

College-Montrose Children's Place

Annual Report 2020



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Our Vision

Healthy
Children

Healthy
Families

Healthy
Communities

Our Mission

CMCP is a free family resource program that addresses the changing needs of diverse families. We create connections between children, parents, grandparents and other caregivers in local neighbourhoods with a focus on:

- Supporting healthy child development
- Promoting healthy families
- Fostering mutual aid and peer support
- Strengthening parenting knowledge and skills
- Breaking down isolation
- Valuing inclusion and harmony

In partnership with families and the community, we provide safe, stimulating learning environments and opportunities for children, parents and caregivers. Children's Place is an open, collaborative organization that values and respects the unique needs and strengths of all families.



Message from the Chair & Executive Director

It is more than an understatement to say that this has been a year like no other. We all faced novel challenges and are constantly being called upon to adapt and adjust.

Face-to-face interactions have always been at the core of CMCP's work. It was no easy task to find ways to continue to support families with our locations closed and everyone locked down. This was very much a case of learning on the fly; learning what families needed and learning what we could do to help meet those needs. Not all of our first attempts were successful, but we learned again, and are proud of what we have managed to accomplish together.

These accomplishments were made possible by the incredible support we received from our community and our many partners. In particular, we want to recognize two of our major funders who stuck with us through this bumpy journey. Our deepest thanks to EarlyOn, which maintained our funding and allowed the flexibility to meet our core services through virtual programs and to the United Way of Greater Toronto who allowed us to redirect funding to address the constantly changing needs of our participants and programs. And our many thanks to all of our donors, who helped to make sure CMCP could continue to deliver these programs.





Collaborating with partner organizations has always been an important part of how CMCP works, taking advantage of our collective expertise and networks. That has never been more true than during the pandemic. This year we deepened our work with our established partners and formed new partnerships to share expertise and provide new services to address the challenges facing our communities. We look forward to continuing this work beyond pandemic times.

Absolutely none of this would have happened without our amazing staff. They were suddenly called upon to learn new skills and to find creative new approaches to delivering our high-quality programs. They rose to this challenge. Who knew we had so many budding internet stars in our midst? Through all this, the staff also found ways to support each other at the same time as they supported the children, parents and caregivers we serve. We are ever grateful for their tremendous work.

COVID-19 has shone a spotlight on many of the inequities that already existed in our communities. For a lot of us this was the first time we really understood vulnerability and what it meant to be isolated.



As the vaccine roll-out accelerates some of us are looking hopefully toward the end of these lockdowns and an end of this feeling of isolation. For many families, that feeling will not go away. Families are struggling and will continue to struggle. The need for our sector is more vital than ever as we work our way out of the pandemic. The need for connection has only increased.

What are we going to do about the inequalities that exist in our communities? While we provide universal programming, as we believe that every family deserves support, we remain committed to prioritizing our resources to serve vulnerable families. We reflect on these serious issues and strive to improve our practices, policies and behaviors. We are in the process of updating our multicultural and inclusion, diversity, equity and access policy, and are seeking external support to ensure that our practices eliminate racial biases. We continue to seek the input from the populations we serve to drive program planning and remain committed to providing opportunities for the inclusion of representation from disenfranchised communities in our staff, committees and Board to ensure CMCP constantly evolves to meet the needs of our community.



We look forward to doing this important work with you.



Patrick Madden
Board Chair



Emilia Rodriguez
Executive Director

A handwritten signature in black ink, which appears to read "Emilia Rodriguez".

Virtual Programs



CMCP was able to transform our programs to offer virtual programs seven days a week that helped provide a sense of connection and an incredible support to families during the pandemic. Virtual programs included Including drop-in programs, one on one connections, circle times, live streaming and recorded videos.

Programs delivered in
English, French, Italian,
Russian & Chinese

262
sessions

84,269
visits



Faiza's Story



My name is Faiza, and I have an 18-month-old son, Yusef, who I currently stay home with full-time.

