



2024

ANNUAL REPORT

“We could not have walked
this challenging road with
our child without your love,
grace and guidance. You have
been a beacon of light in
some very dark moments.”

—Magic Castle Family



Rooted in Purpose, Growing with Vision: Equity in Action



“There is no power for change greater than a community discovering what it cares about.”

—Margaret J. Wheatley

As we reflect on the past year, we are proud to share how Mothercraft continues to grow with vision while staying deeply rooted in our purpose. For nearly a century, our work has been guided by a commitment to supporting healthy child development, strengthening families, and building stronger communities. That commitment remains the foundation of everything we do.

Guided by our long-term strategic plan, [Vision 2031](#), this past year has been one of meaningful growth across all areas of the organization. We have expanded training and professional development opportunities, deepened our community partnerships, and adapted our services to meet the evolving needs of children, families, and professionals. This growth is not just about scale; it is about deepening impact and preserving our commitments to quality. And we can’t achieve any of these goals without the remarkable leadership and dedication of our staff, who continue to show up every day with compassion, creativity, and care.

We were proud to achieve full enrolment across all of our Centres for Early Development for the first time since 2020. This milestone reflects not only recovery but renewed trust and

Greetings from the President & Executive Director (continued)

confidence from families. We also welcomed back beloved community events, including the resumption of the Magic Castle holiday party, a joyful gathering for children and families who are receiving treatment at Princess Margaret Hospital; an event we haven't been able to hold since before the pandemic.

Our work is continually enriched by partnerships. In 2024, we established new collaborations with the Native Canadian Centre of Toronto, Strong Minds Strong Kids Psychology Canada, and Toronto Public Health, all of which supported us in delivering inclusive and culturally responsive programs.

Mothercraft staff also shared their expertise on national and international stages, presenting at the Canadian Psychological

Association's Annual Convention and the World Forum on Early Care and Education, reinforcing our leadership in early childhood development, research, and policy.

At the same time, we are putting our equity commitments into practice with intention. From engaging an Indigenous Knowledge Keeper to share land-based teachings to implementing self-regulation training across leadership teams, we are working to turn our values into meaningful, measurable action.

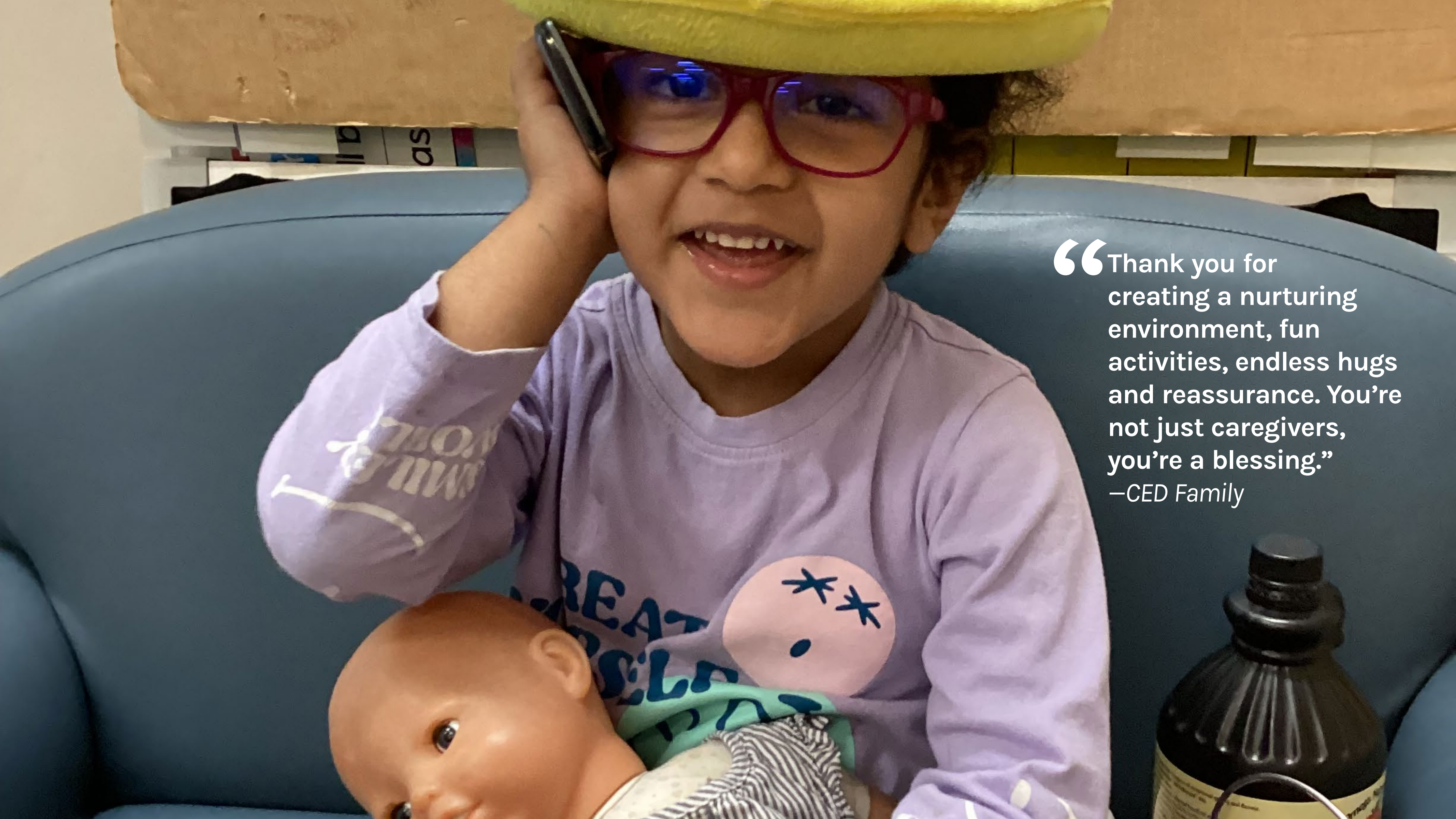
What brings all of this together is a shared vision that focuses, first and foremost, on children and families, supports our educators and staff, and places equity at the heart of our growth. As one Early Intervention parent shared, *"Your love, support and care has meant*

