



Building Resilient Families

IMPACT Report 2021-2022



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PRC CRP

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 2021, just over a year into the COVID-19 pandemic, we witnessed enormous challenges faced by families in their everyday lives. So, we listened deeply with empathy, as they shared their daily challenges. What we heard were stories of incredible resilience as parents adjusted, adapted and accepted what life, during a pandemic, brought to them. Our team of highly skilled professionals supported and guided parents in finding additional resources families needed.

They encouraged and gently reminded parents and caregivers to do the best they can as they continued to draw on their inner strengths and wisdom to persevere.

In June 2021, when the Ontario Stay-at-Home order was lifted, we looked forward with hope knowing our lives and the world had changed. We knew the pandemic wasn't over, but we recognized an opportunity to build on our existing organizational strengths and lived experiences as we moved forward towards our strategic goals. Our primary focus was to continue to connect with the families we support as well as extend our reach and promote the quality of our programs and services.

Our grassroots marketing successfully raised awareness in the community. We established partnerships with small businesses and relationships with individual donors. As a result, we received a wide variety of essential items including furniture, household and personal care items, clothing, diapers, school supplies, grocery vouchers, and educational toys to enhance our pandemic response programming. These collaborations brought relief to so many families in Ottawa.

We continued to receive funding from the Social Services Relief Fund (federal and provincial governments) which allowed us to address extraordinary needs and provide families with increased, specific and direct support. This support took the form of a grocery voucher initiative for the Family Resilience Program (FRP), supplies for the Community Parent Cupboard (CPC) and home deliveries to vulnerable families.

Additionally, we received generous donations of \$2,500 from the Harry P. Ward Foundation and \$5,000 from Export Development Canada to support our CPC.

With funds from the **Ontario Trillium Foundation**, we helped parents and professionals rebuild from the impacts of COVID-19, by providing mental health support, education, resources, and continued virtual playgroups. In collaboration with Family Services Ottawa, we co-facilitated two virtual circle of security parenting groups. Early in 2022, we prepared a media release to acknowledge the successful completion of our **Resilient Communities Project** grant. We were truly grateful for the community support we received.

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 including allocations for professional development and leadership. Through our Parent Support Phone Line and through distribution of art/activity packs, our staff served more families in both individual and group settings. Additionally, it was extremely important to us that no child be deprived of play due to lockdowns or financial constraints and therefore, our toy lending library was fully stocked and opened in the Spring of 2021 with safe pick up procedures in place. Play is exceptionally important for the mental health of both parents and children, as it helps to relieve stress, build resiliency, and reinforce communication. We were very pleased that over 50 families accessed the lending library.

We deeply appreciate the support from the Province of Ontario, Ministry of Community Children and Social Services which enabled us to continue the Family Resilience Program. The demand for services increased and the needs of families became more complex. These complexities often translated to a requirement for more counselling and longer sessions with families. Our staff team conducted wellness checks with delivery of essential items, home visits (outdoors), virtual and phone support, as well as evidence-based group support for parents.

We respectfully 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 truly value the past, present and future contributions of our First Nations in our communities.

Message from the Executive Director



Physical Distancing *not* Social Distancing

Prior to Easter, Eid, Thanksgiving and Christmas, staff delivered grocery vouchers and essential items to over 39 households. A collaboration with the Caring and Sharing Exchange provided 56 children's backpacks for back to school and 50 grocery vouchers for the holidays.

Green Shield Canada has become a leader in the area of supporting the mental health of parents and front-line professionals. For a second year, through the Ottawa Community Foundation, we received funding that empowered PRC to provide engaging parenting support groups, reflective practice sessions and evidence-based workshops. The sessions provided parents and professionals with practical and relevant resources to navigate through the pandemic and its many waves.

In January, rising COVID-19 cases and government restrictions brought us back to virtual services only. With a reputation for providing exemplary service and building strong and resilient families, PRC was approached in January for advice. We were invited by CBC to contribute to the article "How to help kids mental health amid another round of remote learning" along with Dr. Michael Cheng, child and family psychiatrist at CHEO, and Sylvia Corzato, parent consultant. We were also asked to join CBC Ottawa Morning radio and the Sam Laprade Show at City News to discuss how to support parents and children who were learning virtually.

We are grateful to all the individuals, organizations and businesses that contribute items, ideas, energy and most of all a spirit of giving! It ensures that PRC can continue to meet the needs of the children and their families especially when they are at their most vulnerable. I am grateful to the extremely hard-working, insightful and passionate staff for their expertise and leadership. Their holistic approach and strategies for collaborative service delivery inspire me to keep evolving and become a better leader. Everyday we nurture an equitable, diverse and inclusive workplace culture so that we can honour our values, our goals, the work we do and the children and families we serve. A special thanks to the Board of Directors for their perspectives and support. PRC remains committed to supporting and building resilient families throughout the Ottawa community.



Brian Kells
President

2021/2022 was another challenging year for the Parent Resource Centre. The Covid-19 pandemic continued and meant continually changing public health regulations and lockdowns, which had significant impact on the staff, volunteers, and clients of PRC. The PRC staff, led by our Executive Director Deborah Lehmann, overcame these challenges by creatively adapting programming and implementing health protocols to keep everyone attending the programming safe. Their efforts have brought countless people out of isolation, instilled confidence in parents and added to the resilience of families in Ottawa. On behalf of the board I want to express my thanks and gratitude to our Executive Director, the Staff Team and our volunteers for their dedication over the past year and their effort in building a safe and supportive community.