Prior to the pandemic, Yusef and I would go to our local EarlyON, I struggled to find ways to fill the days until I found out about College-Montrose Children's Place and their virtual programs. Since then, Yusef and I have watched CMCP's Circle Time everyday. It has truly been a lifeline for us during this time! Attending the 10:30 AM and 3:30 PM circle time every weekday gives some structure to our day. Recently, we've taken to watching and rewatching the song circles; I really appreciate that CMCP makes the recordings available on their Facebook page!

Yusef really loves the staff and finds them to be very engaging. I find the programming at CMCP to be very high-quality. I love that in Circle Time we are talking about things like diversity and race politics with children, which is very important at this time.

I also had some questions about Yusef's speech and language development which the staff at CMCP were able to assist in answering.

In short, we have definitely benefited from the services that CMPC provides and I hope that they are able to continue the amazing work they are doing. I also look forward to meeting all our friends at CMCP in person for the first time hopefully soon after the pandemic!

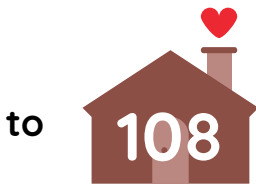
Emergency Food Box Initiative



In response to increased food insecurity, CMCP pivoted to put food on the tables of families in need. This initiative included expanding our reach to include vulnerable seniors and other tenants of Toronto Community Housing beyond our previously served families with children six and under.



Food Boxes



Households



Grocery Cards Distributed



The Cooper Mills-Gooch Community Food Bank



We developed a steering committee with Toronto Community Housing tenants and four other community organizations to assess the ongoing food needs. CMCP became a Daily Bread Food Bank member, and with these partners we opened the doors of the Cooper Mills-Gooch Food Bank on March 25, 2021.

Thank You to Our Partners:

Access Alliance

Daily Bread Food Bank

Runnymede Presbyterian Church

St. Giles Kingsway Presbyterian Church

The Four Villages Community Health Centre

Toronto Community Housing

United Way of Greater Toronto

40 
Households

100 
People, weekly

 **2-6pm**
every Thursday



Activity Kits



After a successful pilot project of distributing 100 activity kits in the Gooch Community, CMCP led a new collaboration of 5 organizations to distribute activity kits to 640 isolated children. This initiative was made possible through the United Way Emergency Community Support Fund. The activity kits provided materials and activities for children to engage with at home to ensure families that had barriers to virtual programs would be able to participate in open ended play based activities that promoted early learning.



Nadia's Story



I wanted to again say a HUGE thank you for the activity box. I know that dropping it off at my home was probably not very convenient. But it has made a significant difference during this very stressful time especially since I am unable to leave the house because I'm high risk for COVID.

I appreciate the time, effort and thought you and your team put into making these activity boxes. They have way more impact than simply giving the kids crafts that they can work with. I wanted to share 2 stories with you.

The day that the boys made the sticky paper collages was very challenging. My husband was working and it was just me and the boys. I was exhausted and just needed a few minutes to myself. I was able to set Sam at the table and Peter in his high chair. I pulled out the activity box that you dropped off and gave the boys the supplies for the craft. They boys were entertained long enough for me to have a quick bite. But most importantly, it gave me enough time to do some mindfulness and recharge. I needed the time to recharge and your activity box allowed me to take the time. I helped me be the kind of Mom that I wanted to be on a very challenging day.

Sam misses seeing so many people in his life. Some days he is so sad. As parents it is so hard to see our kids like this, especially when we can't tell them when it will end. On this particular day I was at a loss. Usually he will be sad for a bit but he was just sad all day. Then I saw the activity box on the shelf. Daddy took the baby. Sam and I sat at the table and made the hearts for his Nanny and cousin who he hasn't seen in year. We were able to talk about his feelings and it helped to have him create this work of art. He chose the items to stick with great care. We spoke about what he liked about Nanny Nana and Audrey. He said "Nanny Nana is very smart and she likes flowers" So he put flowers on the heart. He said that he likes shiny things so he will like to share them with Audrey. By the end of the project, his mood had improved and he was not so sad. The relief that this brought was immeasurable.

