Parent Resource Centre
ANNUAL REPORT

2011-12

Message from the Board President

Over the years that I have been on the Board of Directors of the Parent Resource Centre I have had the privilege to work with many professionals who have been on the Board of Directors. Each individual dedicated their time to provide PRC with guidance and support through the Executive Director. I witnessed various opportunities as programs emerged and evolved.

What stands out most during my time with the PRC Board of Directors, is the passion of the staff. It is this passion that drives PRC and makes it what it is today. May they hold on to whatever the source is, and continue to strive for excellence.

As I complete my final term as President, I am delighted to see that PRC has an Executive Director ready to launch it to its next phase. Good luck to you and all your efforts.

Kind Regards,

Sandra Tello-Seto

Message from the Executive Director

Echoing the remarks of our President, we most certainly have dedicated and passionate people who contribute their time to the success of the PRC. Since joining the PRC last June, I have had the great pleasure and opportunity to get to know the Board and staff through the work we do.
Although a policy Board, in this last year the Board members have been very engaged in Board committees, supporting the organization in our financial and human resource areas.

"It is good to have an end to journey toward but it is the journey that matters in the end." ~ Ursula K. Le Guin

Ursula may have been thinking of a strategic planning process when she wrote those words. This past year, the Board has played a key role in supporting the agency laying important ground work in Strategic Planning. 2012-13 will be an exciting year as we move forward, our Strategic Framework defined after much energy spent on engaging board and staff members on reflecting on what kind of organization we want to be and what kind of organization most would benefit the community we serve. I would like to thank the Board for their thoughtful leadership, guidance and support and look forward to the coming years, but will miss those who will be leaving us this year; saying good bye to our President Sandra.

Throughout the year I have had the opportunity to get to know the staff, gaining an understanding of the various programs but also seeing that spark of passion that is in the organization. I want to thank the staff and managers for their support in my transition and for your commitment to the work you do. I am very excited about the coming year, and the future with a new Strategic Plan. We have many successes this year, increasing programs to reach more clients, developing partnerships to improve opportunities for families and children and some to build our team and build staff/board relationships. Some of these were more work-Staff/Board Retreat, where others-Christmas lunch and Family Breakfast-were more on the fun side; I hope that these become traditions.

So to finish off, I would like to say goodbye to the Board members who will be leaving us and welcome to the new members, I look forward to our continued growth and exciting times ahead.

Kelly Paolozzi
Executive Director

Making A Difference

It is important to build the capacity of parents, caregivers and professionals, recognizing the important role they play in a child's life.

"Knowledge is power", as they say and we want to ensure we are empowering the people we serve so they can in turn have the skills they need to support the healthy development of children.

Mom & Baby group continues to grow, with great feedback from parents and wonderful stories like this one:

"Mara is doing great. We are finding it very exciting to see this whole language acquisition phase really get going. Last week we were driving in the car and heard a little voice from the backseat start singing:

"Row row.... [mumble mumble mumble] STREAM! Merri [mumble mumble mumble] DREAM!"
and we realized she was singing "Row, Row, Row Your Boat"

to herself, for the first time!"
Fiona

The Early Literacy Specialists are leaders in the community, training other professionals on the theory, concepts and practice of using the Ontario government's early year's framework Early Learning for Every Child Today (ELECT), as well as trainings that provide parents and caregivers tools to use to support young children in their growth.

"Great ideas for using motor skills that was very useful. Thank you for an enjoyable and informative evening."
Participant Scribbling to Writing workshop

By the numbers:

- The Early Literacy Specialists served 1047 professionals
- We referred 3228 people on to other services in the community

At the Drop In we saw:

- 126 adults
- 188 children
- With 1234 adult visits
- And 2422 child visits

NOTE: *The report only represents some of the programs and activities that took place in 2011-12, it is not inclusive of all that took place*

We have been able to be responsive to community needs, increasing programs for underserved populations; for example this summer we adding programs like Home Alone and the Babysitting Course. We were able to provide 20 school age children with life skills and self esteem contributing to their healthy development.

