



ANNUAL REPORT

» 2019 - 2020

PRC MISSION:

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.

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PARENT RESOURCE CENTRE

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A WORD FROM THE EXECUTIVE DIRECTOR

When you help parents, you help children.

For over 40 years, PRC has remained true to our original mandate - the above statement guides us everyday and motivates us to keep doing more. We recognize that families are changing, needs are more complex, and the reality is that funding to support our programs is gradually reducing.

As a result, we took advantage of an opportunity to look at our organization through a new lens. In 2019, the previous strategic plan for PRC ran its course and the board and staff engaged in a systematic process to review our vision, mission, programs, services and identify new opportunities. We explored our deep roots in the community, countless success stories and areas we felt we wanted to improve on. We committed to more research on best practices, more listening, more learning and more reflecting.

We asked different questions of ourselves and the people we serve. We wanted to know about our strengths and weaknesses but we also wanted to know what else we could do to extend our reach, serve more people, make more of a difference in the lives of those we support and have more impact on our community.

The strategic planning journey is always long and enlightening and we are very excited about our new five year road map. Ultimately, we will continue to be a leader in the Early Years' sector and develop creative programming to meet the unique needs of the children and families that call upon us.

With the support of the Board and myself, PRC staff will continue their professional and personal development so that they can provide exemplary service.

We will evaluate our programs and report our impact more extensively so that parents in Ottawa understand the resources they have access to via PRC, and why our services can change their lives and their perspective on parenting.

Finally, we will forge new funding partnerships in the community by demonstrating how our services directly and positively impact families. Our transparency, credibility, professionalism and impact help to create the ideal environment where funders want to be part of our dynamic organization, part of the progress and part of the legacy as we continue to empower parents, caregivers, children and youth in Ottawa.

Deborah Lehmann
Executive Director
Parent Resource Centre



EARLYON PROGRAMS

As one of Ontario's EarlyON Child and Family Centres, the Parent Resource Centre is pleased to offer a diverse range of playgroups and services for young children of all ages, at all stages of early development.

We provide a welcoming space where parents, caregivers, and children can participate in fun activities, connect with other families, learn about the different services in the community, and get advice from early childhood development professionals. Some of our more popular programs included our Indigenous Family Circle, More 2 Love Twin group, Baby Signs and Music and Movement.

In the first few months of 2019–2020 FY, PRC had **3 satellite locations as well as our main site at** 300 Goulburn Crescent. We served over **7587** parents, caregivers and children in our drop-in, baby groups and activities combined.

Our popular toy library, **kept over 500 children** busy this past year by allowing parents and caregivers to borrow toys to meet the developmental and entertainment needs of their little ones.



FAMILY RESILIENCE PROGRAM

Our Family Resilience Program (FRP) provides client-centered, trauma-informed parenting support services. Our Program is a support service for vulnerable high-risk families (parents and children aged 0-18) who are not connected to or able to access community parenting services. The FRP includes individualized services in our clients' homes, or in a group setting at the Parent Resource Centre.

Our Family Resilience Program allows parents to build on their existing strengths and gain tools to use in everyday parenting. Parents learn to balance their own needs so that they can meet the needs of the children in their care, and can increase their knowledge, skills and confidence in raising children, including those with challenging behaviours, developmental delays, and/or mental health diagnoses. Families receive short-term interventions based on their capacities and strengths.

Last year, the FRP Program made **905 visits to parents and caregivers and 517 children**. Additionally, we served **397 professionals** and made **139 referrals** to outside resources to further support our families. **120 parents/caregivers and 50 children** were served through our in-home program.

2019-2020 saw **79 new families** referred to us from outside sources. In years past, approximately **75% of our referrals** came from the Children's Aid Society - this year, there was a **7% increase in referrals** from other sources, and an **overall increase of 56% in referrals in to the program**.





COMMUNITY ENGAGEMENT

We help parents, caregivers and professionals
- because they help children.

At the Parent Resource Centre, we provide an inclusive, holistic space for play, learning and support. Our services are accessible to all parents throughout Ottawa, and in addition to our playgroups and parent workshops, we engage and support parents in a variety of ways including our **Parent Support Line**, **Parent Education Calendar**, and **GoFamily! Map**.

PRC is regularly out in the community to support families, share our resources and build partnerships within the Early Years' sector and Ottawa business communities.

One of our favorite events to attend is the **Parent and Child Expo** (photo above) which is fun for the whole family and helps to promote our largest event, **Power of Play** which takes place in the summer.

In addition to social media, we engage our on-line community with our holiday **toy drive** and annual **Bidz4kidz** fundraising event, supported by many local businesses and individual donors.

We are also a volunteer friendly organization, working with corporate volunteer groups (painting, play structure assembly and baking), individual volunteers (reading & baking) and students to enhance our programs.



