


# 2023

## ANNUAL REPORT



**Mothercraft**<sup>®</sup>  
Shaping Children's Lives Through Learning





“The staff at Mothercraft are  
more than just caregivers;  
they are like family.”  
—CED family



# Greetings from the President & Executive Director



*“We are stronger, gentler, more resilient, and more beautiful than any of us imagine.”* —**Mark Nepo, poet**

The Miriam-Webster dictionary defines resilience as “an ability to recover from or adjust easily to adversity or change”. It’s a word everyone at Mothercraft has used more in the last few years than ever before, and a concept we have embedded in our practices like never before. Because resilience is critical to every human’s ability to not only survive but to thrive. After more than nine decades of providing important supports and services to families with young children, resilience is something everyone at Mothercraft not only understands, but prioritizes.

In 2023, as the world continued to recover from the global pandemic, our entire organization — staff, board, partners, and the

communities we serve — exhibited resilience in so many ways; in our ongoing recovery from COVID-19, in our reimagining of how we deliver programs, in our work with governments to improve how service systems work, and in moving forward with our priorities. A remarkable feat, despite the fact that being resilient is much easier said than done.

Early in the year, the Board of Directors and senior staff determined that the time was now to fully re-focus on the objectives of the organization’s strategic plan, [Vision 2031](#). New initiatives to support the health and well-being of children and their families, some of which you can read about in the pages of this report, were introduced. Specialized training for the professionals who care for children and families, such as *Building Resilience, Connections and Enhanced Language Training*, were continued. And the ongoing work of identifying ways for systems to better respond to the needs of communities, were strengthened.



# Greetings from the President & Executive Director (continued)

In 2023, we continued to move toward our strategic service goal to serve 500 more children, 500 parents/caregivers and to train 3000 more professionals by the end of 2031. To meet these goals, we:

- actively participated in implementation activities related to the Canada-Wide Early Learning and Child Care (CWELCC) program and began actively pursuing opportunities to open more child care centres;
- conferred more than double the usual number of Diplomas in Early Childhood Education through the delivery of an online diploma program with investments from government to expand the early learning workforce; and,
- began delivery of two new, federally-funded early intervention programs:
  - » *Healing through Relationships: Responding to Children and Mothers Disproportionately*

*Affected by COVID-19* which will enhance maternal mental health and prevent children's mental health problems among those families disproportionately affected by COVID-19 across the City of Toronto.

- » *Connections for Breaking the Cycle of Violence* will expand the number of professionals trained in Mothercraft's family violence intervention over the next four years in 15 new communities across Canada.

Most importantly, when we surveyed our service users to assess whether they felt their involvement with Mothercraft was improving their relationships, sense of belong and well-being, the results were outstanding:

- 94% of respondents reported an increase in the quality and number of relationships
- 100% reported an improved sense of belonging


- 95% reported an improvement in their sense of well-being

Since 1931, Mothercraft's strength has been rooted in our ability to learn from, and with, each other. If the last several years have taught us anything, it's that we are stronger together. Our ability to adapt and respond to adversity has been tested, and we have emerged with a renewed sense of purpose. We continue to challenge ourselves and strive to create the conditions for every child we serve to thrive and become the amazing people we know they will be. Each and every one of us at Mothercraft is committed to that mission, and we look forward to doing it collectively, collaboratively and in partnership with our communities. And with you.

