Parent Resource Centre

Annual Report 2010-2011

A message from…

The President of the Board of Directors and the Executive Director

The Annual Report provides an opportunity to pause and reflect on the previous year; to look back at the many successes, exciting new programs, and organizational changes. This past year at the Parent Resource Centre, a renewed Board of Directors lending the Centre their diversity of skills and experiences, worked together to strengthen our corporate, administrative and financial infrastructures, to ensure a clear path for the future. Board Committees focused on human resources, and the beginning of a Strategic Planning process, which will continue into 2011-12.

Through all the changes at PRC, we have remained focused on our goals, serving the needs of the children and families in our community. Anchored by our values and expertise, and building on the assets of parents and caregivers, we are passionate about contributing to the healthy development of children through service delivery, system change and neighbourhood and community development with a collaborative approach.

We have been responsive to community needs in our programming and launched new programs such as:

- Massage, Music and Movement; a creative, hands-on program for parents and their infants
- Kid-Fit; focused on the promotion of healthy development though an active lifestyle; and
- Innovative Early Literacy Train-the-Trainer workshops; developed and offered to over 530 professionals serving families in our community.

In the Province of Ontario, there continued to be progress on the Province's work in early learning adding more Full Day Learning sites across the community. As a regional support to this system, both the Early Literacy Specialists (ELS) and the Program Effectiveness Data Analysis Coordinators (PEDAC) teams were responsive to these changes and for the PEDACs, called upon to support the evaluation of this new program. As we review the past year's activities, we have many to thank for our accomplishments:

- Mary Salegio, past Executive Director who led the organization for the last six years
- Lisa Molnar, Manager of Operations who supported us as Acting Executive Director
- To the staff for their expertise, dedication and passion for their work
- To the directors of the Board for their leadership, time, and much valued commitment
- To the partners and colleagues with whom we work, whose work, collaboration and vision we value
- To our funders for their support and valued guidance
- To the parents and caregivers who are committed to supporting their children to reach their full potential
- And, finally, to the children who are at the very heart of our work.

Each year brings additional challenges yet overall we ended the year focused and with a strong sense of motivation. The coming year will see us under the leadership of our new Executive Director and with renewed energy we are eager to move forward. We look forward as an organization to visioning and planning for the future and putting those plans into action. The success we achieved this past year and will continue to strive for stems from our fundamental dedication, responsiveness and our flexibility in continuously adapting to changing needs of our communities.

Sandra Tello-Seto

President, Board of Directors

Lisa Molnar

Acting, Executive Director

Our Vision

To be recognized as a leader in parenting services through our expertise & collaborative partnerships.

Our Mission

To strengthen the capacity of our communities to raise our children.

Our Values

- We are committed to improving the lives of children, parents and caregivers in our community.
- We believe that parents and caregivers are the primary agents of change in their family.
- We are committed to offering expertise and a neutral voice on matters related to children's issues.
- We offer services that are inclusive of all members of our community.
- We value diversity in our staff and clientele.
- We value the provision of information and services in English and in French.
- We are committed to an approach that is responsive and accountable.
- We strive to foster a creative and welcoming environment for our staff and clientele.

Our Strategic Directions 2007-2010

1. Strengthen and position the PRC as a catalyst for partnerships.
2. Solidify our service focus on the 0-8 years-of-age population.
3. Strengthen our work and expertise in the provision of services to under serviced populations.
4. Strengthen our capacity to provide information and services in French.
5. Promote a working environment that is supportive of on-going learning and professional development for staff.
6. Influence public awareness and public policy on issues that impact the well-being of families.

Massage, Music and Movement

"The instructor was very friendly and everyone was very welcoming. It was great learning techniques to bond with my baby, as well as hanging out with other moms"

Our Services for Parents & Caregivers

Toy, Book and Resource lending libraries

Parent Warm-line- *Offering advice and referrals to parenting resources*

Online Calendar- *Parent education events and workshops offered throughout Ottawa*

On-site Playgroup- *Facilitated by a Parent-Child Educator*

Growing Up Downtown (GUD)- *Safe and welcoming community playgroups*

Supporting Neighbourhood Caregivers (SNC)- *Hands-on group learning for caregivers*

Reaching Out (RO)- *Parent education and on-going support*

Toy Lending library

A free service that allows parents and caregivers to borrow age-appropriate toys for a period of two weeks to use at home with their child.

110 families served

2152 requests for information and support

Topics: from playgroup information to information about specialized programs and services for children with disabilities to overall parenting support services especially for establishing discipline with toddlers and parenting teens.

On-site Playgroup

314 families and **507** individual children served.

1547 visits by parents and caregivers and **2694** visits by children.

Growing Up Downtown (GUD)

Locations:
Dalhousie Community Centre,
Carson's Community House,
Ottawa Housing building on the corner
of Laurier and Lyon

256 parents/caregivers and 582 children

Growing Up Downtown (GUD)

A young mother who lives with her own mother and is on social assistance due to a disability, attends our GUD program. Her daughter started with the program when she was two years old, she is now three and a half. When she started, her daughter spoke very little and was difficult to understand. She was withdrawn and had very few social skills. After attending the GUD program regularly she has developed social skills appropriate for her age, she now has an expansive vocabulary and can freely express herself. She is inquisitive and very outgoing. She has become an integral part of the group, often greeting children and families as they arrive. She herself arrives in the morning, smiling broadly and running over to the Parent Child Educator for a big hug. This is the child's only outing throughout the week.

Reaching Out

Over the last year, we have been able to offer services to **67 parents/families and 87 children**. We also made **124 referrals** to other services and programs based on the situations of the families that were involved in our services.