BOARD OF DIRECTORS FY 2021 - 2022

Brian Kells, President
Umar Tahir, Treasurer

Ashley Bennett, Vice-President
Wendy Appelbaum, Secretary

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

Strategic Planning

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 46 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 2900+ visits by parents, caregivers and children virtually and in-person.





FAMILY RESILIENCE PROGRAM

The Family Resilience Program (FRP) made 5,469 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. FRP supports vulnerable high-risk families (parents, caregivers and children aged 0-18) who have multiple barriers, are not connected to or able to access community parenting services. The FRP includes individualized services in clients' homes, group settings, virtually, or at the Parent Resource Centre. This 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
- Meet families where they are at and help them navigate other services when ready.

Our Family Resilience Program allows 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.

"... I am so thankful for you in my life. Thanks for being there for me when I really needed you. I appreciate you so much. You are such a light! Thank you for brightening my view when all I could see was darkness. You make me feel seen and heard..."

"This course and group have helped me learn to step back and deal with both my and my children's needs."

"As a single parent I have gone through many resources about parenting and psychology theories, COS is the most helpful learning I have gotten so far. I feel lucky and thankful for this practical and helpful program."



489 Inquiries
by Professionals

208 New
Referrals
to
Program

Most referrals came from CAS, with additional referrals from CMHA, Ottawa Hospital, The Royal Hospital, CHEO, School Boards and Family Law Lawyers.

The Circle of Security 8-week program was run in the Spring, Fall and Winter with 40 individual clients successfully completing the program.

COMMUNITY PARENT CUPBOARD (CPC)

12 Months, 1322 Bags Packed and Delivered

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 the following:

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

'It has been a life saver for our family since the Pandemic but a strain on our finances. The ladies that provide the goods have been nothing but gracious and kind throughout. I would recommend this program to any Parent with kids who are struggling during this difficult time. Thanks Parent Resource Centre and all of the staff for all that you do.'



Overwhelmingly, the CPC was able to relieve some of the financial burden experienced by our families.



4K

distributed
in Grocery
Vouchers



EARLY YEARS' CAPACITY BUILDING

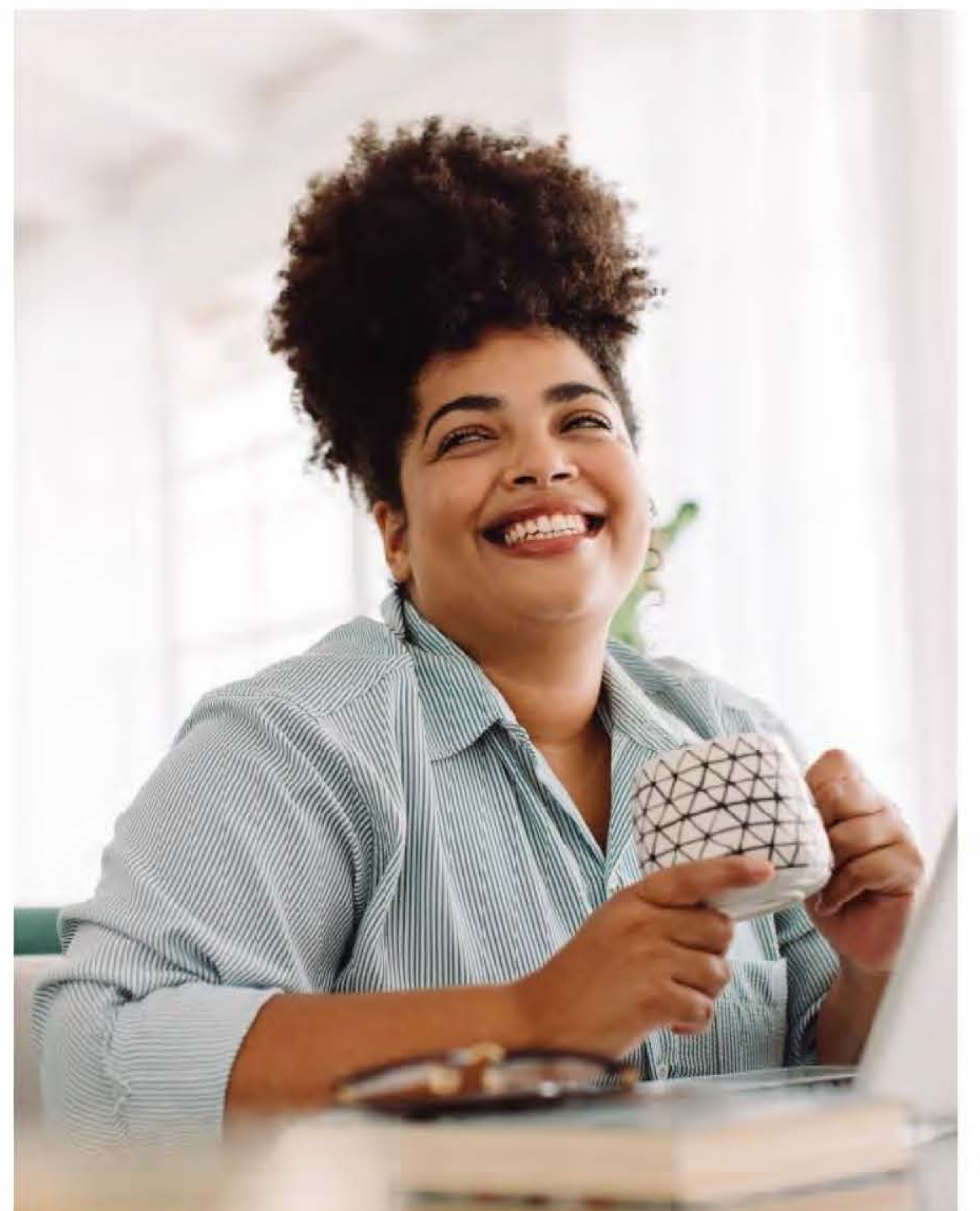
PRC's Community of Practice (CoP) sessions for frontline professionals allow for sharing trauma informed practices, supporting equity and inclusion, and the provision of up-to-date resources/strategies to support resilience, mental health and well-being. Participation in CoP sessions provided opportunities 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. The CoPs offered opportunities for EarlyON professionals to brainstorm and collaborate on how best to support families and, through peer support, mitigate the risk of workplace burnout and compassion fatigue. Investment in mental health is critical in this era of increased local, national and global stressors, financial insecurity and for post pandemic recovery. The CoPs contribute to a more coordinated systems approach to supporting families and educators on the front lines.