**Tanzeel Merchant**, President

**Michele Lupa**, Executive Director

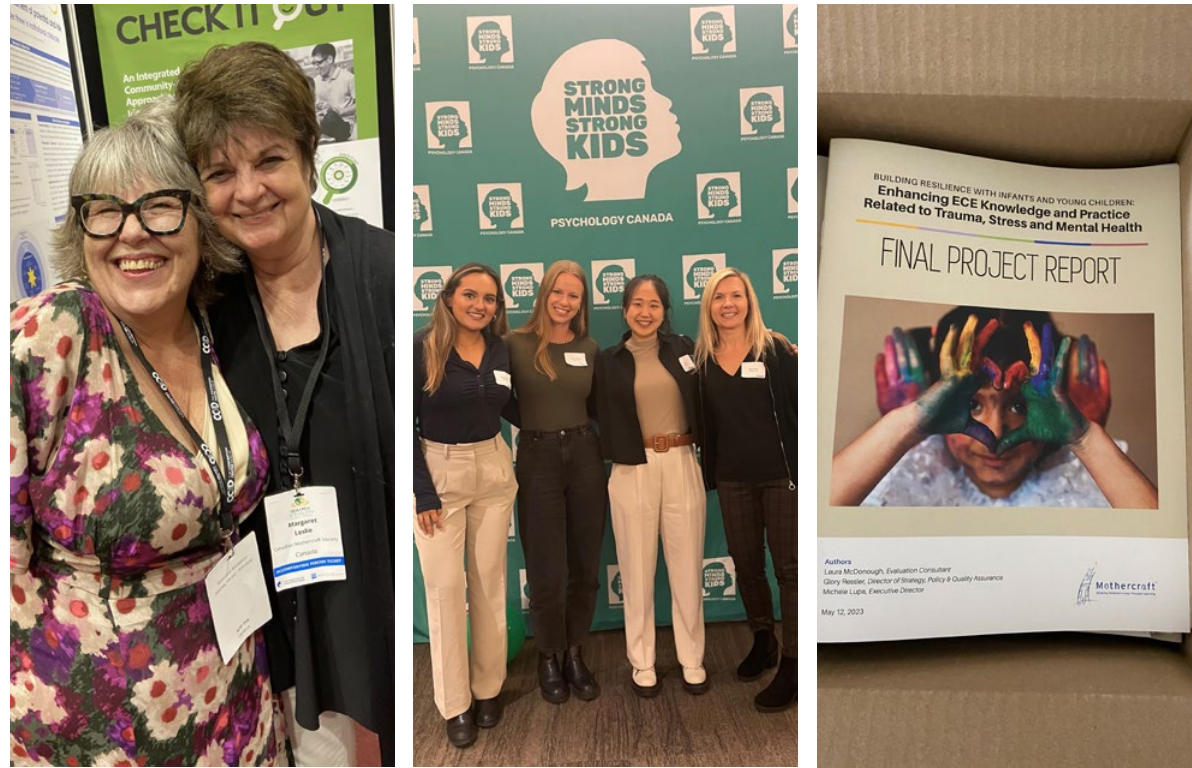


A photograph of two young children playing on a red plastic toy in a playground. The child on the left is wearing a dark blue jacket and a blue and green striped beanie with a pom-pom. The child on the right is wearing a bright yellow puffy jacket and dark pants. They are both holding onto the red plastic structure. In the background, there is a metal fence and some trees with yellow leaves, suggesting an autumn setting. Overlaid on the image is a quote in white text.

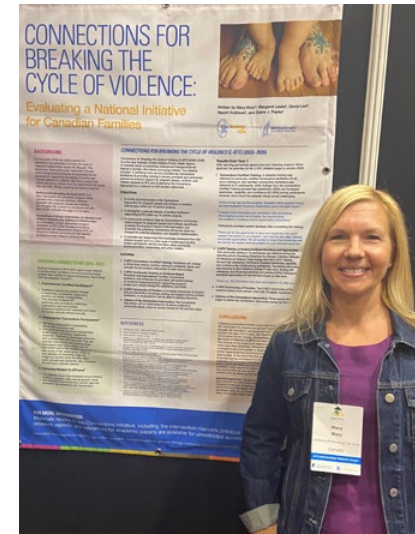
“The most important thing is that we learned diversity is the norm of Canadian society. Every child, regardless of gender, skin colour, language, culture, disability, should be accepted in society. The teacher’s task is to create comfortable conditions for each child as much as possible.”  
—Enhanced Language Training participant



# 2023 Highlights



Sharing our work around the world. Mothercraft staff give presentations at a variety of **local, national and international conferences**.



**Dr. Mary Motz**, Clinical Psychologist, shares the preliminary findings from a pan-Canadian training and research project, *Connections for Breaking the Cycle of Violence*.



**Michele Lupa**, Executive Director, participates in an international panel with **Dr. Nermeen Dashoush** and **Dr. Beverlyn Cain** on leveraging strengths in early learning at the World Forum on Early Care and Education in Panama City, Panama.

Mothercraft's EarlyON Child & Family Centre partners with Surrey Place Centre to offer the **Infant Hearing Program**. The partnership allows parents to have their babies' hearing checked by professionals in a community setting close to home.

**Glory Ressler**, Director of Strategy, Policy and Quality Assurance shares Mothercraft's action plan on diversity, equity and inclusion at the World Association of Infant Mental Health Congress in Dublin, Ireland.



Mothercraft partners with **StoryPark**. Centres for Early Development implement this online platform – operating in 37 countries worldwide – to facilitate daily communication with families by sharing videos, photos and “stories” that capture children's learning and development in real time.



