



MESSAGE FROM THE EXECUTIVE DIRECTOR & BOARD CHAIR

In 2022, Childreach staff and Board worked with community partners to forge a new Strategic Plan for 2023 – 2025. Together we set two ambitious strategic priorities to reimagine our service delivery model to reflect our diverse community and create a sense of belonging while also focusing on sustainability through transformation. To accomplish this we set goals to focus on our core competencies to support families' recovery from the pandemic and to nurture well-being and resilience and to increase our competency to serve through an equity, diversity and inclusion lens. We understand that to reach more families we'll need to expand our community partnerships and engage communities to increase awareness and understanding of our services. It is ambitious work and must be done with emphasis placed on fostering the well-being of our staff. Working together, we can create an evaluation strategy to better measure our impact and tell our story. We are proud to share community engagement, and evaluation work is already in motion.

Researchers at Western University's Human Environments Analysis Lab (HEAL) studied and evaluated Childreach's WILD CHILD Outdoor Playgroup. The Report, released May, 2022 indicated that participation in outdoor play can contribute to improved children's health and well-being across the lifecycle. WILD CHILD enables children, inclusive of different ages, genders, and ethno-cultural backgrounds, to collaborate through nature-based play. The HEAL evaluation further reported that the Wild Child Outdoor Playgroup is essential to supporting London families, addressing barriers to engaging in outdoor play experiences, building stronger parent-child relationships, improving parent-child well-being, and inspiring life-long interest in nature.

Raising awareness of our services continued to be a priority for Childreach to connect families and professionals to our Centre and community programs. Childreach was honoured to be featured within Tourism's London's Find It In London campaign promoting our services as a unique resource for London families!

On behalf of the Board, our team, and the families we serve, thank you for supporting Childreach to expand our reach. We are privileged to work with talented Early Childhood Educators who truly are the heart of our service to children, families and early years' professionals

Adam Dennerley, Board Chair and Yvette Scrivener, Executive Director

*child*REACH
2022 ANNUAL REPORT

BOARD OF DIRECTIONS

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Andrea Kelly, Vice Chair
Shobhita Sharma, Vice Chair
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TREASURER'S REPORT

Fiscal 2022 was a year of investment for Childreach Centre. As the impact of the COVID-19 pandemic subsided, the Centre identified a need to invest in the sustainability of the organization.

To effectively meet the needs of our community post-pandemic, a decision was made to invest in the Centre's operations. As a result, the Board of Directors approved a budgeted operating deficit for fiscal 2022. The decision to approve a deficit budget was ultimately seen as a necessary step toward bringing solutions to new and challenging program delivery situations not seen in the past. The final 2022 fiscal position reported an operating deficit of \$32,007.

In an effort to minimize the realized deficit, leadership worked diligently to identify new and innovative revenue sources. One outcome of this resourcefulness was a collaboration between Fanshawe College's The Chef's Table and Childreach. We would like to take this opportunity to thank Fanshawe College for facilitating this exciting partnership.

Looking ahead, we anticipate continued investment in the Centre, including investment in our people, programing and future development of the Family Centre. Support from our funders, the generosity of individual and corporate donors, the dedication of our volunteers and the passion of our staff is necessary for the Centre to continue to deliver on its Vision. Thank you to the contributions you make toward helping all children reach their full potential.

Financial results of Childreach are prepared by management and are fairly presented in accordance with the Canadian accounting standards for not-for-profit organizations. These financial results have been audited by our external auditors, Ford Keast Chartered Professional Accountants.

Deanna Baldwin, CPA, CA
Treasurer

2022 FINANCIALS

REVENUE

Municipal Government - EarlyON	405,350
Special Projects	727,950
Childreach	136,995
Fundraising	17,554
Other	<u>17,505</u>
TOTAL	1,305,354

EXPENSES

EarlyON Programs	405,350
Special Projects	727,950
Childreach Programs	120,935
Administration	<u>83,126</u>
TOTAL	1,337,361

SURPLUS/DEFICIT -32,007

STAFF

Sabrina Abate
Hadil Alshaghroubi
Lorena Arauz
Kelly Borden
Kirsti Cheese
Sara D'Alessandro
Brooklyn Einwiller
Jason Jordan
Joanna Kata

Violetta Kata
Meaghan MacDonell
Natasha Morton
Olivia Musico
Amy Petrarca
Breanna Piccolotto
Nadine Reeves
Ally Scott
Yvette Scrivener

Amanda Seabrook
Marg Shannon
Brian Sim-Little
Emilia Trochimiak
Omayra Toro Young
Katie Van Den Berg
Lara Vlach
Alicia Vanderwerf

2022 PROGRAM HIGHLIGHTS

Our **EarlyON** programs welcomed 1,134 families to our early learning play spaces at the main centre and across our East London catchment area. Overall, 1,596 children visited 5,348 times with their parents to learn, play, meet new and old friends, and get support and advice from professionals trained in early childhood development.

We happily returned to many of our pre-pandemic community playgroup locations such as Cherryhill Library, Central Library, Kinsmen Recreation Centre, Boyle Community Centre, Knollwood Park Public School, and New St. James Church.

184 parents were provided with parent support and education including one-to-one parenting support on topics such as sleep routines, positive discipline, the power of play, infant massage, perinatal mental health, fire safety, the ABCs of consent, and the overwhelm of parenting.

WILD CHILD - 1,232 parents and children joined us for a child-led adventure at Westminster Ponds and Medway Forest to learn and play outdoors, experiment with risky play and connect with each other and our earth. Our forest playgroups provide parents and their young children with the opportunity to experience play in the outdoor natural environment three days a week all year round no matter what the weather.

Strive continued to offer high quality learning opportunities for early years professionals in London, Middlesex and Elgin to ultimately help better serve children and families. In 2022, we offered 66 professional learning events on a wide variety of topics reaching 2,050 registered participants. Strive intentionally collaborates with over 60 community partners which stimulates innovative and creative approaches to building professional capacity. A highlight of 2022 was supporting the City of London/Middlesex County in a system-wide professional learning day. We hosted over 1,500 early years professionals virtually and focused on educator well-being titled *Only One You*.

Strive is now the lead operator of the ECE Professional Resource Centre. We aim to adapt the space to meet the current needs of professionals in the community. While families are still welcome to utilize the service, our focus is on enhancing materials to reflect the pedagogical needs of the early years community.

Strive continues to grow our team to meet the evolving needs of the community into 2023. The City of London and Middlesex County as well as City of St. Thomas/Elgin County have tasked Strive with a project focused on mentorship. We have hired two Community Animators who are inviting the community into conversation and the co-construction of a multi-pronged approach to mentoring.

DONORS & SUPPORTERS

The generosity of our community allows us to expand on the delivery of our programs, and for that, we are extremely grateful.

Monika Andreetta
Yvonne Archibald
Paul Atkison
John Barnfield
Erin Besch
James C. Bristow
Moira Burke
Angela Carey
The City of London
Dorothy Cronin
Sylvia Davis
Hannah DeSando
Chris & Yvette Fliesser
Ford Keast
Linda Gibbings
Great Lakes Copper Employees
Growing Chefs
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Quiet Legacy Planning Group Ltd
Royal Canadian Legion



PROFESSIONAL RESOURCE CENTRE



Strive
Leading Inspired Learning