbaum  
Zeinab Elenezi

## Translation

Aurore Lemariner  
Soufiane Aniny

## Students

Eden Hyslop  
Sarah Shelina Syed  
Zeinab Elenezi

## Group

Export Development Canada



# VOLUNTEER



## Thank You!



# PRC in the Community



## Bidz4Kidz Online Auction

Our fourth annual Bidz4Kidz online silent auction was held from November 25 to December 12, 2022. We secured 99 items and raised \$2,987.25 (our goal was \$2,000)! We had a significant amount of traffic to the site (thousands of pageviews) and 458 bids.

The PRC Family Resilience Program Team in collaboration with **Ottawa Collaborative for Parenting Support Task Group (OCPS)** launched the new Just Ask Poster on November 28, 2022. PRC partnered with, **211, Parenting in Ottawa** and **1call 1 click** for this initiative.



ALL PARENTS HAVE QUESTIONS. JUST ASK.



On August 26, 2022, the Parent Resource Centre participated in the first annual **Strathcona Heights Community Fun Day** from 1pm to 9pm, held at Dutchies Hole community park. This event engaged children of all ages in an outdoor environment to play sports, explore the area, and enjoy some other well-planned activities. PRC ran a variety of programming for the younger age groups (0 to 6 years old) with an obstacle course, bubbles, parachute, music station and art. Other organizations, such as **Christie Lake Kids, Boys and Girls Club, Ottawa Community Housing** and **Prezidential Basketball** were also in attendance.

## Power of Play 2022

After having to postpone our event due to the pandemic, PRC was finally able to get back out into the community and hold our annual outdoor Power of Play event in Strathcona Park, Sandy Hill. We hosted over 160 families from all over the Ottawa area!

The Power of Play ran from 9:30 a.m. to 3:00 p.m. and families enjoyed many unique activities such as a StoryWalk® with a themed play area, farm hopper races, sporting activities, giant balls, balance beams, art, music, board games, yummy snacks, and much more.



PARENT RESOURCE CENTRE



CENTRE DE RESSOURCES POUR PARENTS

connect ♦ explore ♦ learn

Registration is now OPEN!

# The Power of Play 2022

2022

# Le pouvoir du jeu

L'inscription est maintenant ouverte!

Rassemblons-nous pour explorer et apprendre

PARENT RESOURCE CENTRE



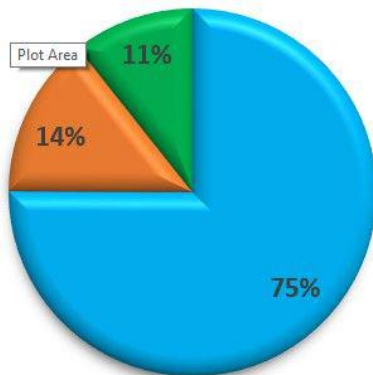
CENTRE DE RESSOURCES POUR PARENTS

# Financial Review

## Assets & Liabilities

	2022-2023	2021-2022
<b>Assets</b>		
Cash	\$561,510	\$459,479
Tangible Assets	\$32,527	\$53,478
Other	\$25,598	\$24,200
<b>Total Assets</b>	<b>\$619,635</b>	<b>\$537,157</b>
<b>Liabilities</b>		
Payables & Accruals	\$97,998	\$47,934
Deferred Revenues	\$327,919	\$304,836
<b>Total Liabilities</b>	<b>\$425,917</b>	<b>\$352,770</b>
<b>Net Assets</b>	<b>\$193,718</b>	<b>\$184,387</b>

Funding Sources  
2022-2023



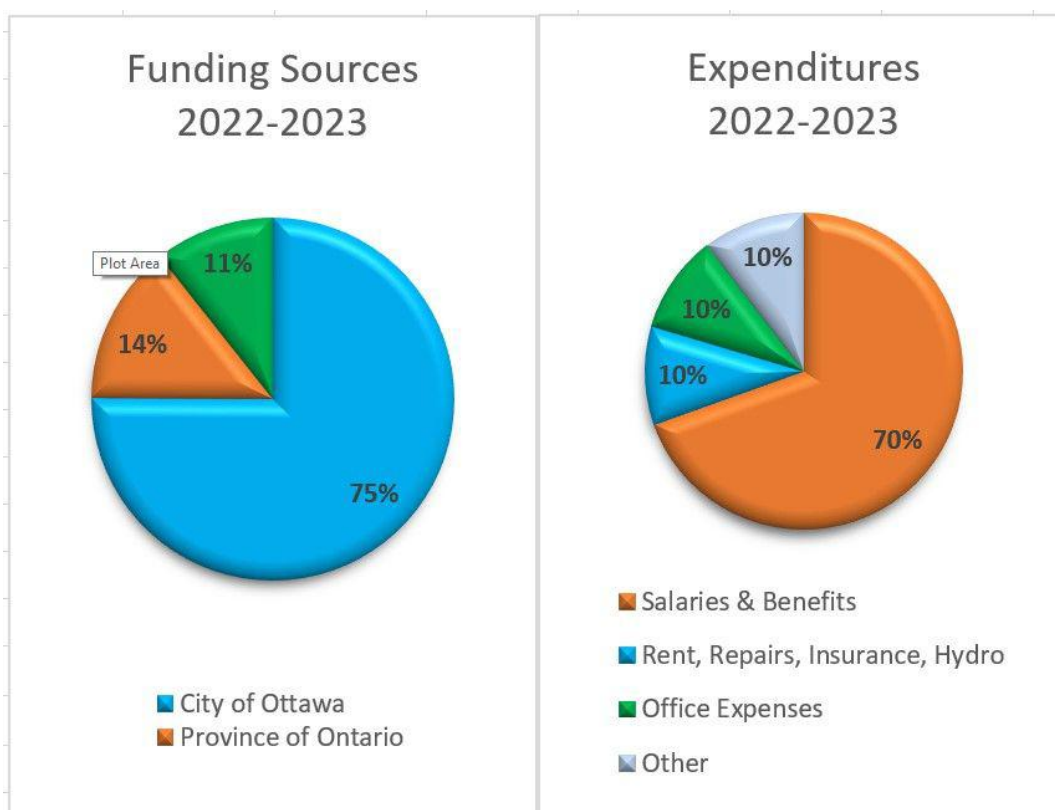
■ City of Ottawa  
■ Province of Ontario