# 2023 Highlights (continued)

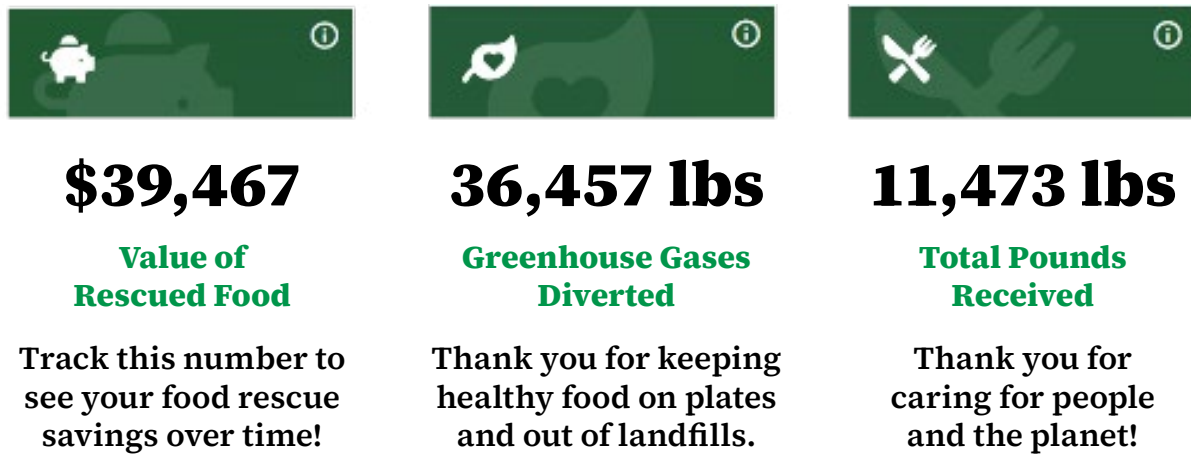
StoryPark co-founder, **Peter Dixon**, is the keynote speaker at the Mothercraft College of ECE graduation ceremony.



Michele Lupa is invited to join the Ontario Minister of Education’s Advisory Committee on the implementation of **CWELCC** (Canada-Wide Early Learning and Child Care program).

**Building Resilience** training is offered to early learning professionals in Ottawa.

The **Enhanced Language Training (ELT)** program is delivered online and outreach is expanded to include newcomers from across southern Ontario who are interested in working in the early learning sector.



Through its partnership with **Second Harvest**, Mothercraft contributes to positive impacts for the environment.



**Nerina Chiodo**, Pregnancy Outreach Worker, presents at the “Homelessness During Pregnancy Symposium” hosted by Toronto Metropolitan University and Young Parents, No Fixed Address (YPNFA) Centre for Social Innovation, with over 60 community partners in attendance. The YPNFA Network screens a [powerful new video](#) at the symposium, based on research conducted with homeless pregnant women.

# In Their Own Words (2023 Testimonials)

“Having a place to go for social interaction helped me as a first-time mother. It gave purpose to our day and when I arrive it is always a positive atmosphere.”  
—Survey Respondent on well-being

“I don't feel isolated. I meet new people and I enjoy seeing my child bonding with other adults and other children. It's also an important part of my connection with Canadian culture.”  
—Survey respondent on belonging

“Spending time with the staff and other caregivers makes me feel that I am part of a community, that I am not alone and I can find support in this beautiful space with amazing people.”  
—Survey Respondent on relationships

“I am so full of gratitude for you and the BTC team. Your love, support and care has meant the world to me and the girls. I don't think I could have done this adulting/parenting/recovery thing without you. I promise to keep going. I know I deserve it. My girls definitely deserve it.”  
—Early Intervention parent

“Mothercraft's EarlyON is a lifesaver! Incredibly grateful for this resource.”  
—EarlyON family

“To know your child is not only in safe, caring hands, but their social and emotional development is flourishing, their sense of agency is developing, and they are having so much fun, is something you can't put a price on.”  
—CED family

“The consistent level of engagement and enthusiasm demonstrated by the staff towards the children ... has had a profound impact on me and my family.”  
—CED family

“I enjoy attending your workshops because they are so pertinent and helpful. Thank you so much for doing what you do. You are making a positive impact on our lives.”  
—EarlyON family

“Your support, encouragement and guidance have made this a memorable experience. This year has been filled with growth, challenges and unforgettable moments. I cherish the memories we've created together and the valuable lessons learned along the way.”  
—ECE Diploma student





