



**FAMILIES CANADA**  
**THE POWER TO THRIVE.**

# ANNUAL REPORT

2017 - 2018







## Families Canada Vision

A Canada committed to  
building strong families.

## Families Canada Mission

To champion the priorities,  
policies and programs that build  
the strength of Canada's families



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# A YEAR IN REVIEW

## New Website

Families Canada has made significant strides with website modernization and our digital presence. We kicked off Web Phase II by bringing designs to fruition with a beta launch in June 2018. The new site includes an events calendar, a growing resource and publications library, an active blog, and plenty of new features! We will add an online membership system in 2019.

## InterGen Connections

In February 2018, after two years of development, we launched initiatives aimed at the social participation and integration of older adults. This business line will explore benefits to both older adults and young children when they undertake practical activities together in community spaces. We have assembled Team InterGen—a panel from across the country who have stepped up to provide advice, guidance and expertise.

Moving forward, Families Canada expects to broaden the intergenerational volunteering scope together with ECD and gerontology partners, as well as our members. Keep an eye out for a resource kit filled with low-cost ideas, tools, and materials promoting intergenerational activities, as well as a webinar for family support practitioners interested in introducing intergenerational programming.

## Making Food Safe for All

Canadian food safety resources are often inaccessible for newcomers due to needed language and literacy skills in order to understand food labels, food safety, and nutrition information. Families Canada just wrapped up a two-year research project with partners from the Children's Hospital of Eastern Ontario, Genome Canada, St. Francis Xavier University, the University of Ottawa, and Carleton University. The intent was to help newcomers understand the Canadian food system, make healthy food choices, and follow food safety practices. Bilingual food safety and seasonal food brochures are now available on the Families Canada website.

## Nobody's Perfect Parenting Program - Multilingual

Families Canada is licensed by the Public Health Agency of Canada for printing and publishing of the bilingual Nobody's Perfect Parenting Program (NPP). Efforts are well underway to produce multilingual NPP kits (Punjabi, Spanish, Arabic, and Simplified Chinese). Prior to national roll-out, these kits will be piloted in Ontario with training of multilingual NPP facilitators. Partners include Toronto Public Health and some members.

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# A YEAR IN REVIEW

## Indigenous Child Rights Magazine

Since 2015, we have published an annual magazine on children's rights in partnership with the Landon Pearson Centre at Carleton University. The magazine condenses information from the Canadian Journal of Children's Rights into a short, easy-to-read articles void of jargon. The magazine is for parents, caregivers, and family support practitioners who want care and well-being of children to be at the forefront. In 2017, we published a special issue, co-edited with Ms. Lindsay Croxall of the Timiskaming First Nation, on the rights of Indigenous children, specifically highlighting the importance of language, culture, and identity in family life.

## Early Childhood Development: Science 2 Practice Knowledge Mobilization

Families Canada has made science to practice a priority through its magazines and now through a major initiative that will begin to make the evidence-based information of the internationally acclaimed Encyclopedia on ECD accessible for vulnerable families, community organizations, and family support practitioners.

Core partners include the Centre of Excellence for Early Childhood Development, University of Montreal, the Lawson Foundation, the Margaret & Wallace McCain Family Foundation, Red River College, University of Laval, Storypark Inc (New Zealand/Canada) and Dr. Paul Roumeliotis (pediatric public health leader and author). The redevelopment of the Why Play base series is priority 1 (late 2018): other partners will advise on brochures for indigenous parents, parents of children living with a disability and for the LGBTQ2 community.

## Financial Literacy

Like all Canadians, women who are newcomers or otherwise vulnerable need basic financial literacy knowledge, skills and confidence to fully participate in economic life, and improve the quality of life for themselves, their families, and their communities. The Canadian Credit Union Association and Vancouver City Savings will explore with Families Canada how their award winning Each One Teach One program might be tuned up to better meet these women's needs. Secret Level Films will also be a partner along with some of our members.