the world to me and my children. I don't think I could have done this parenting journey without you." These words remind us why our work matters.

We want to express our deepest thanks to everyone who is part of this journey: our staff, families, partners, and community members; and especially the children we are privileged to learn from, and care for, each and every day. Your continued support and collaboration make everything we do possible.

With gratitude,

Tanzeel Merchant, Chair, Board of Directors
Michele Lupa, Executive Director



“Thank you for creating a nurturing environment, fun activities, endless hugs and reassurance. You’re not just caregivers, you’re a blessing.”
—CED Family

2024 Highlights



Edmond and Jeanne Mertzenich first accessed Mothercraft services in 1959, soon after arriving in Canada from Belgium. As new immigrants who did not speak English and had no support network in Toronto, they faced challenges when Jeanne experienced postpartum complications and Edmond needed to return to work. Mothercraft provided care for their newborn son while Jeanne recovered.

Jeanne passed away in 2020, but the couple never forgot the role Mothercraft played during this pivotal time in their lives. More than sixty years later, Edmond chose to

honour this experience by making a **donation to Mothercraft's Magic Castle program** in 2024. We are deeply grateful for the generosity of Edmond and his family, pictured here with his son Claude and daughter-in-law Lauri during a video call with Mothercraft staff. Edmond passed away peacefully in April 2025.



All **Centres for Early Development reach full enrolment** for the first time since the pandemic, marking an important milestone in post-pandemic recovery.

Mothercraft's EarlyON partners with the **Native Canadian Centre of Toronto** to host monthly visits that provide families with education on Indigenous culture and teachings.



2024 Highlights (continued)

Mothercraft’s Early Intervention team raises **\$18,000 during the holiday season**, providing gifts and grocery gift cards to 101 children and their mothers.



More than 100 professionals attend a Mothercraft-organized symposium on engaging fathers who perpetrate violence and exploring best practices to reduce harm.



Mothercraft delivers a webinar titled, **The Complex Art of Working with Black Families**, focused on culturally responsive, trauma-informed care as part of its Connections for Breaking the Cycle project.



\$42,951

Value of Rescued Food

Track this number to see your food rescue savings over time!



41,425 lbs

Greenhouse Gases Diverted

Thank you for keeping healthy food on plates and out of landfills.



10,300 lbs

Total Pounds Received

Thank you for caring for people and the planet!

In partnership with **Second Harvest**, Breaking the Cycle supports families facing food insecurity by redistributing surplus food and reducing waste.



