Annual Report Profile 2014-2015 for **PARENT RESOURCE CENTRE, OTTAWA, ON**

Committed to Every Child's Development

LEGEND

PROGRAM | PRC | COMMUNITY

OUR STRATEGIC FOCUS

STRATEGIC GOAL 1 – Ensure we are leaders in implementing, developing and promoting evidence-informed best practices.

STRATEGIC GOAL 2 – Focus on vulnerable populations.

STRATEGIC GOAL 3 – Facilitate and communicate relevant and current information to our communities.

STRATEGIC GOAL 4 – Provide a quality work environment to attract and retain the best people.

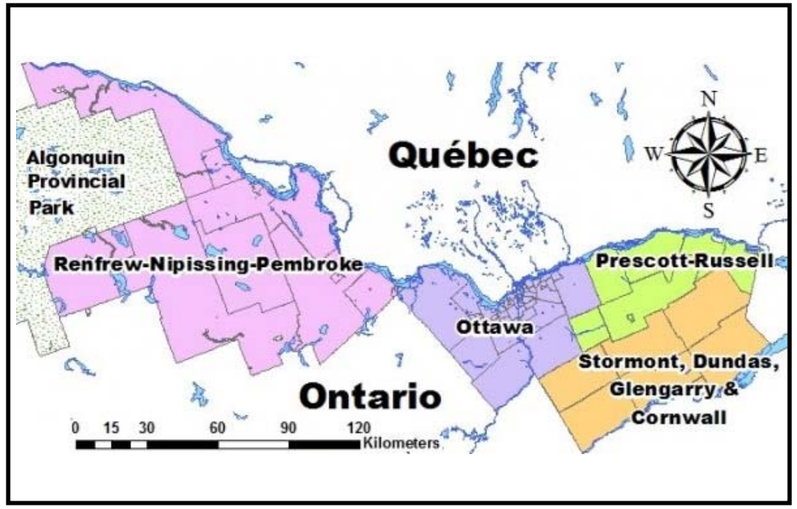
PARTNERSHIP HIGHLIGHT

Parent Resource Centre is very fortunate to participate in many committees, networks and working groups, which allows us to work closely with a diverse group of community partners to better meet the needs of the families we serve and plan as a community. One such initiative we would like to highlight is the work we accomplished with the Ottawa Best Start Network.

This year, the Data Analysis Coordinators worked diligently with the Leadership Committee and the Best Start Planning tables to complete bilingual city wide and neighborhood specific Pathways, directories of community resources and services. These tools were a coordinated effort to bring together relevant information on community resources and services from across Ottawa, so that the mandate of the "no wrong door" could be achieved when families are looking for support. PRC and the DAC team are very proud to have been an integral part of this initiative.

Meilleur départ
Best Start Ottawa

WHAT DOES OUR COMMUNITY LOOK LIKE?



Map prepared by the Program Effectiveness Data Analysis Coordinators, Parent Resource Centre, Ottawa, ON. (January 2014)

WELCOME TO OUR NEW EXECUTIVE DIRECTOR

It is a great pleasure to welcome Deborah Lehmann, our new Executive Director, to PRC and the Ottawa community. Deborah assumed the role in April 2015. She brings with her proven leadership experience and a contagious energy and passion for making a positive impact in the community while creating a strong team at PRC to lead us there.

WHO WE ARE

As a children's charity, the Parent Resource Centre (PRC) is a leader in family support resource programs and comprehensive training for professionals.

With a focus on early learning, parent support, training, research and community capacity, PRC aims to have a lasting impact on children's developmental outcomes. By using current best practices, we offer a holistic approach to support for children, their parents and caregivers, as well as front line service providers who work with and nurture our children.

PRC is committed to high quality, accessible programs and provides relevant parenting information that makes a tangible difference in a family's life. With over 40 years of service in the child and youth sector, PRC is considered a destination for parents, caregivers, professionals and children.

WHAT DO OUR PROGRAMS LOOK LIKE?

FAMILY RESOURCE PROGRAMS	
# Parents/caregivers served	407
# Children served	345
# Visits by parents/caregivers	3,840
# Visits by children	5,158
# Participants in workshops/seminars	121
# Protocols/Official linkages	12
# Professionals served	121
# Referrals	2,538

OUR FAMILY RESOURCE PROGRAMS:

- Drop-In
- Massage, Music and Movement
- Baby Group
- Growing Up Downtown
- Toy and Book Lending Library
- Reaching Out
- Supporting Neighbourhood Caregivers

WHAT ARE PARENTS SAYING ABOUT OUR FAMILY RESOURCE PROGRAMS?