Our Team facilitated **28 Communities of Practice sessions** with a total of **339 participants**. Our sessions were attended by EarlyON professionals across the sector including both rural and urban Centres.

In addition, the team provided mental health support to frontline EarlyON professionals by providing weekly Mindfulness sessions. **36 weekly mindfulness sessions** were provided with a combined attendance of **350 participants**.



"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."





MENTAL HEALTH AND RESILIENCE FOR FAMILIES

PRC's Early Years Capacity Building team **supported families via the Supporting Family Mental Health and Resilience for Parents Project** funded by the **Ontario Trillium Foundation**. Throughout this time period, we developed and facilitated **29 virtual parenting workshops** with a total of **658 parents/caregivers** in attendance. These parent workshops supported families with children aged 0 to 18 years. The workshop sessions included Infant Massage, Terrific Toddlers, Connecting with Teens, Emotion Coaching, Taking Care of YOU as a Parent, and Supporting Anxious Children to name a few. These topics were carefully planned to reflect the reality of families living through a prolonged pandemic with limited support and resources. Individualized email and zoom support were provided as well as additional resources and referrals to local programs and services with a strong emphasis on mental health.

We introduced a **MindfulME Story Time** program on Zoom for children aged 3-6 years old to support social emotional learning and early literacy. This program had **4 sessions with 20 children** in attendance. The children were highly engaged in learning social emotional skills and it provided some respite for parents.

PRCs EY Capacity Building Team facilitated 97 sessions with 1367 attendees



"Parents have been the absolute champions of creativity over the last two years, constantly innovating new ways to keep their kids entertained despite public health restrictions," said Lucille Collard, Member of Provincial Parliament for Ottawa-Vanier. "I want to commend the Parent Resource Centre for making it a little easier for families in Ottawa-Vanier by providing engaging programming for our children thanks to the Resilient Communities Fund."