Dr. Hopi Lovell Martin, an Indigenous Knowledge Keeper, provides a land-based ceremony and teaching for all staff, strengthening Mothercraft’s commitment to **Truth and Reconciliation**.

2024 Highlights (continued)

Dr. Mary Motz and Dr. Nicole Racine, both clinical psychologists, present research on Mothercraft's work with substance-involved families at the **Canadian Psychological Association's annual convention**.



Judy White, Policy & Quality Assurance Officer, presents Mothercraft's **Diversity, Equity & Inclusion Action Plan** as part of a panel at the **2024 World Forum** on Early Care and Education.



Mothercraft staff at the 2024 World Forum on Early Care and Education, held in Vancouver.



Mothercraft College of Early Childhood Education awards **127 diplomas to graduating students** at its spring and fall ceremonies.

In Their Own Words (2024 Testimonials)



“Your consistency, patience, and encouragement helped our child settle in and feel confident.”
—CED Family

“I bring my daughter here to socialize. She was very timid at first but now she runs in and is excited to play here.”
—EarlyON Family

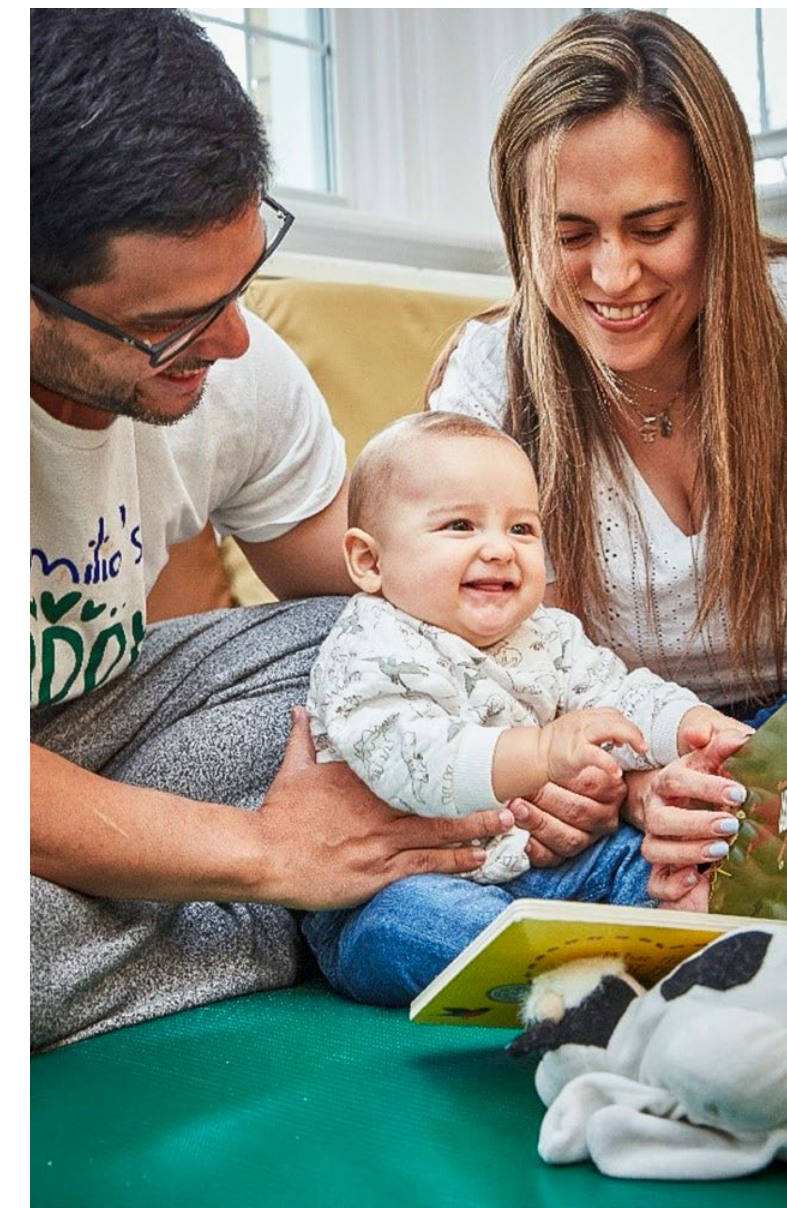
“I feel incredibly lucky to have completed my ECE diploma here. The hands-on experience, genuine support, and dedication from each of you have been invaluable.”
—ECE Diploma Student