“Your nurturing guidance, patience and commitment has made (our daughter’s) time at daycare not just educational but truly joyful.”  
—CED family



# The Year in Numbers

3,087

Children served

3,620

Parents/caregivers served

282

Child care spaces

25,568

Visits by children  
& parents/caregivers

1,268

Individuals referred to Mothercraft

3,216

Referrals for service  
made from Mothercraft

128

ECE graduates

243

Students enrolled

2,702

Professionals trained

336

Student placements

142

Staff

8

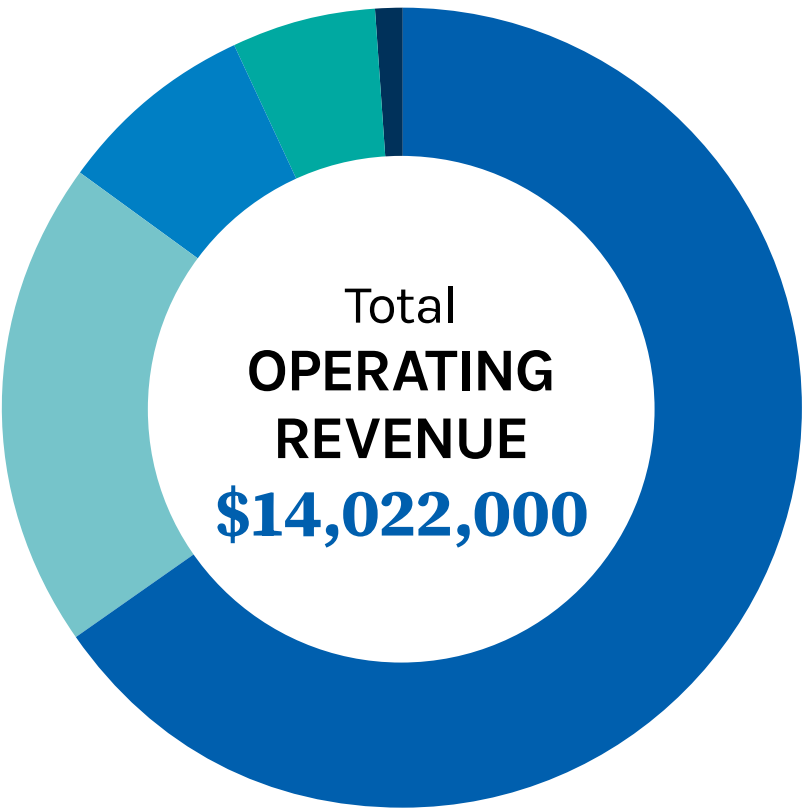
Service Locations



# Financial Statements

## Statement of Operating Revenue & Expenditure

For the year ending December 31, 2023



- 66% Municipal Funding
- 19% Child Care, Tuition & Training Fees
- 8% Federal Funding
- 6% Provincial Funding
- 1% Other Income



- 87% Direct Expenditures
- 8% Administration
- 5% Amortization



- 64% Early Childhood Development
- 20% Education, Training & Data
- 16% Early Intervention

## Thank you to our Funders

- |   |   |
|---|---|
| Anonymous   | The Regional Municipality of Durham                   |
| The City of Toronto                               | The Regional Municipality of Halton                   |
| Immigration, Refugees & Citizenship Canada        | The Regional Municipality of Peel                     |
| Metcalf Foundation                                | University Health Network, Princess Margaret Hospital |
| Ministry of Children, Community & Social Services |   |
| Public Health Agency of Canada                    |   |

## Thank you to our Donors and Gifts-in-Kind

- |  |                       |
|--|-----------------------|
| Carpenters & Allied Workers Local 27                 | Wendy Gauthier        |
| General Fund   | Esther James Anderson |
| KMEK Holdings Inc.                                   | Lucas Seungheon Lee   |
| The Professional Association of Residents of Ontario | Leslie Holbrow        |
| CHUM Charitable Foundation                           | James Anderson        |
| Oana Damian  | Aziz Firasta          |
| Margaret Leslie                                      | Cecilia Racine        |
|  | Susan Maltmannity     |
|  | Impact Fund           |



# Thank You to Our Staff & Board

## 2022-2023 Board of Directors

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Helen Rattee (*Treasurer*)

Mohamed Bhamani  
(*Secretary*)

Lashell Eaton  
(*Member-at-Large*)

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Sharon Filger (*Director*)

