



ANNUAL REPORT

2018-2019

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MESSAGE FROM THE PRESIDENT

As we look back on a remarkable year, we are pleased to say that it has been one of internal growth and expanding reach. We have shifted the leadership model from executive to President and CEO to better reflect our maturity as an organization. We are also happy to announce that Families Canada has realized its first surplus under a four-year modernization journey. We have been working hard alongside subject-matter experts and members to ensure we provide the support Canadian families need and, as we move into the new fiscal year, we are continuing to engage with experts and on-the-ground service providers to develop our resources. The aim is to help enable change for Canadian communities and families to prosper.

We would like to thank all of our past Board Members who have helped contribute to the growth of our organization: Dr. Anita Olsen Harper, Timothy Howe, Marie Simard, former Vice Chair Sherry Sinclair and former treasurer Eon Sarjudeen. We would also like to thank our members, as they have remained engaged and dedicated through our transformation. We are excited to showcase our new platforms, high quality resources and specialized professional development opportunities. We salute all who have brought their collaborative and expert knowledge to our shared vision of a strong and family-oriented Canada.

Karen Burpee

**President Families Canada
Board of Directors**

ABOUT US

OUR IMPACT

With relevant and impactful initiatives such as Parenting, Play, Children's Rights, Intergenerational Volunteering, Social Inclusion of Newcomers, Financial Literacy, and Food Safety – At Families Canada, we aim to offer support where it is needed. The tools, science-based resources, and professional development opportunities we offer are developed and informed by the needs of Canadian service providers and families, hence bringing together expert knowledge and on-the-ground practices.

With a network of over 500 members and thousands of frontline family service workers across the country, we are proud to contribute to the changes that uplift Canadian families and support the development of Canadian children.

"I [now] have a connection with other service providers across the country. We share the same goal after this training."

-Feedback from Integrating Senior Newcomer Project Facilitator Training

OUR VISION

A Canada committed to building strong families.

OUR MISSION

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

BOARD OF DIRECTORS

Karen Burpee *Chair*

Debra Armstrong *Secretary*

Barb Lillico

Dr. Janice Nathanson

Mona Sidarous

Nathanael Patriquin

Dr. Paul Roumeliotis

Shane Pospisil

Zach Gaunce

OUR TEAM



Kelly Stone	President and CEO
Zindu Salih	Director of Operations
Clare Pama (CPA)	Virtual CFO
Zoe Chen	Bookkeeper
Mitzie Constant	Administrative Assistant
Hilary Allen	Program Manager
Rebecca Balcerzak	Senior Project Officer
Rym Bousenane	Project Officer
David Agbaire	Project Officer
Ibtihal Yaaqoubi	Communications Officer
Maddy Warlow	Communications Intern
Sadiki Latty	Information Technology

We would like to thank all of our past staff and volunteers who have contributed their efforts in the previous year: Nina Lewis, Cate Brown, Sarah McArdle, Kathlyn Rouke and Merola Kristo.

RESOURCES AND PUBLICATIONS

Our team at Families Canada is continuing to build its digital presence through social media outreach campaigns and by laying the groundwork for the website expansion. With foundational pieces now in place, Families Canada is building a buzzing, connected and informative network of family-oriented professionals and organizations. While spearheading sustainable national projects, we aim to keep our members informed and engaged on topics and news that matter to them. Members can get in touch with us and receive regular updates through the reactivated Families Canada LinkedIn account, as well as our official Twitter and Facebook accounts. Moreover, regular emails, feedback tools and surveys ensure that our team at Families Canada is receptive to feedback, news and information that best assists those working in the Canadian family support field.

OUR WEBSITE

We are well on our way to becoming a fully digital organization. Since our beta-launch in the summer of 2018, we continue to develop key features on our website. One such resource is an interactive map where users can find a family support centre across Canada. We have also added a Resource & Publications library, equipped with our latest evidence-informed resources and tools. Over the next year, users will be able to access online learning modules through our Virtual Institute and purchase new resources through an intuitive e-commerce platform. Over the last year, we have identified the appropriate Learning Management System and have begun developing two e-learning modules. Our goal is to make it easier for community service providers to gain access to valuable knowledge and build their capacity in support of Canadian families.

NOBODY'S PERFECT PARENTING KITS

Since 2016, our team at Families Canada has been provided sole licensing for the publication and distribution of the Nobody's Perfect Parenting Kits in English and French. With the support of the Ontario Trillium Foundation, Families Canada project staff managed and oversaw the translation of the original Nobody's Perfect Parenting Kits into Arabic, Punjabi, Spanish, and Simplified Chinese.