“The role you’ve played has made a lasting impact on both our child and our family.”
—CED Family

“I have faced many challenges in my recovery and parenting, but the staff were with me all along. Today, I see myself achieving goals I once thought were out of reach.”
—Early Intervention Parent

“Leaving your baby at daycare is such a challenging transition, but the expertise, confidence and warmth of the ECE team made it so much easier.”
—CED Family

“I am a mother of a new baby. It can feel very lonely at home sometimes, so having a place to come and talk to other people helps me.”
—EarlyON Family





“The staff are warm, engaged, and genuinely invested in our child’s growth. We feel lucky to be part of this community.”
—CED Family

The Year in Numbers

1,816

Children served

2,492

Parents/caregivers served

282

Child care spaces

23,726

Visits by children
& parents/caregivers

1,345

Individuals referred to Mothercraft

840

Individuals Referred
from Mothercraft

107

ECE graduates

176

Students enrolled

3,456

Professionals trained

326

Student placements

151

Staff

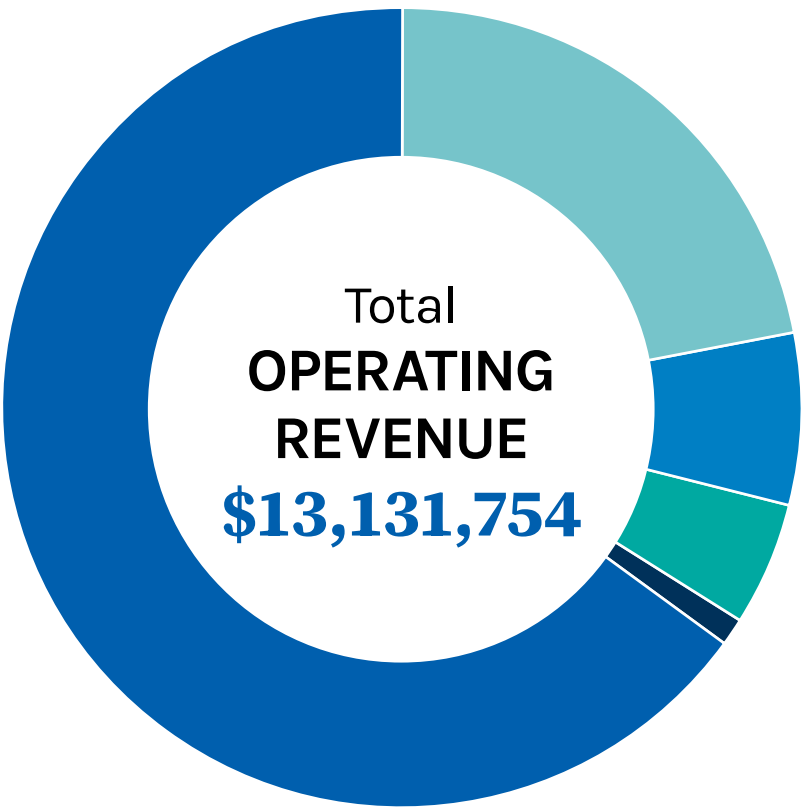
8

Service Locations

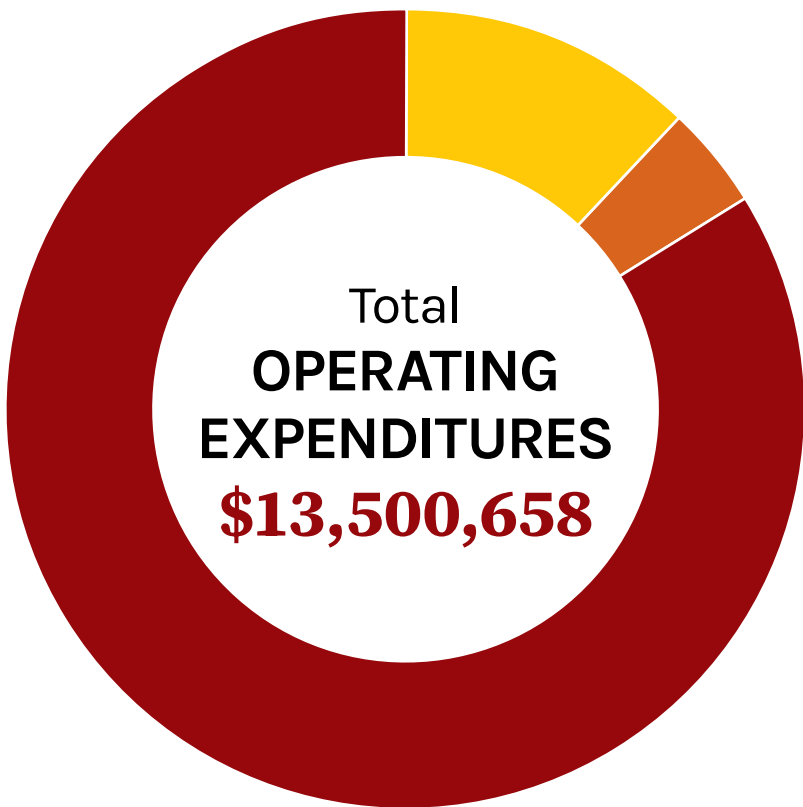
Financial Statements

Statement of Operating Revenue & Expenditure

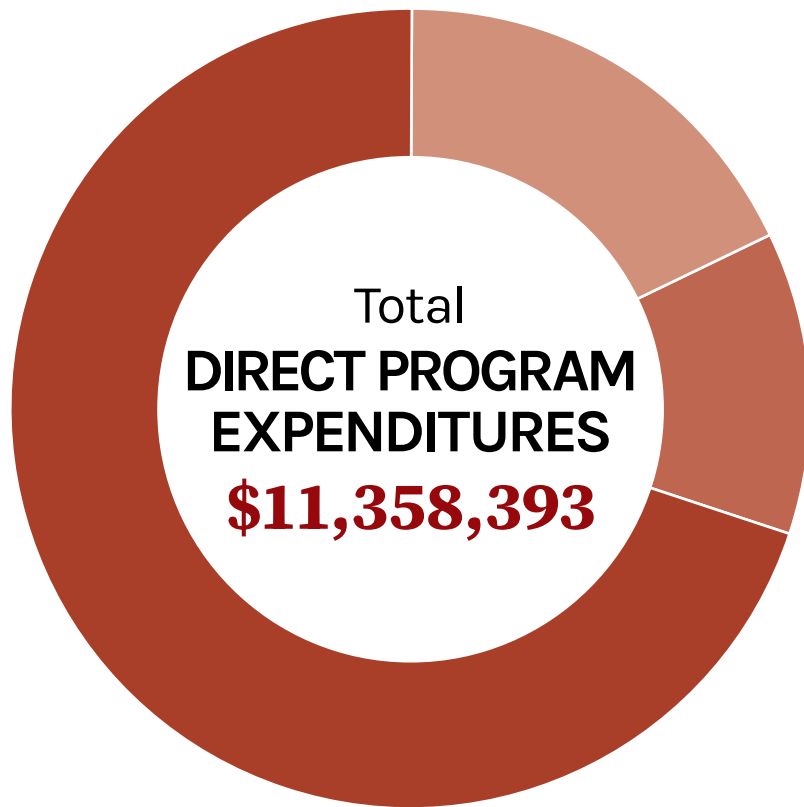
For the year ending December 31, 2024



- 65% Municipal Funding
- 22% Child Care, Tuition & Training Fees
- 7% Federal Funding
- 5% Provincial Funding
- 1% Other Income



- 84% Direct Expenditures
- 12% Administration
- 4% Amortization



- 70% Early Childhood Development
- 18% Education & Training
- 12% Early Intervention

Thank You to Our Donors

- | | |
|---------------------|-------------------|
| Edmond Mertzenich | Margaret Leslie |
| Debra Pepler | Wendy Gauthier |
| Carpenters & Allied | Suzanne Kiraly |
| Workers Local 27 | Dolores Anderson |
| General Fund | Erich Schafer |
| KMEK Holdings Inc. | Arcand Medicine |
| Oana Damian | Professional |
| Nicole Racine | Company |
| CHUM Charitable | Other (anonymous) |
| Foundation | |
| Lucas | |
| Seunghoon Lee | |