"We have learned HOW to teach and guide; instead of punish. We have learned HOW to react and step-in using strategies to effectively guide behavior such as modeling and encouragement. My husband and I have also improved our communication with our children and between ourselves; we give more time to hear each other out and are now working together as a family. I would recommend PRC courses and services to all parents who have children or who plan to have children." Fawzia and Ahmed

DATA ANALYSIS COORDINATORS TEAM HIGHLIGHTS

- Supported the implementation of the Early Development Instrument (EDI) throughout all nine school boards in Eastern Ontario
- Supported PRC's strategic priorities by doing relevant literature reviews and developing a Logic Model for PRC

DATA ANALYSIS COORDINATORS (DAC)	
# Professionals served	908
# Training hours	117

EARLY LITERACY SPECIALISTS (ELS)	
# Professionals served	1,562
# Training hours	204
# Parents/caregivers served	816

EARLY LITERACY SPECIALISTS TEAM HIGHLIGHTS

- Provided professionals with training, ongoing support and mentoring with *How Does Learning Happen? Ontario's Pedagogy for the Early Years*
- Expansion of the StoryWalk® lending library and increase in the use of StoryWalk® resources across our communities
- Continued support to our early years partners in delivering responsive training and resources based on community needs

"Fantastic ideas! Really helped to get the wheels turning and to think outside the box. A very fun workshop."

Early learning professional attending the *Take it Outside* workshop

Please contact us for more information: Tel: 613-565-2467 or toll free: 1-888-565-2466 | Email: information@parentresource.ca | Website: www.parentresource.ca

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We are grateful to our primary funders:

- Ministry of Children and Youth Services
- Ministry of Education
- City of Ottawa

A special thank you to:

- Vanier Community Service Centre
- La Coccinelle
- Show Kids You Care

OUR BOARD OF DIRECTORS

Terri French
President

Alycia Middleton
Vice-President

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Shanna Culhane
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Karen Milligan
Director

Ahmad Luqman
Director

Maggie Saunders
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Director

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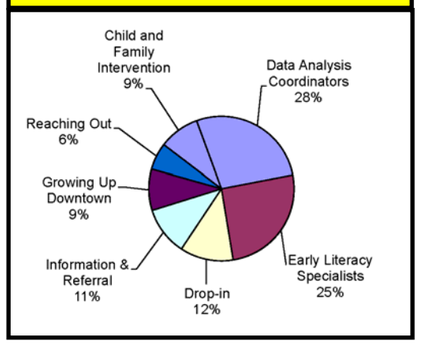
WHAT DO OUR FINANCIALS LOOK LIKE?

REVENUES FOR YEAR ENDED MARCH 31, 2015

Revenue Source	Amount ($)
Government of Ontario	688,498
City of Ottawa	403,402
United Way of Ottawa	283
Other Organizations	25,778
Member Services	2,713
Donations	1,200
Interest	551
The Incredible Directory	657
Other	14,736
Total Fiscal Year	**$1,137,818**

EXPENSES



PRC HIGHLIGHTS AND ACCOMPLISHMENTS

- Completion of an Organizational review
- Creation and launch of an annual Operational Plan
- Completion of a literature review on vulnerable populations
- Creation of an organizational definition of vulnerable populations
- Creation of a PRC Logic Model
- Creation and launch of an annual Communication Plan
- Creation of Communication Policies and Social media guidelines and tool guide
- Creation of a Staff Communication Team
- PRC launch on LinkedIn and Facebook
- Creation of a PRC tagline and updated description

A MESSAGE FROM OUR BOARD PRESIDENT

This year, we recognize our 39th year of operation and reflect on why the Parent Resource Centre (PRC) matters. Since 1976, the Parent Resource Centre has operated on two basic principles: we bring people together and we support children, families, caregivers and front line workers through their journey of growth in whatever form it may take. We have years of demonstrated success in facilitating discussions, teaching skills, advocating for parents and families, helping infants and children and educating the community. During the year, PRC met several of its goals through extensive planning and cross team collaboration. We completed an organizational review, developed an operational plan, communication plan and a logic model. All of this work created a stronger framework and a more efficient organizational structure for PRC.

We continue to foster our longstanding partnerships in the community and we remain committed to striking new relationships with groups and organizations with similar interests, who are willing to work with us on common issues or projects. A wonderful example of our commitment to the community is with the training offered to five community leaders from the Métis nation of Ontario on the Making Parenting Connections-mandated parenting course. Identified as a need by the Métis community, the training provided by PRC will now be adapted to include cultural teachings with the goal of offering the parenting course to Métis families throughout the province of Ontario. When we plan, coordinate and act together to achieve a common goal the synergy created from working collaboratively results in greater accomplishments.

We want to acknowledge our primary funders; the Ministry of Children and Youth, Ministry of Education and the City of Ottawa not only for their financial contribution but for providing guidance and insight as we fine tune our programs to better serve children and families.

An integral part of an organization's success is its staff. At PRC, each staff member brings value to this organization with a passion for what they do. During our transition to a new organizational structure, our two Managers, Micki Di Cesare and Lisa Molnar, shared the role of Acting Executive Director. I would like to express my appreciation for their commitment to our purpose and to the communities we serve. Another critical component of PRC is the work performed by the board members. Their dedication to children and families and selfless gift of their time make a difference in very real ways. We truly enjoy working with so many incredible people. Each of their continuous and dedicated efforts power the success of PRC. We all share an abiding faith in the possibilities that lie ahead as we move toward our strategic goals.

It is our belief the best is yet to come not only for PRC but for the child and youth sector and the child care community.

Terri French
President, Board of Directors

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