WHY PLAY? BROCHURES

This past year, we successfully relaunched new and updated *Why Play?* brochures. These highly acclaimed brochures are based on the latest early childhood development science. Families Canada's expert partner the Centre of Excellence for Early Childhood Development (CEECD), have helped condense essential pieces of information found in the Encyclopedia on Early Childhood Development. After developing new content and conceptualizing the design, our team at Families Canada is proud to offer new *Why Play?* brochures for babies, toddlers and preschoolers in English, French, Arabic, Punjabi, Simplified Chinese and Spanish.



A YEAR IN REVIEW

EARLY CHILDHOOD DEVELOPMENT: SCIENCE TO PRACTICE KNOWLEDGE MOBILIZATION PROJECT

Initiative: Play

Play is essential to the healthy development of children. With support from the Centre of Excellence for Early Childhood Development, and with funding from Employment and Social Development Canada's Social Development Partnership Program, Families Canada is developing new resources to assist in the dissemination of information in the Encyclopedia on Early Childhood Development.

Through this project, we help community service providers build their capacity and knowledge to serve families in need of Early Childhood Development (ECD) resources. Our team at Families Canada oversaw the development and release of new, informative and practical resources. We have focus group-tested new *Why Play?* Play Cards, and have worked with our expert partners on the development and conceptualization of new *Why Play?* brochures. The upcoming *Why Play?* Spotlight series will soon be available to family support service providers and parents covering specific areas of need.

INTERGENERATIONAL VOLUNTEERING

Initiative: Intergenerational Volunteering

The Families Canada team, with the support of our funders, partners, and members, launched intergenerational volunteering programs in eight sites across Canada. We trained over 30 facilitators from various support centres to support seniors and preschool-aged children to engage in simple and enjoyable activities together.

We at Families Canada have drafted a resource kit filled with engaging, low-cost activities for intergenerational volunteering programs. We will add multilingual resource kits and an informative video from our "Family Life in Canada" YouTube series to the repertoire of resources we offer our members, as we support their efforts in holding intergenerational volunteering programs.

This project was made possible with funding from Immigration, Refugees and Citizenship Canada; Ottawa Community Foundation, and Economic and Social Development Canada's New Horizons for Seniors Program. We also highly appreciate the contributions of our partners: LIFE Research Institute and International Longevity Centre at the University of Ottawa; Mosaic Newcomer Family Resource Network; the Council of Aging, Age and Opportunities; Positive Discipline in Everyday Life, and Secret Level Films.



FAMILY LIFE IN CANADA VIDEO PROJECT

Initiative: Social Inclusion of Newcomers and Children's Rights

The Families Canada team has wrapped the "Family Life in Canada" Video Project funded by Immigration, Refugees and Citizenship Canada. In the works since 2017, the "Family Life in Canada" video resource series contains information to improve newcomers' understanding of family life in Canada and encourage them to access services at local family support centres.

With the support of our partners, we released five YouTube videos produced by Secret Level Films. Facilitators can use our additional discussion guides and tip sheets in order to make the most of these videos:

Being a Dad in Canada *(in partnership with Dad Central Canada)*

Being a Teen in Canada *(in partnership with The Students' Commission of Canada)*

An Introduction to Positive Discipline *(in partnership with Positive Discipline in Everyday Life)*

Parenting with Positive Discipline *(in partnership with Positive Discipline in Everyday Life)*

Children's Rights in Canada *(in partnership with The Landon Pearson Resource Centre for the Study of Childhood and Children's Right)*

The facilitation guides help facilitators plan and run discussion groups on the video topics, and the tip sheets summarize key messages for parents. The videos are available on our YouTube channel in both English and French, and the facilitation guides and tip sheets are available on the Resources and Publications page of our website.

SUPPORTED PARENTS: SUPPORTIVE PARENTING PROJECT

Initiative: Parenting

Through our Families Canada Parenting Initiative, we aim to meet the needs of parents who are young, single, low income, socially isolated, geographically isolated and with limited formal education. This year, we expanded the Nobody's Perfect Parenting program into four additional languages through the Supported Parents, Supportive Parenting project, with funding from the Ontario Trillium Foundation.