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# A YEAR IN REVIEW

## Family Life in Canada Video Project

This year, we launched production of multilingual videos that aim to help newcomers become more familiar with family life in Canada. Topics include: parenting; fathering; children's rights; and being a teen in Canada. An incredible list of partners are helping: Secret Level Films; Dads Central Ontario; The Landon Pearson Resource Centre for the Study of Childhood and Children's Rights; Dr Joan Durrant (Positive Discipline in Everyday Life), the Students' Commission, and the Centre of Excellence for Youth Engagement. Through newcomer focus groups, key messages were defined, on-camera interviews filmed and story-boarding/animation started. Family support practitioners will be able to use these videos with the accompanying tip sheets and discussion guides in their discussions with newcomers. These videos will also anchor the Virtual Institute planned for the next web phase. We look forward to sharing these resources in 2019 with family support and settlement centres across Canada.

## Children First

For several years, Families Canada and Children First Canada have been project partners with the common goal of adopting a rights-based approach for Canada's children and building advocacy through our joint work with the Landon Pearson Centre at Carleton University. With support from Families Canada, Children First Canada has successfully nurtured the child rights advocacy that Families Canada espouses. This past year, Children First Canada expanded their staff, appointed a Board of Directors, and built on the incredible momentum gained thus far. As a result of their increased capacity, the project had reached its natural conclusion. We would like to wish all success to Children First Canada.

## Play Magazine

The inaugural issue of our *Play* magazine is for those who work one-on-one with children and families. Debuted at our 2017 national conference, it contains articles about projects under the Lawson Foundation's widely acclaimed Outdoor Play Strategy, including interviews with authors, experts on play, and vibrant project images offering practitioners lessons learned, practical tips, and ways to incorporate play into their day-to-day work.

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# FINANCIAL INFORMATION

These statements are an extract from the complete audited financial statements of Families Canada, formerly known as The Canadian Association of Family Resource Programs - FRP Canada, for the year ended March 31, 2018. Copies of the complete financial statements are available on the Families Canada website at [www.familiescanada.ca/article/annual-report/](http://www.familiescanada.ca/article/annual-report/). The Auditor Kelly Huibers Mcneely Professional Corporation has provided Families Canada with a clean audit opinion on the 2017-2018 Financial Statements.



## Legacy Fund

The Legacy Fund is dedicated to ensuring the long-term sustainability of Families Canada's mission. Family Legacy Awards will be presented to individuals or organizations who have made a lasting contribution to Canadian families, family support centres and Families Canada.

## Contingency Fund

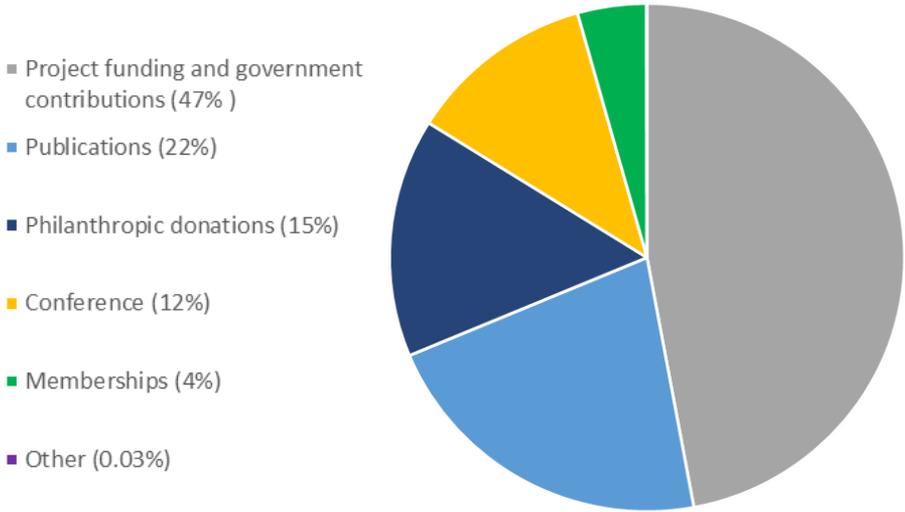
This fund has been established to ensure the continued operation of the Association in the event of a disruption in its core funding or a deterioration in its operations. This fund can only be used towards operations with the approval of the Board. As operations allow, the fund will be increased to an amount equal to three months of core expenses.