OUR PRC STAFF TEAM

April 1, 2021 to March 31, 2022

Angela Walsh

Community Engagement Coordinator

Annie Lafreniere

Data Analysis Coordinator

Cynthia Nesrallah

Family Support Assistant

D'Arcy Springate-Floch

Data Analysis Coordinator

Deborah Lehmann

Executive Director

Ivana Ljubic

Parenting Educator, Family Resilience Program

Joanne Boyd

Professional Learning Leader and Early Learning Specialist

Jose Dimayuga

Data Analysis Coordinator

Kimberley Hogan

Community Engagement Officer

Liz Briggs

Early Learning Specialist

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

Zoe West

Parenting Educator, Family Resilience Program

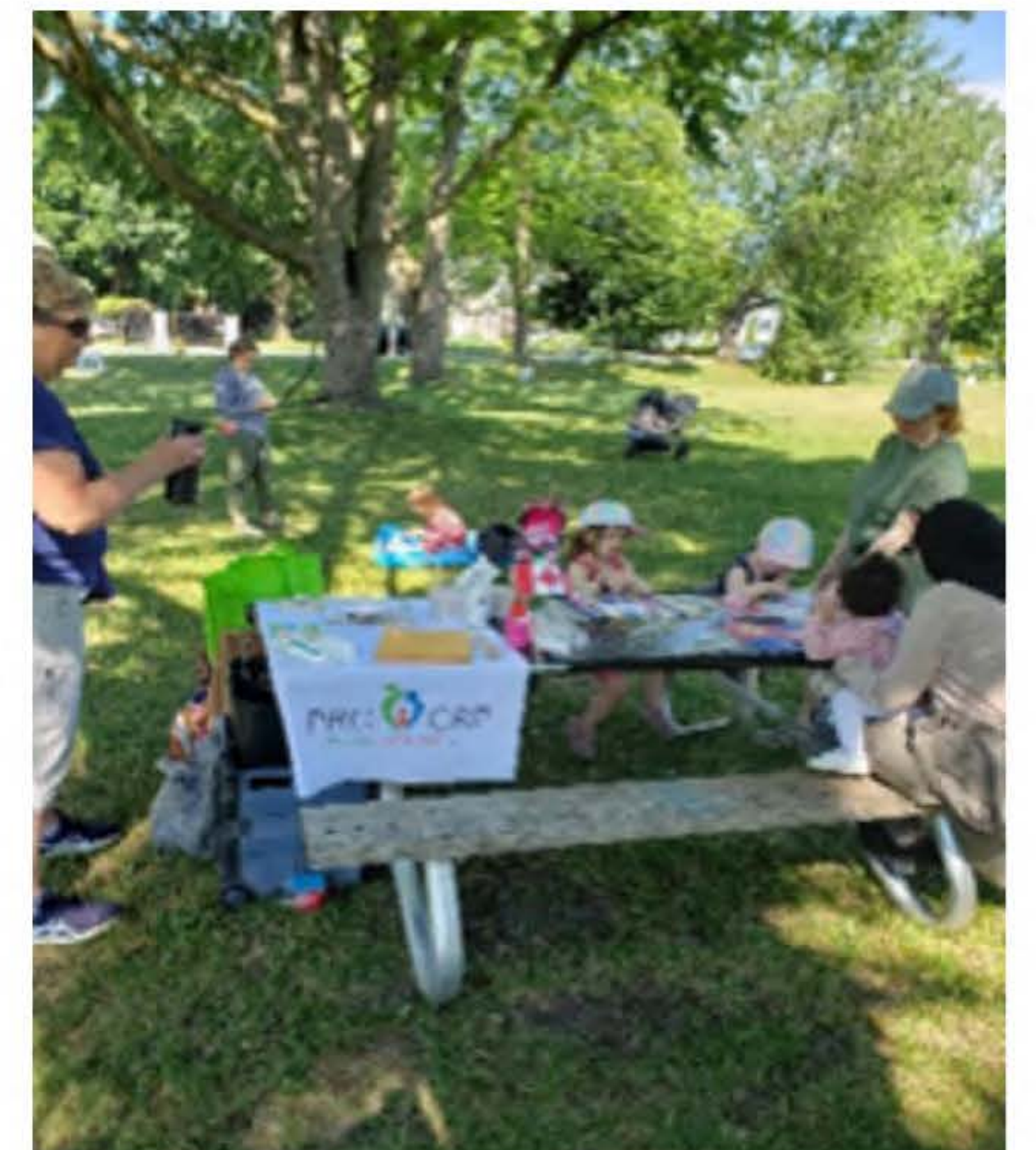
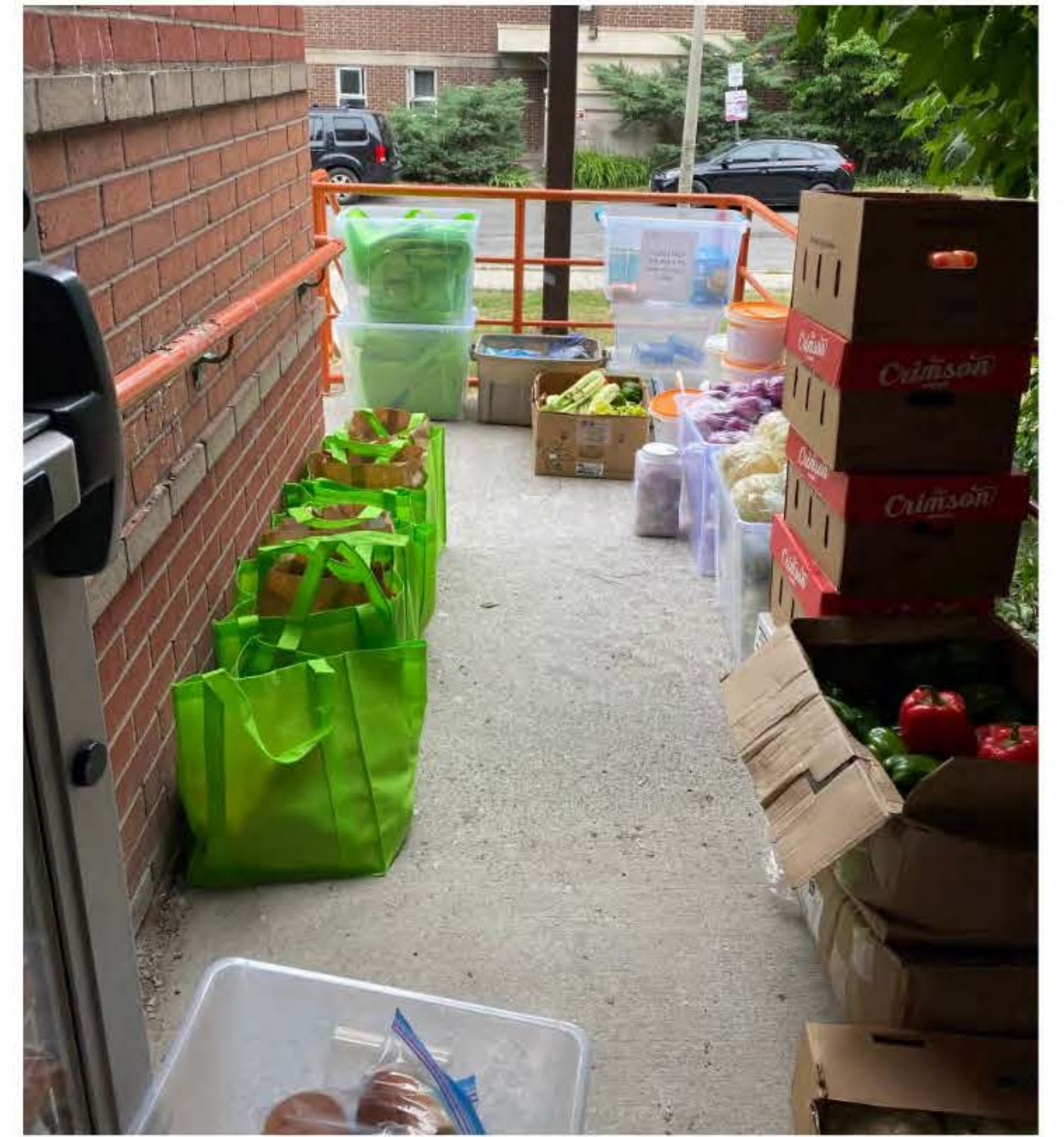
PRC in the Community