All this is to say, please know that what you do makes a huge impact on caregivers and the kids. Even though you may not see the effect know that kids and parents are happier and healthier because of something as simple as an activity box. It makes these strange times a little more bearable.



Statement of Revenue & Expenses

REVENUE 2020

	2020	2019
■ Government funding	775,806	755,729
■ United Way Greater Toronto	251,083	210,833
■ Corporate and Foundations	46,751	22,500
■ Individual Donations	38,344	55,378
■ Canada Emergency Wage Subsidy	101,718	-
■ Fundraising and Other	28,553	123,436
■ Interest	2,593	5,524
	1,244,848	1,171,400

EXPENSES 2020

	2020	2019
■ Personnel	717,380	817,640
■ Payments to partners	166,033	102,902
■ Program	152,588	45,085
■ Occupancy	119,451	115,620
■ Professional Fees	33,896	31,220
■ Administration	26,514	28,707
■ Staff travel and development	3,330	6,196
■ Fundraising	1,180	10,803
	1,220,372	1,158,173



Treasurer's Report

CMCP was able to replace the loss of anticipated fundraising revenues in 2020 through one-time grants and other subsidies that allowed us to respond and meet emerging communities needs throughout the pandemic.

We are grateful for the ongoing support of EarlyON and the United Way Greater Toronto during this challenging year. We are thankful for the support of our individual and corporate donors who continue to believe in our mission.



Board of Directors

College-Montrose Children's Place is a registered Canadian charity. It is governed by a committed, dynamic and highly talented group of volunteers who subscribe to our vision, mission and values. These board members set policy and direction for the organization.

Thank you for your time, effort and dedication.

Executive

Patrick Madden

Board Chair & Chair of
Program Committee

Robert Spafford

Vice-Chair & Treasurer

Catherine Fowler

Past Chair

Patrick Imlay

Secretary



Members

Regina Martyn

Co-Chair of the
Development
Committee

Morten Lave

Development
Committee

Clara Juando-Prats

Program Committee

Julie Martins

Development
Committee

Laurel Maule CFRE

Development
Committee

Retired 2020

Angela Bhutani

Ryan Couvrette

Also supporting our
work by serving on our
Program Committee:

Abby Wong

Jasminta Edwards

Thank You CMCP Volunteers



Volunteers have always been at the core of College-Montrose Children's Place. They support every aspect of the organization, from delivering programs, to providing support to the participants, to advising on a committee or on our Board of Directors. During the 39 years CMCP has been serving the community, our volunteers have become a crucial element of everyday service.

The beginning of 2020 saw our volunteer program performing as strong as ever, volunteers participated daily at each of CMCP's locations. When the global pandemic began in March 2020, our volunteer community was challenged in a new way. Many of the traditional volunteer roles that had been available at the organization were no longer a feasible option, but in typical fashion, CMCP's volunteers rose above and beyond to serve the community in new and creative ways.



"This position has captivated me through the organization's goal to support and provide resources for children, parents, and caregivers from a variety of backgrounds. I believe that the best thing about this volunteer opportunity is that despite of the pandemic restrictions, I still have a chance to support families during these hard times."

- Maryiana, CMCP Volunteer

Volunteers contributed invaluable time and effort to the new initiatives at CMCP including assisting with the delivery of emergency food boxes, and creating activity kits for families to enjoy from the safety of their homes. The Board of Directors, Program and Development Committees held strong and supported the organization, providing innovative solutions to new problems. By the fall of 2020, the volunteer program was being revised and revitalized and new virtual opportunities were created to suit the changing needs of volunteers.

College-Montrose Children's Place is forever grateful to the volunteers who continued supporting the community, throughout a time of hardship.



Our Staff



We are fortunate to work with a passionate, knowledgeable and creative staff that developed new ways of delivering program. Our cohesive team were able to support each other as we all learned to new skills to ensure the high-quality programs our families rely on were able to continue.

Thank you to our incredible staff for your inspirations, ideas and determination.



We asked our staff:

What is the greatest thing that happened through work last year?