## Building Fund

This fund is available for any activities related to the building or location. The Board of Directors shall determine annually the amount to transfer to the fund from unrestricted net assets.

# FINANCIAL INFORMATION

2017-2018 Audit Total Revenues



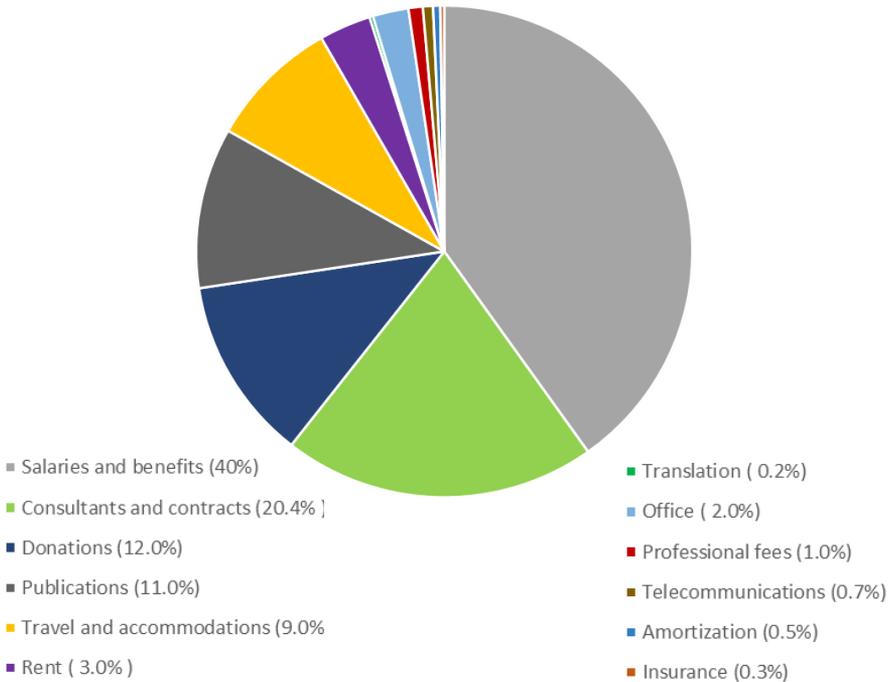
## Project Funding and Government Contributions

Project Funding and Government Contributions have increased over 2017 by \$332K due to additional funding and contributions from various sources as noted:

- Employment and Social Development Canada
- Immigration, Refugees and Citizenship Canada
- Status of Women Canada
- Ontario Ministry of Citizenship and Immigration
- Lawson Foundation – Play Magazine
- Carleton University, Arthur Kroeger College - Summer Student

We would also like to thank the individuals and organizations who made donations to the Children First Canada Program.

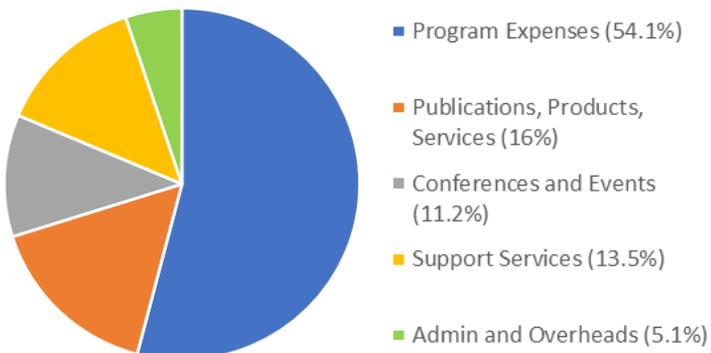
## 2017 - 2018 Audit Total Expenses



### Expenses

The increase in expenses over the previous year by \$202K is primarily attributable to hiring professionals and additional staff to fulfill program delivery, as well as consultants and contracts for the design of the new Families Canada website and the production of Family Life in Canada Video Project.

## 2017 - 2018 Program Expenses Breakdown



Families Canada is very grateful  
for the support of the following  
2017-2018 donors:

Ann Douglas

Public services and Procurement Canada

Fund and Fiction

Early Childhood Development Community Centre

The Lawson Foundation

The Palix Foundation

Halpenny Insurance Brokers

Economical Select

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Anonymous Donors



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