Bidz4Kidz Online Auction

Our third annual Bidz4Kidz online silent auction was held from November 26 to December 7, 2021.

We secured 185 items and raised \$1,536. We had a significant amount of traffic to the site (almost 4,000 pageviews) and almost 200 bids.



'Remember to give yourself and your child(ren) permission to minimize expectations.'

There will almost always be lots of requirements, events, deadlines, and pressure to get things done.

Try taking some of the pressure off, practice self-compassion, be patient with yourself and your child(ren) and do the best you can.'

Deborah Lehmann

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 a diverse group of volunteers read to them in a variety of languages.

Our volunteers loved participating:

"I volunteered as part of a campaign called Read With Me, which is an incredible program allowing teens to read storybooks to children during the present challenge of COVID-19. While libraries were closed, I had the awesome opportunity to film 6 videos reading my favourite books, that were then virtually played for kids. Participating in this campaign had a positive impact on me and it brought me joy to know that I was helping educate and enhance the imaginations of children. Knowing the impact these stories had on me when I was younger, and the lessons they taught me, I feel privileged that I had the chance to share these stories with others. Of course, I would recommend another youth to volunteer with PRC in a heartbeat! First of all, the opportunities they have are fun and fulfilling, being able to educate and inspire youth. I found re-reading my childhood favourite books so enjoyable and being able to still have this opportunity during COVID was awesome. To add on, the communication with PRC staff was amazing. When I reached out to help with this campaign, the PRC staff were so welcoming and appreciative, and gave clear instructions on how to complete tasks. The staff even reached out months later asking if I'd like to help with the campaign again, which I was so excited by! Overall, I think this organization has great opportunities and is very efficient and organized when talking to volunteers."

90

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) at the start of the pandemic, and to read stories for children ages one 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 40 adults, youth, and children volunteer to share their favourite stories.