Expenditures  
2022-2023



■ Salaries & Benefits  
■ Rent, Repairs, Insurance, Hydro  
■ Office Expenses  
■ Other

# Financial Review



## Revenues and Expenses

	2022-2023	2021-2022
<b>Funding Sources:</b>		
City of Ottawa	\$687,525	\$652,165
Province of Ontario	\$130,664	\$120,606
Other	\$97,347	\$184,360
<b>Total Funding:</b>	<b>\$915,536</b>	<b>\$957,131</b>
<b>Main Expenditures:</b>		
Salaries & Benefits	\$630,580	\$722,689
Rent, Repairs, Insurance, Hydro	\$90,641	\$72,154
Office Expenses	\$90,690	\$88,097
Other	\$94,294	\$62,069
<b>Total Expenditures:</b>	<b>\$906,205</b>	<b>\$945,009</b>
<b>Surplus:</b>	<b>\$9,331</b>	<b>\$12,122</b>



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



Absolute Comedy  
Anita Pearce  
Billings Bridge Plaza  
Blackjacks  
Boomerang Kids  
Bubblesea Adventures  
CAA  
Canada Helps  
Carlingwood Shopping Centre  
Cheshire Cat Pub  
Cosmic Adventures  
Davidsons Jewelers  
Deborah Lehmann  
Digivie  
Dionne  
Elizabeth Briggs  
Fairmont Chateau Laurier  
Flying Squirrel  
George Enei  
Harry P Ward Foundation  
Holiday Inn and Suites (Kanata Ave)  
Ingenium  
Joanne Boyd  
Jose Dimayuga  
Kate Spivakov  
Keg Steakhouse & Bar  
Kiddie Cobbler (St. Laurent)  
Kids Kingdom  
Kimberley Hogan

Landmark Cinemas  
Mariama Aregbesola  
Marianne Joyce Saavedra  
Meaghan Brown  
Movati  
National Arts Centre  
Niuma Mohamed  
Ottawa 67s  
Ottawa Little Theatre  
Ottawa Valley Gift Baskets  
Paula & Kerry Coons  
Pranashanti Yoga Centre  
Pure Yoga  
Raymonde Cowan Cards  
St Benedict school  
Stephanie Wong  
Susan Duke  
Terry & Raymonde Cowan  
Temitope Akintunde  
Trap Wilderness Art  
Uppliva Sauna & Steam  
Upper Canada Village  
Valley View Little Animal Farm  
Wendy Lavallee  
Wesley Clover Parks  
Yixian Chen  
Yoga Town  
Yuk Yuks  
\*Anonymous Donors

**Charitable registration number: 119076487RR0001**

### Our Fantastic Funders



City of Ottawa, Children's Services  
City of Ottawa, SSRF  
Green Shield Canada  
Ministry of Children, Community &  
Social Services  
Ottawa Community Foundation



### COLLABORATORS & PARTNERS

Thank you for your  
support of PRC!

211 Ontario	Munchies With Mike
Algonquin College Student Placements	Ottawa Child and Youth Initiative
Ottawa Carleton District School Board	Ottawa Community Housing
Campus Pharmacy	Ottawa Humane Society
Catholic School Parents Association (CSPA)	Ottawa Public Health
Children's Aid Society	Ottawa Public Library
City Of Ottawa Children's Services	Period Packs
Citywide EarlyON Child and Family Centre	
Dentistry at the Crossing	
Donna Joseph	
Pinecrest Queensway Community Health Centre	
Export Development Canada	
Sandy Hill Community Health Centre	
Families Canada	Sandy Hill Dentistry
Family Services Ottawa	Somali Centre for Family Services
First Words	The Caring and Sharing Exchange
Let's Talk Science in Ottawa	The Met
Mathieu Fleury	

### Join us on-line



## PARENT RESOURCE CENTRE

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