



MESSAGE FROM THE EXECUTIVE DIRECTOR & BOARD PRESIDENT

We reflect on 2019 with gratitude for the many community partners and donors who strengthened Childreach programming through their financial support. Over the year, Childreach benefited from several fundraising initiatives that enabled us to deliver new, evidence-informed parent support programming responsive to need in our community. Our programming affirms our belief that parenting is the most important job there is. But it's also the most challenging. Childreach is here to help.

In 2019, our services were delivered in 16 locations across London offering parent-child EarlyON playgroups, fun educational activities for parents, caregivers and children, the WILD CHILD drop-in outdoor playgroups, engaging parenting workshops, one-on-one parent consultations and parent support groups, as well as helpful information about community resources and family services. All services delivered at no cost.

It's with pride we share that visits to Childreach programs continue to grow. This year a total of 51,095 visits were made! Believing we can have the most impact on a child's life by reaching the parents and professionals caring for them, Childreach has been intentional in investing our time, energy and resources to support children and families when and where they need us most. We are a vision driven organization working towards the goal that all children reach their full potential.

On behalf of the Board, our team, and the families we serve, thank you for supporting Childreach.

Kate Placide, Board President

Yvette Scrivener, Executive Director

*child*REACH 2019 ANNUAL REPORT

BOARD OF DIRECTIONS

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Carolyn Broughton, Vice President
Jim Mays, Past President
Adam Dennerley, Treasurer
Nelida Forero, Secretary
Liz Minarik, Ex-Officio

Glen Donald
Andrea Kelly
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TREASURER'S REPORT

This is my fourth year that I have the honour to report on the financial statements of Childreach, audited by Ford Keast Chartered Professional Accountants. Our year ending December 31, 2019 was another that the numbers have proven that our efforts reaching out and supporting the community has had the positive turn-around effect of the community supporting us back.

In our core funding for the Early ON Child and Family Centre programs, we had another year of accomplishments in our delivery of our programs and services to the community while we are also navigating a changing funding and delivery model in our future. In every organization there are uncertainties and challenges, and we are grateful for the support the City of London is providing as the not-for-profit sector navigates these changes.

Our innovative programs and activities outside of our core funding that make Childreach one of a kind was rewarded with an outpour of support back from the community. Our programs, classes, workshops, and activities had record attendances and we celebrate with our staff and management those wins and accomplishments. The community has supported us further through their generous donations in response to our fundraising efforts this year, as well as the fundraising efforts of others, as we were honoured to be the charity partner of the 2019 Dragon Gala!

The impact all of this support had on Childreach put us in a surplus position this year. As always, these funds will support the financial stability for Childreach to adventure mindfully into new opportunities while maintaining the quality of our programs and services. We remain dedicated to sound fiscal management, and the surplus will enable further investment into strategic capital needs and ongoing operations.

Adam Dennerley, CPA, CA
Treasurer

2019 FINANCIALS

REVENUE		EXPENSES	
Municipal Government - EarlyON	1,091,574	EarlyON Programs	943,327
Municipal Government - Community Grant	40,000	Childreach Programs	513,641
Childreach	110,501	Fundraising	4,290
Fundraising	70,121	Administration	102,835
Other	57,457	Capital	<u>24,577</u>
Deferred Capital Contribution	10,524	TOTAL	1,588,670
Special Projects/Deferred Revenue	<u>435,124</u>		
TOTAL	1,815,301	SURPLUS/DEFICIT	226,631

WHO WE ARE

STAFF

Aaisham Ali
Lorena Arauz
Charity Born
Patti Budden
Arielle Bush
Angela Carroll
Ashley Colvin
Kirsti Cheese
Mary Couch Smith
Emily Creces
Anne Dale
Paula Dibbits
Danielle Dieleman
Alison Donato
Siobhan Drysdale
Sasha Fiddes
Karen Gair
Theresa Handrigan
Taimi Hernandez Rodriguez
Debra Howard
Joanna Kata
Victoria Kata
Violetta Kata
Paula Lund

Meaghan MacDonell
Barb McGill
Brooke McGuire
Natasha Morton
Mary Laure New
Britney Nutt
Gregg Paisley
Valentina Ramirez Facundo
Nadine Reeves
Ally Scott
Yvette Scrivener
Craig Shannon
Marg Shannon
Stephanie Smith
Anne-Marie Sparks
Sheri Spriggs
Omayra Toro Young
Samantha Wassing
Lotus Why
Joyce Williams
Michelle Valladares
Courtney Van Dyk
Lara Vlach
Helen Zhang





2019 PROGRAM HIGHLIGHTS

Our **EarlyON** programs welcomed 4,786 families to our early learning play spaces at our main centre and 15 community locations at family centres, libraries, community centres, and churches. 6,565 children visited 26,748 times with their parents to learn, play, meet new and old friends, and get advice from professionals trained in early childhood development.