40+

Volunteers

participated and provided videos for children to watch

50%

of videos were created by youth

PRC Read with Me

Watch Us On
You Tube

PRC CRP

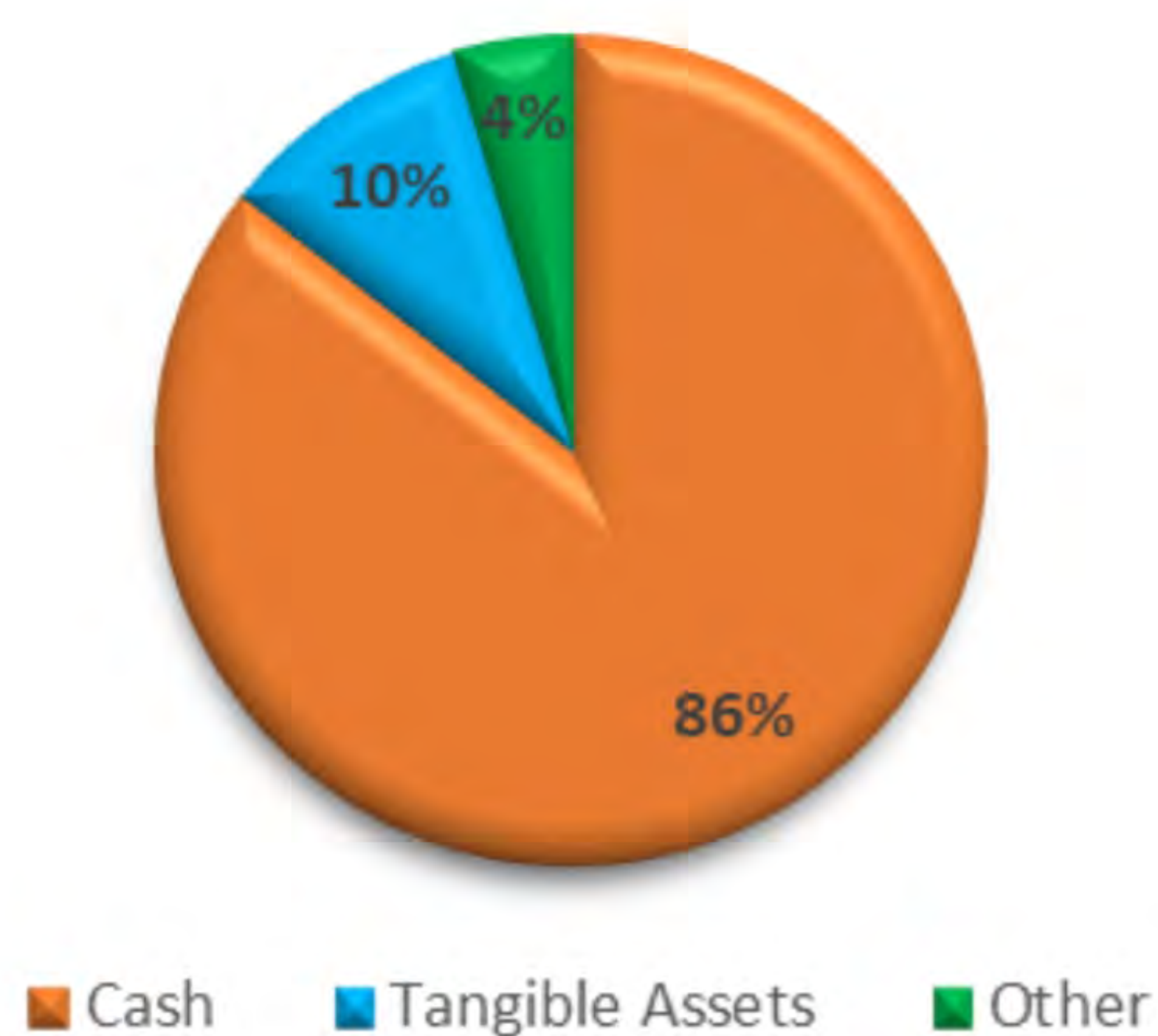
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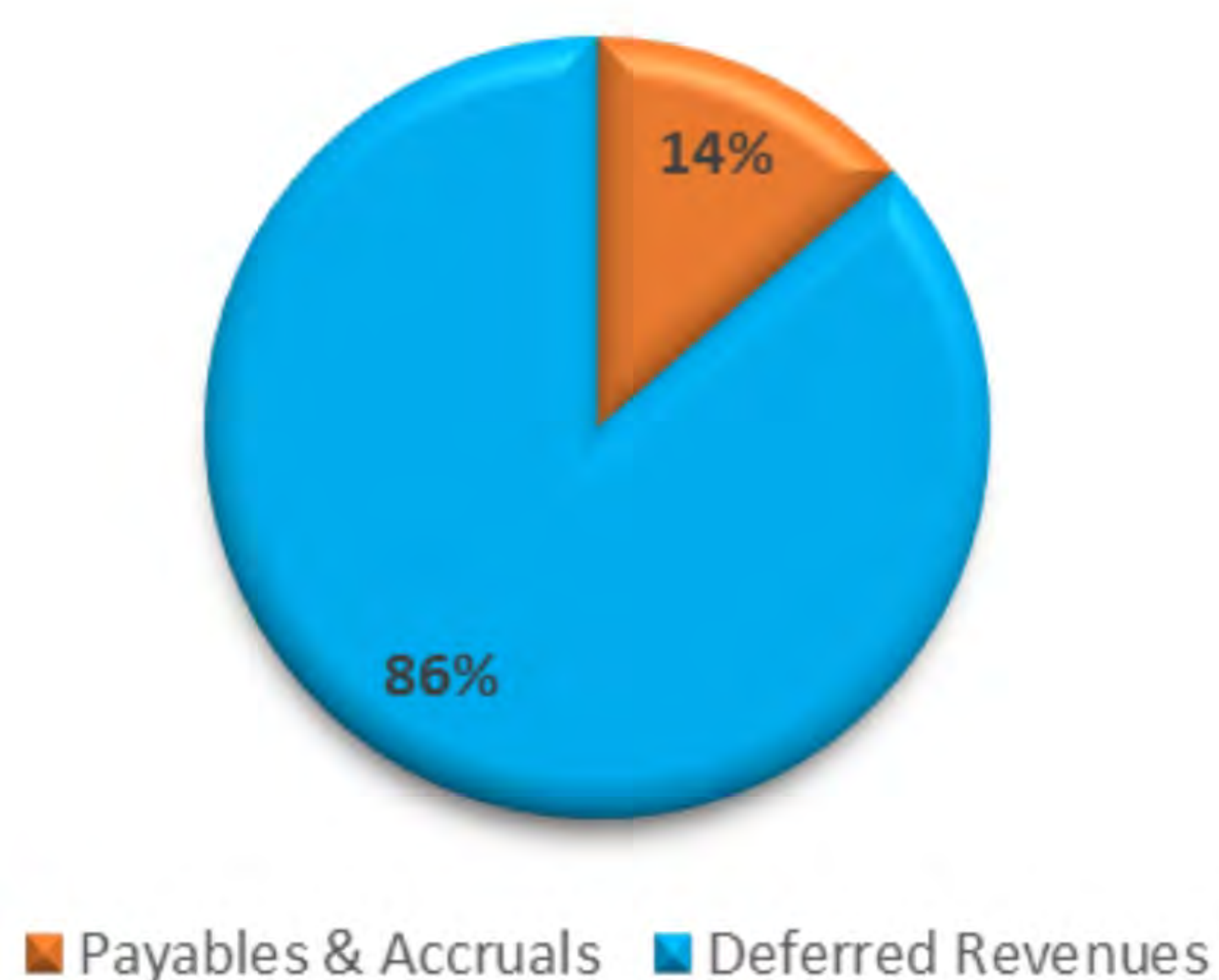