For the first time in this program's existence, we have had to create a waiting list for services as the demand far outweighs the services we can offer. Clients are placed on a priority waiting list and are offered service within 4 weeks' time.

Our Services for Professionals working with Families

Resource Phone-line- *Answering questions about available supports for parents.*

The Incredible Directory- *Connecting parents, caregivers, and family resource workers with Ottawa resources.*

Community Outreach and Development- *Establishing partnerships and delivering joint programs to better meet the needs of families.*

Early Literacy Specialists & Program Effectiveness Data Analysis Coordinators- *Support the Early Years System and their programs throughout Eastern Ontario.*

Early Literacy Specialists

177 hours of training through workshops

530 professionals served

408 parents/caregivers served

Program Effectiveness Data analysis Coordinators

Community Profiles released

400 Senior Kindergarten teachers trained on how to implement the EDI

5100 Kindergarten Parent Surveys packages

Evaluation Project of the Full Day Learning Program led by the Ministry of Education and the Offord Centre for Child Studies- training of 40 local schools

Ontario

Program Highlight

"KID-FIT"

The main goals of this program were:

- To promote the healthy development of children and youth (0-8 years) and their development of competencies through recreation activities
- To support inclusion of people who are low income, at risk, isolated or otherwise marginalized and promote quality of life for the full diversity of citizens through physical activity.
- To support families without the financial means to participate and benefit from an active life
- Support healthy lifestyle choices for parents/caregivers and their children by providing an educational nutrition component
- Increase neighbourhood capacity to improve health and/or improve safety in accordance with neighbourhood defined goals.
- Attain sustainable behavioural change in the area of physical activity for families with children from 0-8 years.

This program was offered to families and caregivers with children birth to age eight. We offered the program twice a week at our main drop-in space and once a week at Strathcona Park.

Our success was evident as we had 101 participants with 286 adult visits and 573 children visits to the program.

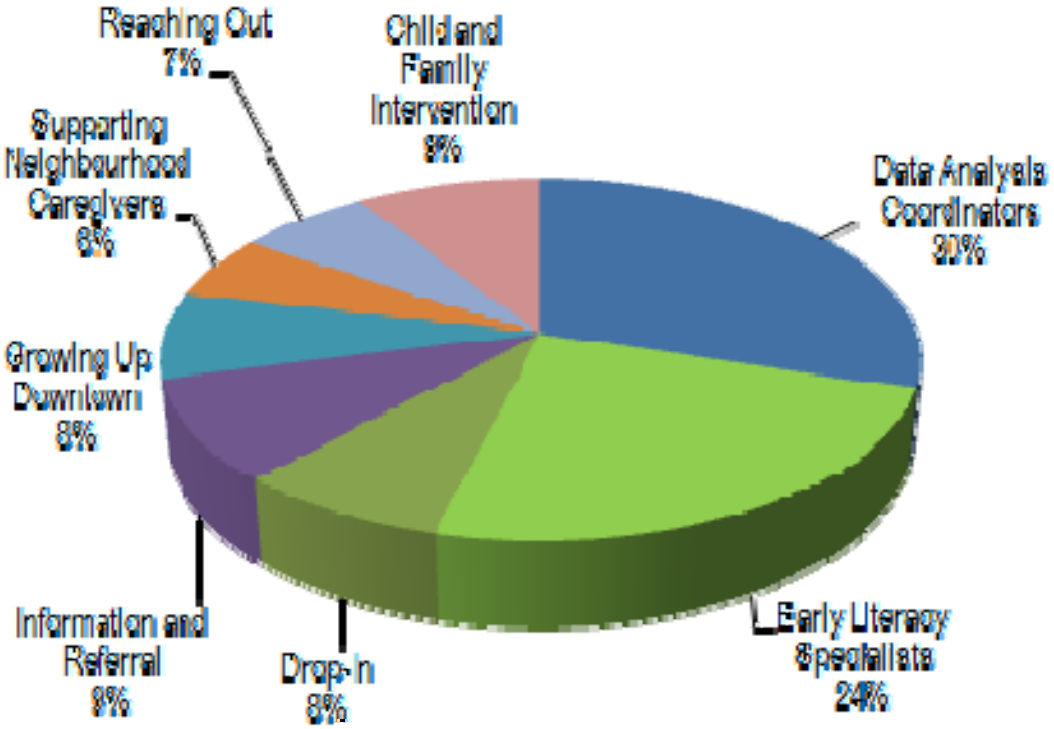
SUCCESS STORY

A local family with 5 children ranging in ages from 13 months to 8 years attended the program every day of its operation. Mom, who is a single parent, lives in the in the community housing area we serve, and was unable to access other recreational activities for her children due to many barriers; transportation, affordability, supervision, etc. Each day they attended the program and were active participants in the variety of recreational activities geared to the developmental needs of all of the children as well as the nutritional snack component. They were given the opportunity to experience dance instruction, gymnastic instruction, music and movement classes, and fitness classes and sports instruction. These diverse opportunities appealed to all of her children, as they were adapted to each one's developmental ability. Her family now could participate in a family event, take the skills they learned and re-create an active environment in their own home. Enjoying the benefits for their health and increasing energy levels with a more vibrant zest for life. The children as well as Mom enjoyed the feeling of belonging to a community all the family members, felt a boost in each other's self-esteem.

Financial Information

Revenues for the year ended March 31, 2011	**$1,134,294**
City of Ottawa	$373,574
Government of Ontario:	$690,115
United Way	$20,000
Publications & Workshops:	$37,872
Other Sources	$12,733
Total Fiscal Year Revenues	$1,134,294

Breakdown of expenses for the year ended March 31, 2011



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