Mother Reach - This early intervention support group for new and expectant mothers experiencing perinatal mood and anxiety disorders offered four 12-week sessions. 263 mothers have participated in this program to develop their coping skills, manage their health and wellness, and resume a positive family life for themselves, and their partner and children.

Parent Education & Support - All staff completed training in Positive Discipline in Everyday Parenting to deepen their ability to support parents in their parenting journey with this new program to be launched in 2020. 136 parents were provided with one-to-one parenting support on topics like infant sleep, positive parenting for challenging behaviours, and parenting through divorce and custody issues. Parent educators provided 140 hours of in person, telephone and email support in 2019.

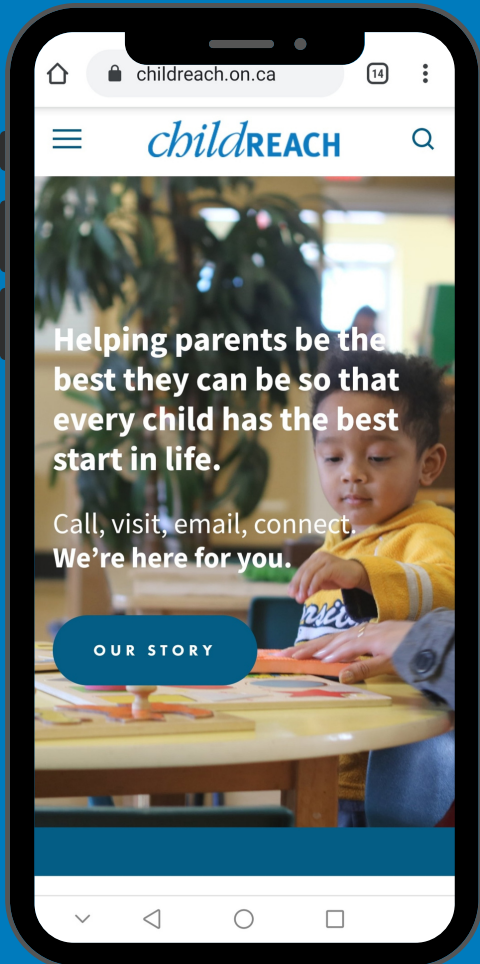
Our **Lending Library** provides learning materials and resources to early years professionals and parents turned 35 this year. An affordable annual membership of \$35 allowed 683 members to borrow more than 2,000 toys, play equipment, games, and program kits for use in their classroom or home.

Young Parents Support Group - This weekly program for parents 23 and younger and their children provided much needed support for this vulnerable population. 286 visits by young parents were spent building parenting skills and developing positive family relationships.

WILD CHILD - Our outdoor playgroups provide parents and their young children with the opportunity to experience play in the outdoor natural environment. Over 700 families joined us for an outdoor adventure in our three locations (Westminster Ponds, Medway Forest and Cedarhollow Woods) to learn and play outdoors, experiment with risky play and connect with each other and our earth.

Strive is dedicated to providing high quality learning opportunities for early years professionals in London, Middlesex and Elgin to help better serve and support children and families. In 2019, we offered 80 professional learning events on a wide variety of topics reaching 1,906 unique participants. Strive intentionally collaborates with over 60 community partners which stimulates innovative and creative approaches to building professional capacity.

ONLINE ENGAGEMENT



We worked with our talented friends at Rtraction to design a modern website that helps us tell our story better with high-quality digital content, and we launched the new website in April 2019!

Our website is now mobile-friendly and simpler to navigate - if you are looking for parenting support or a playgroup for you and your little ones, we recognize that your hands are full so finding the information you need should be quick and easy.