Financial Review

Assets 2022



Liabilities 2022



Assets & Liabilities

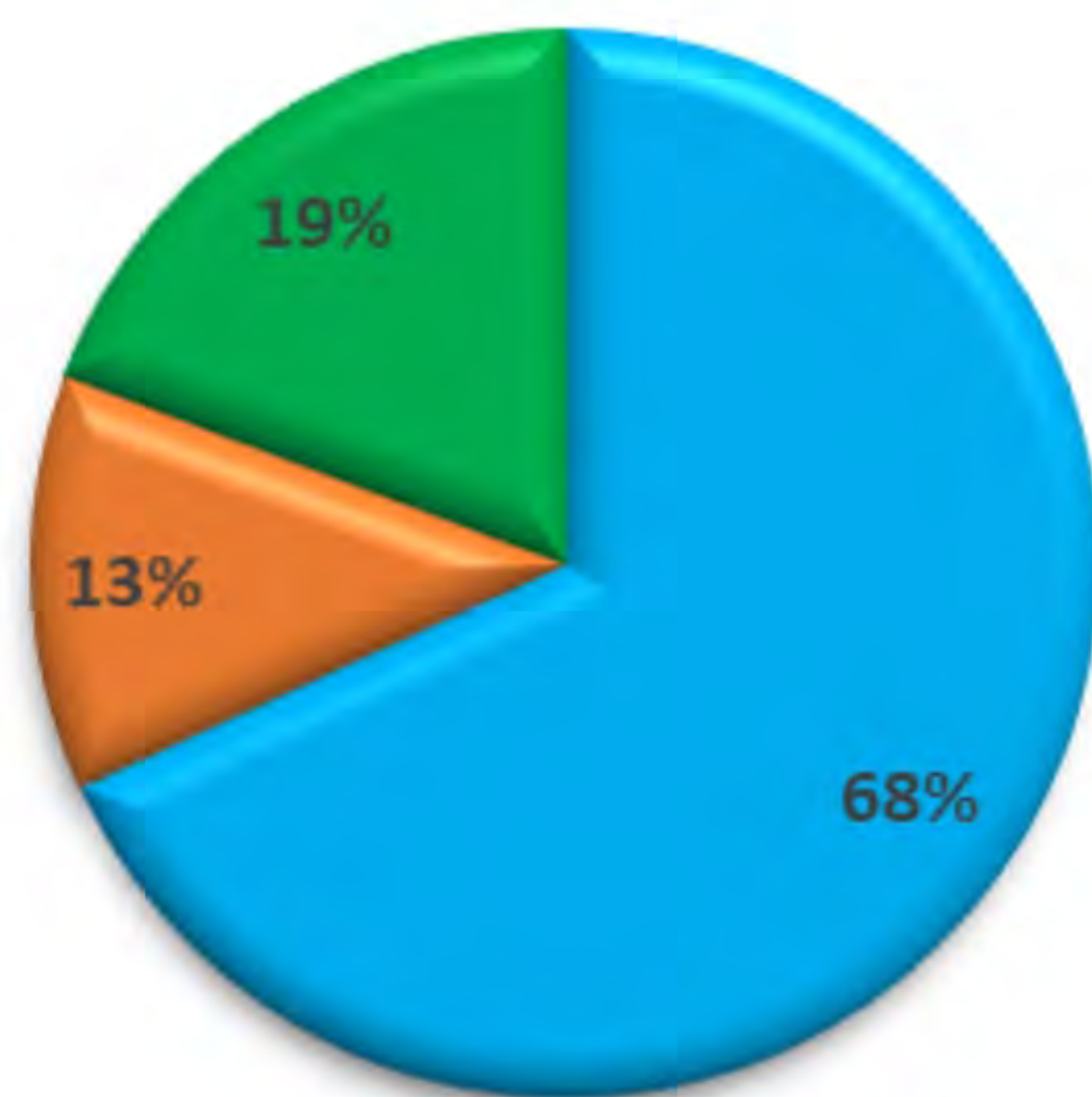
	2021-2022	2020-2021
Assets		
Cash	\$459,479	\$582,990
Tangible Assets	\$53,478	\$70,980
Other	\$24,200	\$24,942
Total Assets	\$537,157	\$678,912
Liabilities		
Payables & Accruals	\$47,934	\$82,706
Deferred Revenues	\$304,836	\$423,941
Total Liabilities	\$352,770	\$506,647
Net Assets	\$184,387	\$172,265