PROFESSIONAL AND PERSONAL DEVELOPMENT

Professional and Personal Development offerings at PRC are delivered in the form of Coffee Chats, Workshops, and Communities of Practice for parents, caregivers and early learning professionals. Best practices in early learning and care, as well as strategies to enhance your professional practice and parenting skills are offered.

In 2019-2020, **553 professionals** and **596 parents/caregivers** attended our sessions.

Topics included such things as Risky Play, Service Quality, Serve and Return strategy, Effective Communications, Temperament, Self-Regulation in Children, and Time-In strategies.

"Responding to your children in a compassionate way requires a lot of patience, empathy and flexibility. Do your best to focus more of your attention on your child's feelings and less on their actions."

DEBORAH LEHMANN



"WE EMPOWER PARENTS, CAREGIVERS, CHILDREN AND YOUTH IN ORDER TO BUILD RESILIENT FAMILIES."

Since 1975, as a charitable, social service organization, the Parent Resource Centre (PRC) continues to remain focused on child development and supporting parents/caregivers by promoting best practices for parenting and building resilient families. PRC continues to be recognized for the critical role that it plays in the community, making a meaningful difference in the lives of families, which allows them to progress and succeed regardless of their circumstances.

At our core, PRC's programs and services remain highly relevant. Yet, we see new challenges facing parents: the rising cost of parenting; the increasing pervasiveness of technology in our daily lives; competing priorities for family time; an over-abundance of parenting strategies and opinions; the changing composition of the family unit; evolving parenting strategies; and difficulties in accessing resources - particularly for parents of exceptional children. Each of these challenges are extremely relevant to daily parenting and quite distinct compared to those of the past. We must adapt and evolve to remain a steadfast support committed to children and families who love them.

Our Strategic Plan reflects our ambitions to continue outstanding programming as well as develop new initiatives which will serve to meet emerging community needs.

PRIORITY	GOALS	INITIATIVES
PROGRAMMING	LEAD WITH CREATIVE PROGRAMMING	<ul style="list-style-type: none"> i. Ensure programming is reflective and responsive to needs ii. Explore strategic alliances and collaborations for program delivery
EXPERTISE	RECRUIT AND RETAIN QUALIFIED AND COMPASSIONATE HUMAN RESOURCES	<ul style="list-style-type: none"> i. Strengthen workplace culture ii. Leverage leadership iii. Extend reach of engagement iv. Increase capacity of human resources
AWARENESS	DEVELOP STRONG RECOGNITION OF UNIQUE MISSION	<ul style="list-style-type: none"> i. Engage human resources ii. Clarify and leverage brand iii. Extend organizational reach iv. Promote the quality of services
FUNDING	EXEMPLIFY FINANCIAL HEALTH	<ul style="list-style-type: none"> i. Increase capacity to secure funding ii. Maintain current funding and relationships iii. Increase and diversify funding sources iv. Forge new partnerships v. Engage stakeholders in support of goal



On Saturday, June 15 the Parent Resource Centre

held our second annual Power of Play event at Strathcona Park in Sandy Hill. Sadly, the weather was uncooperative and the event had to be cancelled. In 2018, we had so much fun in 2018 we were prepared to do it all over again! Power of Play invites families from all over Ottawa to enjoy StoryWalks® with themed play areas, Art in the Park, Selfie Station, live music, oversized games (Jenga, checkers and Connect4), face painting, Parent Zone (new), yummy snacks, and much more. 2018 attracted over 300+ families and children and we look forward to seeing everyone again in 2020.



Bidz 4 Kidz Online Holiday Auction in support of

PARENT
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CENTRE
DE RESSOURCES
POUR PARENTS

November 1 - 10, 2019



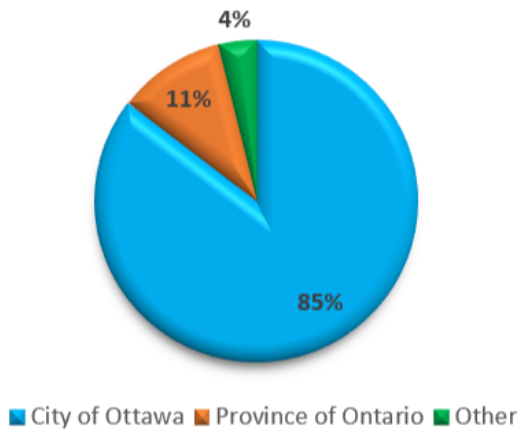
Our Winter Bidz4kidz on-line auction raised an amazing \$2,620 which helps to support critical resources, assistance for vulnerable families and snacks for our playgroups.