Thank You to Our Funders

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

Thank You to Our Staff & Board

2024 Board of Directors

Tanzeel Merchant (*Chair*)
Mohamed Bhamani
(*Vice Chair*)
Caroline Wang (*Treasurer*)
Vinusha Gunaseelan
(*Secretary*)
Lashell Eaton
Sharon Filger
Julia Forgie
Lora Gotcheva
Elisabeth Marks
Julia O’Byrne
Sabrina Qinyu Cao

2024 Staff

Jean Abbott
Kristel Aguirre
Alyssa Mae Aguirre
Angela Ahn
Adrienne Ahrens
Entsar Ali
Tabassum Ali
Nurazliya Alias
Kaila Anderson
Marlene Araujo
Massimo Ascenzi
Kimia Attar
Lana Avahian
Ensiye Babareza
Kaysia Baker
Vera Barbosa
Somayeh Batani
Aisha Bates
Gina Bolivar
Cristina Branco
Maria Jeanine
Cantero
Leicah Carino
Claudia Cataldi
Janeth Chacon de
Klein

Vanessa Chan
Ariel Chan
Anita Chang
Kariann
Charlemagne
Lucy Cheng
Nerina Chiodo
Athena Chuk
Kim Clarke
Sarah Conlin
Lina Demaghlattous
Gina DeMarchi
Ann Do
Fatemeh Eslahi
Krystal Facey
Sonia Ferreira
Senia Figueroa
Pearl Gandhi
Sandra Garcia
Shiela Gavina
Mahsa
Gholipournavid
Kevin Gomez
Sathiyabama
Gopalraj
Jennifer Gordon
Eileen Guinto
Rosie Hardaker

Salima Headley
Bhupinder Heer
Kaprice Higgins
Winnie Ho
Jessica Ho
Tracy Ho
Abir Howera
Miyounghwang
Alex Ilumin
Riley Ishii
Samina Jabeen
Sarah Jameel
Zaimun Jamil
Sinai Jardon
Lino Joseph
Vicky Kahlon
Arifa Karim
Navjot Kaur
Samantha Khoo
Khushpreet
Khushpreet
Olga Kondili
Alketa Kumbaro
Katie Kwaczek
David Kwok
Steve Kyriacopoulos
Scott Laban
Koei Lai

Rebecca Lash
Gloria Lee
Natali Lee
Hailey Lee
Clara Lee
Meghan Leek
Karen Li
April Lin
Chunying Lu
Michele Lupa
Filwyn Ma
Richenne Macaranas
Christine Caroline
Maina
Emmy Malick
Sheyda Manavi
Purvi Manek
Stefi Manuel
Michelle Manuel
Victoria Marchetta
Sharmaine Marciales
Diranouhi Markarian
Callie Martin
Melanie Masilamani
Alexandra Mazina
Mahnaz Mirzaei
Deb Morson
Mary Motz

Monica Mu
Shamilah Mukhtar
Miriam Mulumba
Tshieffu
Beatriz Munoz
Franchesca Muñoz
Leah Murray
Sarah Mustafa
Lidija Naumovska
Venus Nazli
Fateme Nemati
Alex Ng
Thao Ngoc Le
Bita Nikseyr
Debbie Nystrom
Suvarna Pai
Sandra Pang
Sneha Parikh
Sehee Park
Alfah Pasicolan
Yevheniya Pekar
Althea Pereira
Lianna Pham
Rosa Phanlith
Listra Phillip
Mariana Pinos
Maureen Pioquinto
Grace Ponte

Swethaa Ramesh
Fariha Rashidi
Uzma Raza
Glory Ressler
Xavier Roach
Canuta Rodrigues
Maria Gabriela
Rodriguez
Ayesha Saleem
Nataliya Samuel
Sajida Sana Ullah
Patricia Santos
Paula Santos
Tristan Seixas
Isil Senturk
Priya Sharma
Kerry Smyth
Myrene Solidum-
Lugtu
Carla Soriano
Nazanin Soroush
Bana Stegu
Tamy Suen
Vivi Sutanto
Irina Sverdlova
Alaleh Tamizi
Lalaine Tan
Iris Tang

Cathy Tang
Yoshie Tate
Elizabeth
Thavamalar Jacob
Indiradevy
Thiruchchelvarajah
Atiya Thomas
Maria Torres
Jahnvi Tripathi
Stacy Turner
Anna Tyzler
LaTisha Walford
Navajit Walia
Nina 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*



Mothercraft®

Shaping Children's Lives Through Learning



www.mothercraft.ca