“Being able to work with such an empathetic and supportive team that provided me with ample learning opportunities and the chance to contribute in such a meaningful way.”

“I can continue to build connections and learn to grow with families virtually.”

“Meeting wonderful mentors at CMCP.”

“Creating new partnerships and opening the foodbank.”

“Learned new ways of doing things working by thinking outside the box.”

“Continued to support the community in different ways.”

“Less transit time led to opportunities to connect with nature that helped to support me to help families.”

“The stability to have my contract renewed when others were being laid off, and the professional development opportunities.”

“Opportunity to work independently helped build my confidence.”

“Proud of the sense of community that CMCP has established that people turned to in a time of unease and uncertainty.”

Thank You to Our Supporters



CMCP is grateful to all of our funders, donors and partners who have supported our work during such a challenging year. It is through your generosity that we have been able to quickly respond to the emerging needs of the community. Thank you.

Government Funders

City of Toronto,
Children's Services

EarlyON,
Child and Family Centre

City of Toronto,
Employment & Social Services

Employment and Social
Development Canada,
Canada Summer Jobs

Province of Ontario,
Ministry of Education

Community Funders

United Way of Greater Toronto
LiUNA Local 183
CGCG

Corporate Donors/Community Foundations

Nestle Canada Inc
McCall MacBain Foundation
Cidel Asset Management
Kiwanis Club Of Toronto
Community Food Centres Canada
Second Harvest
Foodshare
Chum Charitable Foundation

Our Supporters

Aaron Sanderson
Adrienne Lo
Alexandra North
Alexey Churyumov
Alexis Bellet
Amy Jiang
Angela Mesquita
Anne Cheng
Ariane Friesen
Asher Joseph
Beth McKenzie



Our Supporters

Bob Pritchard
Brent And Val Harris
Carol Harren
Catherine Fowler
Cathie Percival
Célia Pereira
Charlsey Sherwood
Christina Pozzobon
Christine Brown
Christine Minerva
Christopher Martins
Corina John
Danielle Ellis
Danielle Francis
Danielle Renaud
David Grafstein
Dr. Theresa Cooke
Durriya Khambati
Eli Ma
Emily Robb
Fiona Chapman
Fiorenzo Caruso
Franca Gucciardi
Garret Thomson
Gayatri Aravind
George Hardy
George Martyn
Gianna Ceci
Gillian Ross
Gord Scheiding
Grace McSorley

Hana Gunn
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Jahmila Felix
Jamie Mendoza
Jennifer Kim
John Gilderdale
Jordana Greenberg
Julie Martins
Justine Tan
Kaitlynn Olliff
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Katherine Whitehead
Larry Shapton
Laurel Maule
Lauren Harris
Leanne Laszlo
Leora Jackson
Leslie & Roberta Robb
Li Mei-Hsin
Linda Oland
Lise Gula
Lucilia Gomes
Marea Taylor
Margaret O'Toole
Maria Lozano
Mary Anne Harris
Maureen Ringlein
Meagan Minnings
Meg Ewing
Michael Cooke

Michael D'Abramo
Michael Di Iorio
Michelle Methven
Mohammad Jangda
Morten Lave
Natasha Sawh
Nathan Young
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Paulina Marcinkowski
Philip Stern
Regina Martyn
Richard Burry
Robert Spafford
Sarah Hillyer
Sarah Shapton
Sharon Maule
Stephanie Gonda
Stephen Jackson
Suzan El-Rass
Suzanne Gold
Taylor McNerney
Theresa Gould
Timothy O'Leary
Vinnarasi Packianathan
Voy Stelmaszynski
Warren Godinho
William Law
Wilma Chan



Call to Support

Along with transforming our programs we have also changed how we fundraise to ensure we can meet the needs of the community.

We invite you to join our Extended Family Monthly Giving Program that will provide CMCP with the resources to ensure that your dollars are used where they are most needed.

[Visit CMCP and click donate monthly.](#)





College-Montrose Children's Place

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Charitable number: 118867985 RR0001



United Way
Greater Toronto

EarlyON

Child and Family Centre