Multilingual Nobody's Perfect Parenting Kits are now available for Ontario-based organizations. As part of the project, we have trained 20 bilingual facilitators who speak Spanish, Arabic, Punjabi, Cantonese, and Mandarin in Ontario.

Moreover, the Families Canada team will prioritize the training of bilingual Nobody's Perfect Parenting facilitators who can support minority language-speaking communities across Ontario. By increasing the pool of certified Nobody's Perfect facilitators, we are helping our members foster an accessible and welcoming environment in which parents can learn new parenting skills. Such positive impact would not be possible without our partnership with Toronto Public Health and The Public Health Agency of Canada.

"Facilitating the program fully in Spanish was very easy and convenient for everyone. It always feels more natural talking in the language that is connected to your heart. Having the NP books in Spanish was very helpful as well"

-Feedback on Nobody's Perfect Parenting Kits and facilitating parent groups in Spanish.



INCREASING AT-RISK WOMEN'S FINANCIAL LITERACY OPPORTUNITIES: AN ACTION PLAN FOR CHANGE

Initiative: Financial Literacy

Women living on low incomes need basic financial literacy knowledge and skills in order to improve quality of life for themselves, their families, and their communities. However, many existing financial literacy programs do not adequately address economic, social and institutional barriers that prevent women living on low incomes from gaining core financial literacy skills.

With funding Women and Gender Equality Canada, we are increasing opportunities for low-income women to gain financial literacy skills. Our project partners are the Canadian Credit Union Association, Vancity, and Secret Level Films.

Together, we are encouraging the private sector to adapt their existing financial literacy programs in order to make them more accessible to these women. In the last year, we have conducted research to identify barriers preventing low-income women from accessing financial literacy programs. From this research, we are developing an e-learning module to promote partnerships between family support centres and accessible financial literacy programs.

We look forward to developing an Action Plan report for making financial literacy programs more accessible to women living on low incomes and developing accessible financial literacy resources

OUR EVENTS



**Integrating Senior Newcomers Project
Facilitator Training Event**



**Nobody's Perfect Parenting facilitator
training workshop in Toronto**





COMING SOON

PODCAST

Our new podcast series, in collaboration with the Centre of Excellence for Early Childhood Development (CEECD) and in partnership with Dr. Paul Roumeliotis (physician, lecturer, founder and director of Montreal Children's Hospital Asthma Centre and Pediatric Consultation Centre, and Board Member). Through this series, we will offer information from the Encyclopedia on Early Childhood Development in an engaging format.

SMS TOOLKIT

We are happy to announce that we are developing a text messaging toolkit to connect parents and caregivers. The information contained within this toolkit will focus on early childhood education, children's behaviour, health and nutrition.

E-MODULES

We are building e-modules based on key early childhood development information provided by Red River College for family support practitioners. Topics will include brain development and play.

WHY PLAY? BROCHURES

Over ten upcoming editions of the *Why Play?* brochures will provide information on early childhood education.



PLAY CARDS

Why Play? play cards will complement the *Why Play?* brochures and will be available in English, French, Arabic, Punjabi, Simplified Chinese and Spanish. Through the uses of these cards, we will offer service providers and parents practical ideas on how to play with children in order to help them develop valuable skills.

EVENTS AND TRAININGS

Instead of national conferences, upcoming regional events will ensure members have access to a range of professional development opportunities.

VIRTUAL INSTITUTE

We will soon offer an e-learning service that will contain a series of self-directed e-learning modules created in partnership with subject-matter experts. Topics range from early childhood develop to financial literacy. Through this project, we aim to ensure family support service providers can better meet the evolving and complex needs of modern Canadian families.

NEW EXCITING PROJECTS!

Prospective projects will support current initiatives with new and additional resources, tools and professional development opportunities. Topics and areas of interest include outdoor play, mental health, Indigenous health and much more. Updates and news will be available via regular communications.



FINANCIAL INFORMATION

These statements are extracts from the complete audited financial statements of The Canadian Association of Family Resource Programs - Families Canada for the year ended March 31, 2019. Copies of the complete financial statements are available on the Families Canada website at <https://www.familiescanada.ca/article/annual-report/>.

The auditor, Kelly Huibers McNeely Professional Corporation, provided Families Canada with a clean audit opinion for the 2018-2019 financial statements.

FAMILIES CANADA'S FUNDS

Legacy Fund

The Legacy Fund is dedicated to ensuring the long-term sustainability of Families Canada's mission in Canada.