Financial Review

Revenues and Expenses

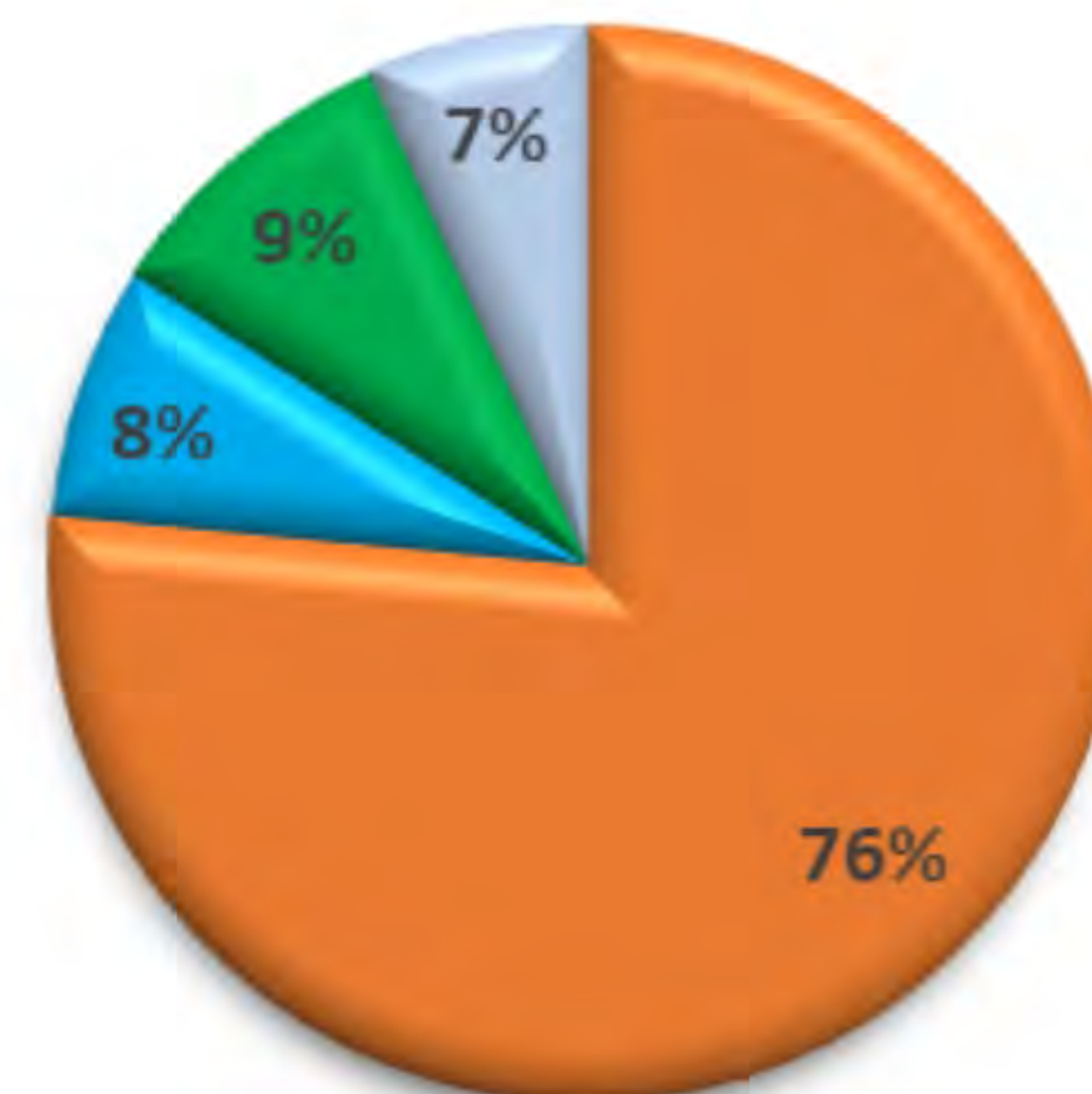
	2021-2022	2020-2021
Funding Sources:		
City of Ottawa	\$652,165	\$807,175
Province of Ontario	\$120,606	\$120,606
Other	\$184,360	\$75,756
Total Funding:	\$957,131	\$1,003,537
Main Expenditures:		
Salaries & Benefits	\$722,689	\$728,098
Rent, Repairs, Insurance, Hydro	\$72,154	\$59,081
Office Expenses	\$88,097	\$95,934
Other	\$62,069	\$101,626
Total Expenditures:	\$945,009	\$984,739
Surplus:	\$12,122	\$18,798

Funding Sources 2022



■ City of Ottawa
■ Province of Ontario

Expenditures 2022



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



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



- Annie Lafreniere
- CAA
- Canada Helps
- Cosmic Adventures
- Courtyard by Marriott (Coventry)
- Crumb & Co.
- Deborah Lehmann
- Digivie
- Elizabeth Briggs
- Escape Manor
- Harry P Ward Foundation
- Holiday Inn and Suites (Kanata Avenue)
- Ingenium
- Ivana Ljubic
- James and Dana McDonald
- Joanne Boyd
- Jose Dimayuga
- Kate Spivakov
- Kiddie Cobbler (St. Laurent)
- Kimberley Hogan
- Mariama Aregbesola
- Marriott Ottawa (Kent)
- Niuma Mohamed
- Olamide Fatoki
- Paula & Kerry Coons
- Paulo Batista
- Pure Yoga
- Raymonde Cowan Cards
- Sophie Jodouin
- Strawberry Blonde Bakery (Westboro)
- Susan Duke
- Terry & Raymonde Cowan
- The Works
- Trap Wilderness Art
- Yuk Yuks

*Anonymous Donors

Our Fantastic Funders



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



COLLABORATORS & PARTNERS

Thank you for your
support of PRC!

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

Join us on-line



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