Thank you very much for your participation

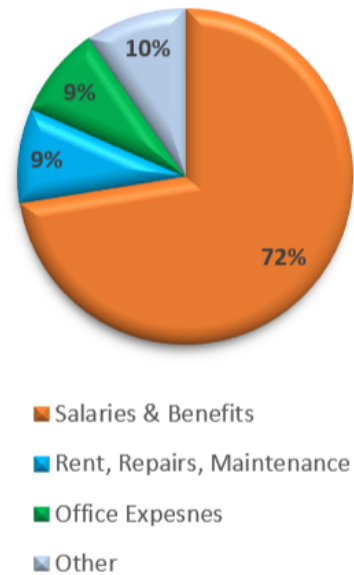
Revenues and Expenses

Funding Sources:	2019-2020	2018-2019
City of Ottawa	\$955,687	\$917,509
Province of Ontario	\$120,606	\$123,414
Other	\$42,546	\$112,402
Total Funding:	\$1,118,839	\$1,153,325
Main Expenditures:	2019-2020	2018-2019
Salaries & Benefits	\$802,375	\$825,219
Rent, Repairs, Maintenance	\$100,755	\$102,079
Office Expenses	\$97,290	\$44,691
Other	\$107,164	\$160,190
Total Expenditures:	\$1,107,584	\$1,132,179
Surplus:	\$11,255	\$21,146

Funding Sources 2020



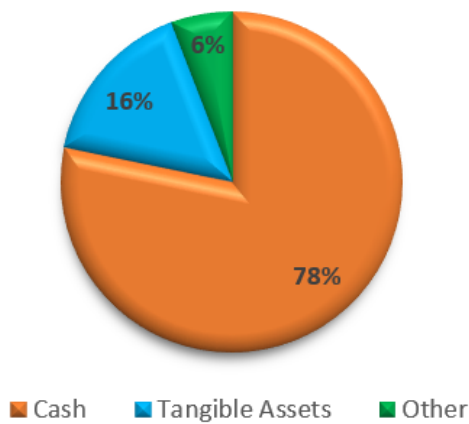
Expenditures 2020



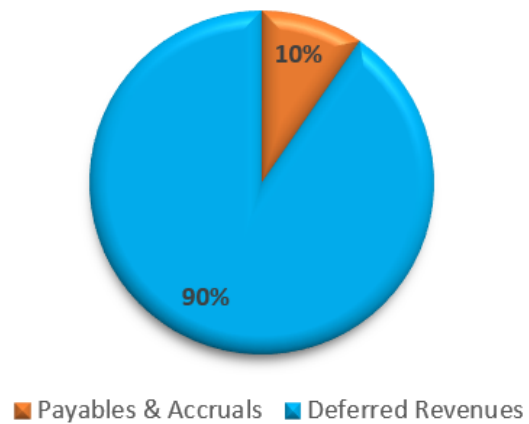
Assets & Liabilities

Assets	2019-2020	2018-2019
Cash	\$453,744	\$529,333
Tangible Assets	\$92,988	\$10,549
Other	\$33,077	\$41,538
Total Assets	\$579,809	\$581,420
Liabilities	2019-2020	2018-2019
Payables & Accruals	\$40,968	\$78,482
Deferred Revenues	\$385,374	\$360,726
Total Liabilities	\$426,342	\$439,208
Net Assets	\$153,467	\$142,212

Assets 2020



Liabilities 2020





VOLUNTEER WITH PRC

Corporate & Individual Volunteering

Ernst & Young – 10 volunteers baked many yummy treats for our playgroups and put together new toys
Export Development Canada – 35 volunteers helped to paint our facility, cleaned toys, prepped food for our Power of Play event, and cleaned up our outdoor areas.

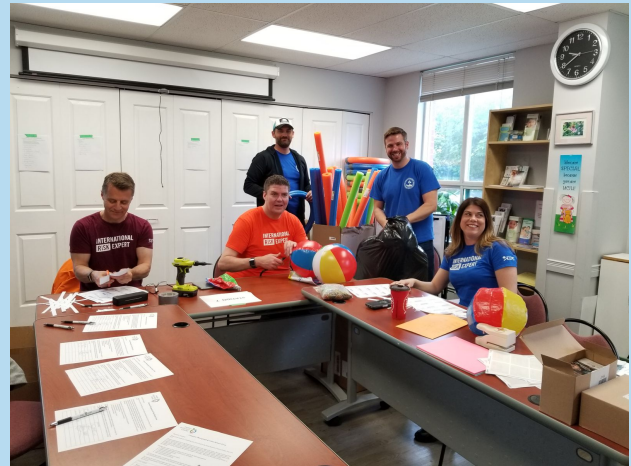
IBM - 2 volunteers helped us put together furniture

Phreesia – 12 volunteers helped us to re-oranize our storage space and supply

Thank you to Pat S, our rock star reader!



Volunteers hard at work



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

Allen LeBlanc
Andrew Arcand
Angie Senyshyn
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Wanderlust Bow Designs
Yuk Yuks
ZAKs Diner



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