(Home Alone Graduating Class of Summer 2011)

(Babysitting Course Graduating Class of Summer 2011)

PARTNERSHIPS

Alone we can do so little; together we can do so much

Helen Keller

We are part of a citywide research and evaluation committee which is part of a larger network of community leaders known as Growing Up Great.

This partnership will provide many opportunities to work on collaborative research activities and data strategy for the collective.

The PRC values working collaboratively both within our organization and also in the community with our partners. We have seen much success when working together in partnerships achieving better outcomes for children and families than we have been able to achieve on our own.

Throughout the year we look for new ways to work with our partners. It provides us with opportunities to reach clients we are not able to reach otherwise.

One such partnership was developed with the Youth Services Bureau using our Growing Up Downtown program, to provide services at their downtown location to young parents and children, increasing our ability to reach this clientele.

Community partners are also able to reach out using the resources that the PRC can provide, offering our centre space and support in successful implementation. This provides our partners the opportunity to reach out to the clients and in some cases expand their programs. This year the Wabano Centre for Aboriginal Health has valued the use of our centre to provide much needed services to their clients.

Partnerships demonstrate that together we can support families and children in improving children's readiness for school.

An example of this is the Family and Community Engagement Strategy project (FACES) in Stormont, Dundas and Glengarry (SDG):

The Learning Partnership is currently piloting a three year provincial project called, FACES in SDG. The goal of this project is to extend and enrich the Welcome to Kindergarten Program (WTK) which was developed to provide pre-kindergarten children and their families with the early learning resources and experiences that can build a foundation for learning and a smooth transition to school.

The SDG FACES goal is to broaden and deepen the impact of the WTK program by:

- Enhancing the ability of parents/caregivers to be their child's first teacher;
- Supporting/building community coordination;
- Helping connect parents/caregivers to the supports in their community;
- Highlighting and enhancing resources.

In this Community driven collaborative project, all 13 schools and over 20 various community partners have been committed to supporting parents in being further engaged with their children by providing school based sessions. Both the Data Analysis Coordinator (DAC) and Early Literacy Specialist (ELS) for SDG have made valuable contributions to the project by actively supporting the community partners.

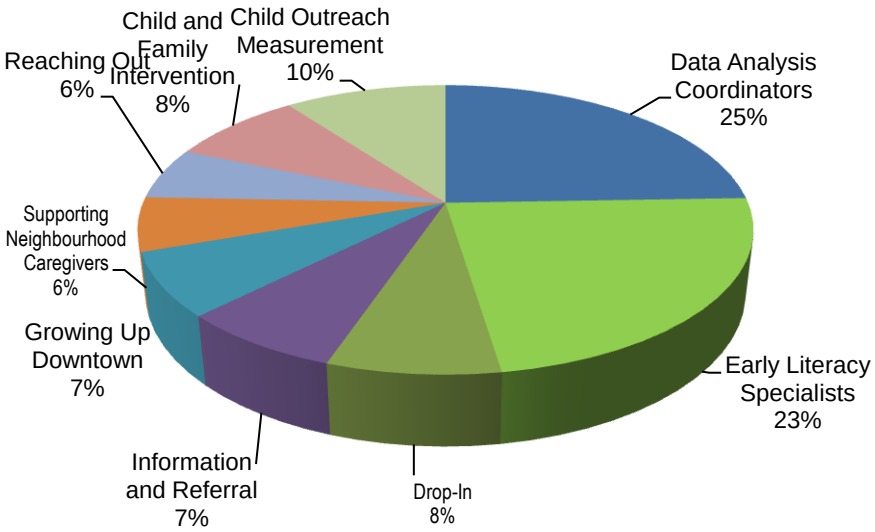
FINANCIALS

Revenues for the year ended March 31, 2012

Government of Ontario	$812,518
City of Ottawa:	$367,087
United Way	$20,000
Other Organizations	$8,000
Member Services	$4,850
Donations	$2,170
Interest	$2,625
The Incredible Directory	448
Other	$10,220

Total Fiscal Year Revenues **$1,227,918**

Expenses



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The Parent Resource Centre is a charitable organization, please consider us when making a donation: Charitable tax number: BN:119076487RR0001

Please contact us to find out more about us:
Tel: 613.565.2467 or Toll free 1.888.565.2466
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