- In 9 months, the website saw 16,000+ unique visitors and over 48,000 page views.
- 60% of visits were from a mobile device confirming our need for a mobile-friendly website.
- Our most popular page was the home page of course, and the next three busiest pages were Playgroups, Outdoor Play, and the Calendar.
- Our blog was very active with new content from our Wintermission Challenges to practicing mindful parenting and positive discipline - 81 new blog posts to be exact!





IN THE COMMUNITY

Anne Langille Legacy Fund Award

Childreach was presented with the 2018-2019 Anne Langille Legacy Fund Award on June 20. Every year, the staff at WIL Employment Connections raises funds to honour Anne Langille's legacy of community engagement and capacity-building by selecting a charity or non-profit organisation that assists individuals in need in our community.

Parents can face many challenges when they arrive in a new country with their children. Most parents, no matter where they are from, want their children to be happy and healthy, and have good relationships with them and other people. Is parenting in Canada different? What are the expectations? How can parents establish trust and manage stress?

That's where Childreach comes in. Having access to FREE welcoming, family-friendly spaces and knowledgeable, supportive parent support coaches, parents can manage the changes that come with building their new life in our city. By building a social support network, newcomer parents and children can feel less stress and isolation. And by stabilizing home life and settling young family members, parents can focus on securing employment.

Thank you to our friends at WIL Employment Connections. It was an honour and privilege to receive this recognition for the work that we do to help parents be the best they can be so that children have the best start in life.

**"No significant learning occurs
without a significant relationship"**

DRAGON GALA - FEBRUARY 9, 2019

We are grateful to the Chinese Canadian National Council (CCNC) - London Chapter for choosing Childreach as the 2019 Dragon Gala charitable partner. The Dragon Gala was a huge success! CCNC - London Chapter presented Childreach with a donation of \$16,000. Event proceeds, including funds raised at the Gala's silent auction, were made possible by the generous support of many individuals and London businesses.



Agnes Chan
Alevia Health and Wellness Centre
Anne Dale
Bloomers at the Market
Blue Caribou
Booch Organic Kombucha
Brown & Dickson Books
Byron Pizza
Carolyn Broughton
CCNC
Charlotte Prince
Charm Diamond Centres
Chicago Bears
Children's Museum
City of London
Corix Water Products
Darling Makeup & Hair
Downtown London
Dr. David Lee
Drayton Entertainment
Elle Reve Hair Salon
Epicure
Fanshawe College
Fanshawe Pioneer Village
Fleetway Bowling
Flying Squirrel Trampoline Park
Ford Keast
Forest City Cookbook
Forest City Sports and Social Club
FreshCo
GoodLife Fitness
Growing Chefs
Habitat For Humanity
Habitual Chocolate
Hangar9
Hoto Art Therapy
Impact Junk Solutions
Impressions Printing
Jennifer Elder
Jim Mays
Joan Lee
Junction Climbing Centre
KAL TIRE
Ketolibrium
Kim Kearns
Libro
London Majors
London Police Services
London Potters Guild
Lovebird Flowers
Maisy Chan
Mastermind Toys
McCabe Promotional
Me & C.
Mountain Warehouse
Moxie's Bar & Grill
Museum London
Museum of Ontario Archaeology
Mykonos Restaurant
Mystery Escape Rooms
Nadine Reeves
Needs/Wants Boutique
Ontario Science Centre
Pfaff Mazda
Polar Baby
Powerhouse Training Systems
Prana Yoga Wellness
Professional Tutoring Services
Purdys Chocolatier
Ramona Mitchell
Runners' Choice
Salon Cyan
Siskinds
Spectra Venue Management
Sport Chek
Starbucks
TD BANK
The Barber Plus
The Fritter Shop
The Grand Theatre
Upper Thames River Conservation Authority
Vincent Lu
YMCA Western Ontario
Youth Opportunities Unlimited

DONORS & SUPPORTERS

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

Thank
you



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The City of London
Child & Youth Network
Haymach Canada Inc.
Ford Keast
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Growing Chefs
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Julio Florez
Shivani Patil
Miggie Lawson Foundation

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Julie Brandl
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Carolyn Broughton
Marilyn Brown
Angela Carey
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Chorley & Bisset Employees
Amanda Conlon
Karen Corneil
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Jeff Hill
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Westminster Park Optimist Club
Heather Wiginton
Lily Woodward
Amy Xu