Julia Forgie (*Director*)

Lora Gotcheva (*Director*)

Vinusha Gunaseelan  
(*Director*)

Elisabeth Marks (*Director*)

Julia O'Byrne (*Director*)

Tracy Reynolds (*Director*)

Viva Zhou Ronco (*Director*)

Caroline Wang (*Director*)

## 2023 Staff

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Alyssa Mae Aguirre

Angela Ahn

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Entsar Ali

Nurazliya Alias

Kaila Anderson

Massimo Ascenzi

Kimia Attar

Lana Avahian

Ensiye Babareza

Fehmida Bangi

Vera Barbosa

Somayeh Batani

Lorene Bitan

Kristina Block

Gina Bolivar

Sarah Bonell

Cristina Branco

Maide Bulgurcu

Minx Cai

Maria Jeanine Cantero

Leicah Carino

Claudia Cataldi

Karandeep Chaba

Anita Chang

Lucy Cheng

Nerina Chiodo

Kim Clarke

Sarah Conlin

Sumita Costa Pereira

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Angelique Davies

Lina Demaghltrous

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Qian Dong

Joy Enahoro

Fatemeh Eslahi

Krystal Facey

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Lisbeth Fernandez

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Senia Figueroa

Hillary Fonseca

Latoya Frazer

Pearl Gandhi

Sandra Garcia

Rachel Goldfarb

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Corina Gonzalez

Jennifer Gordon

Eileen Guinto

Ida Guo

Jafreen Haque

Sue Hariharan

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Mona Hosseini

Abir Howera

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Clara Lee

Meghan Leek

Margaret Leslie

Karen Li

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Soheila Lotfi

Michele Lupa

Chunying Lu

Filwyn Ma

Richenne Macaranas

Dan Angela Magistrado

Mona Mahdian

Christine Caroline

Maina

Mary Anne Malecon

Emmy Malick

Sheyda Manavi

Purvi Manek

Stefi Manuel

Michelle Manuel

Victoria Marchetta

Sharmaine Marciales

Diranouhi Markarian

Callie Martin

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Mary Motz

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Leah Murray

Sarah Mustafa

Lidija Naumovska

Venus Nazli

Fateme Nemati

Thao Ngoc Le

Debbie Nystrom

Suvarna Pai

Sandra Pang

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Sehee Park

Yevheniya Pekar

Lianna Pham

Rosa Phanlith

Breanna Pinkney

Mariana Pinos

Maureen Pioquinto

Grace Ponte

Swethaa Ramesh

Uzma Raza

Glory Ressler

Canuta Rodrigues

Maria Gabriela

Rodriguez

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Ayesha Saleem

Nataliya Samuel

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Tristan Seixas

Isil Senturk

Piraveena Sivasamy

Kerry Smyth

Myrene Solidum-Lugtu

Nazanin Soroush

Bana Stegu

Tamy Suen

Vivi Sutanto

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Susan Wang

Reyes Werner

Julia Wheelihan

Judy White

Claudette Wilson

Kimberly Wint

Jing Zhang



# Where to Find Us

## **10 Front St W**

Toronto, ON, M5J 2S1  
416-367-1758

*Brookfield Place Centre for  
Early Development*

## **32 Heath St W**

Toronto, ON, M4V 1T3  
416-920-3515

*Robertson House Centre  
for Early Development*

*EarlyON Child & Family  
Centre (main site)*

*Executive Office*

## **14 Trinity Square**

Toronto, ON, M5G 1B1  
416-340-9651

*Eaton Centre Centre for  
Early Development*

## **646 St. Clair Ave W**

Toronto, ON, M6C 1A9  
416-483-0511

*Mothercraft College of Early  
Childhood Education*

*EarlyON Child & Family  
Centre (satellite site)*

*Corporate Services*

## **610 University Ave**

*Inside Princess  
Margaret Hospital*

Toronto, ON, M5G 2M9  
416-946-4501

*Magic Castle*

## **393 King St E**

Toronto, ON, M5A 1L3  
416-364-7373

*Breaking the Cycle*

*BTC Pregnancy Outreach Program*

*Parent-Infant Program*

*Connections for Breaking  
the Cycle of Violence*

*Connections*

## **171 Avondale Ave**

Toronto, ON, M2N 2V4  
416-941-2121

*Avondale Centre for  
Early Development*

## **44 Lillian St, Unit 101**

Toronto, ON, M4S 2H4  
416-362-0333

*Midtown Centre for Early  
Development*