Family Legacy Awards will be presented to individuals or organizations who have made a lasting contribution to Canadian families, family resource programs and Families Canada.

Building Fund

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

Contingency Fund

This fund has been established to ensure the continued operation of Families Canada 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.

PROJECT FUNDING AND GOVERNMENT CONTRIBUTIONS

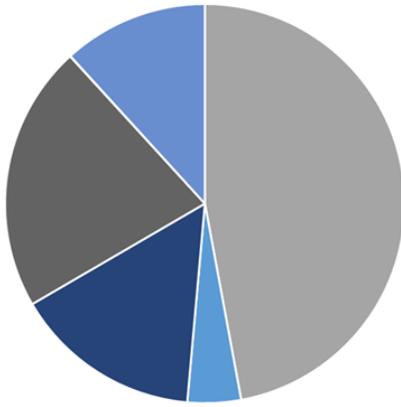
Project funding and government contributions have increased over 2018's statistics by \$1.1M due to additional and new funding and contributions from various sources as noted below:

Employment and Social Development Canada
Immigration, Refugees and Citizenship Canada
Ministry of Citizenship and Immigration
Ontario Trillium Foundation
Status of Women Canada
The Lawson Foundation

Expenses

The increase in expenses over the previous year by \$735K is primarily attributable to increased funding as noted above for additional programs.

2018 - 2019 Total Revenues

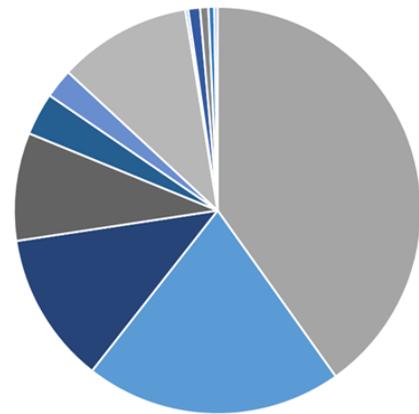


- 93% Project funding and government contributions
- 1% Memberships
- .08% Philanthropic donations
- 5% Publications
- .02% Other

Project Funding and Government Contributions have increased over 2018 by 46% \$1.1M due to new funding from ESDC, OTF, IRCC & Grants Ontario.

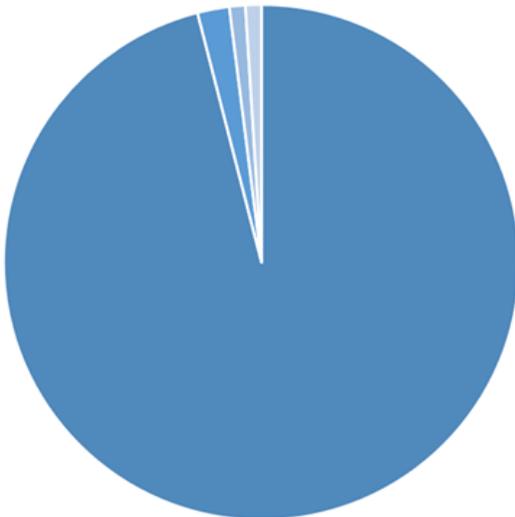
The year ended March 31, 2019 resulted in net revenue over expenses in the amount of \$51,225.

2018 - 2019 Total Expenses



- 33% Salaries and benefits
- 36% Consultants and contracts
- 6.0% Travel and accommodations
- 2.0% Rent
- 2.0% Office
- 17.0% Publications
- 2.6% Translation
- 1.0% Professional fees
- 0.4% Telecommunications
- 0.1% Amortization
- 0.1% Insurance

2018 - 2019 Program Expense Breakdown



- 96% Program Expenses
- 2% Publications, Products, Services
- 1% Support Services
- 1% Admin and Overheads

The increase in expenses over 2018 is due to additional funding for programs resulting in additional expenses for these programs.

OUR FUNDERS



An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



OUR PARTNERS



The Students
Commission
Centre of Excellence for
Youth Engagement



La commission
des étudiants
Le centre d'excellence pour
l'engagement des jeunes



Support Services for Older Adults



Le Conseil sur
le vieillissement
d'Ottawa



Institut de recherche LIFE
LIFE Research Institute



Public Health
Agency of Canada

Agence de la santé
publique du Canada



Families Canada is very grateful for the support of the following 2018-2019 donors.

Kids Grief

Family Day Care Services

Canada Revenue Agency

Pfizer Canada Inc.



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Visit our website! www.familiescanada.ca



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