



ANNUAL REPORT 2019-2020

Message from the President and Chief Executive Officer

In the non-profit sector, one thing we can say for sure is that change is constant. This fiscal year was no different, as there were some major movements in the sector. In April, the provincial government announced that the child and youth mental health organizations funded by Ministry, Children, Community and Social Services (MCCSS) will move to the Ministry of Health (MOH). We also learned that Massey Centre, and the other MCCSS funded Young Parent and Infant Mental Health agencies, that are currently part of the Child and Youth Mental Health sector, would not move to the MOH. Working together with the Ontario Association of Young Parent Agencies, we met with several government officials to learn the rationale for not also moving Young Parent and Infant Mental Health agencies to the MOH. To-date we have not received answers to this question.

The COVID-19 pandemic, and the provincial State of Emergency began during the last few weeks of our fiscal year. For many, the pandemic dominates our memories of the year, but it's important to also remember the many great things we have achieved during the 2019-2020 fiscal year.

We invested in our management and client-facing staff by providing opportunities to participate in training focused on Indigenous cultural competency, anti-Black racism, and mindfulness. This is an important objective for us as we want to build our staff capacity to meet the evolving needs of our clients. Several anti-racism and anti-oppression events were also organized for National Indigenous Peoples Day, Black History Month, and Pride Month. These events are important to spread awareness, educate, and celebrate diversity with our clients and staff.

One of our significant improvements this year was the expansion of our Early Learning Centre. Thanks to new funding from the city, we can now offer a program for families from birth to 4 years old. Our Preschool program will be increased from 16 space to 40 spaces. The funding also enabled us to address Accessibility for Ontarians with Disabilities Act compliance issues with the creation of an accessible washroom, and the expansion of our reception area and front lobby.

This year, we entered into a new partnership with Yorktown Child and Family Centre and Adventure Place to support the delivery of Baby Love: Supporting Infant Security in new parts of the city. The partnership helped us to achieve one of our strategic objectives of supporting the expansion of infant and early childhood mental health services.

The Board of Directors were also busy this year working on a new strategic plan for the next three years. Armed with the support of a pro bono consultant, Mary Hirst and Associates, we embarked on an extensive consultation process. This process involved focus groups made up of young parents, families with children 0-6 years old, staff, volunteers, managers, community partners, and funders. We are very excited about the new plan and look forward to reporting on the progress of these plans over the next three years.

None of this year's achievements would have been possible without the contributions of our dedicated staff, students and volunteers. We also want to thank our funders, donors and community partners for helping us achieve the significant outcomes that are outlined in this Annual Report.



Jennifer Dockery
President

A stylized, handwritten signature in black ink.



Ekua Asabea Blair
Chief Executive Officer

A stylized, handwritten signature in black ink.

Our Board of Directors

Thank you for your dedication to the mission and work of our organization.

Jennifer Dockery, **President**

Oliver Blunn, **Vice President**

Justine Humphries, **Secretary**

Eddy Popp, **Treasurer**

Mitze Mourinho

Catherine Wang

Anika Mehta

Stephanie Wang

Jessica Amey

* Kris Hollenberg

* Silke Dorego

* Rachel Solomon

+ Amy Davies

Omo Akintan

Sarah Charters

Rhonelle Bruder

Reverend Jody Maltby (**ex-officio**)

Ekua Asabea Blair, **Chief Executive Officer (ex-officio)**

* Term ended September 2019

+ Resigned

Housing Support

By the Numbers

97 young moms and babies lived in our Transitional Housing and New Lives Start Here programs



39 young moms and babies lived in our Prenatal residence

188 clients were served through our Community Housing programs



22 housing workshops facilitated in our Baby and Me: Our Home program

13 clients received housing subsidies towards market rent in the community through our Baby and Me: Our Home program



35 formerly homeless clients moved into stable housing in the community through our New Beginnings program

 **100%** of women who found housing through our New Beginnings program have maintained their housing

What's new?

Standardized workshop evaluations were created and implemented to assess and improve our housing workshops.

Process improvements in our Baby and Me: Our Home program resulted in faster application and subsidy processes, meaning clients can move into safe housing faster.



A Baby and Me success story

When Samantha finished her college program in December 2019, it was time for her to move out of our transitional housing and into her own apartment. She was ready to take the next step. However, she struggled to find housing and faced a lot of discrimination as a young, single mother with no established credit. She sought support from our Baby and Me: Our Home program. Our staff worked with her to find a great apartment, collect her documentation needed to apply for apartments, and teach her about her rights and responsibilities as a tenant. Through a relationship with a local landlord, we were able to find her a beautiful apartment for herself and her young son Orion. We also provided her with a monthly rental subsidy to help with her housing stability. She is now living independently with her son and has started her first fulltime job!

Education and Life Skills

By the Numbers

34 students enrolled in our onsite high school

40 high school credits earned

8 young moms in our New Lives Start Here program attended postsecondary schools/institutions

2 young moms started university master's programs



27 young moms learned to cook through our Food 4 Thought program

36 moms and babies participated in our Best Start Breakfast Club where they learned to make healthy and budget-friendly breakfasts

4 workshops held per week in our School Treatment Program



What's new?

New STEM courses were introduced in our high school.

Our math and science classroom installed a digital, interactive whiteboard, allowing us to use the latest technology to teach our curriculum.



Education and a better life

Aaliyah was just sixteen years old when she started in our High School Treatment Program. She had just given birth and knew she needed to focus on her education so she could provide her daughter with a better life. Bringing a baby to class was challenging, but she made it work and was determined to finish her studies. We helped her find a daycare space so she could focus on school. She was an exemplary student who excelled at every subject she tried. She graduated our high school in June 2019 and was the class valedictorian. She has just completed her first year of college in the Pre Health Science program at Centennial College and has a bright future ahead of her.

Infant Mental Health Programs

By the Numbers

43

clients participated in the Baby Love: Supporting Infant Security group program through our EarlyON Child and Family Centre

28

weeks of mindfulness groups offered to our residents and high school students

153

clients were supported in our Maternal Infant Mental Health program



+

1461

service activities recorded in our Maternal Infant Mental Health program



+

16

staff members trained in the Ages and Stages Questionnaire



+

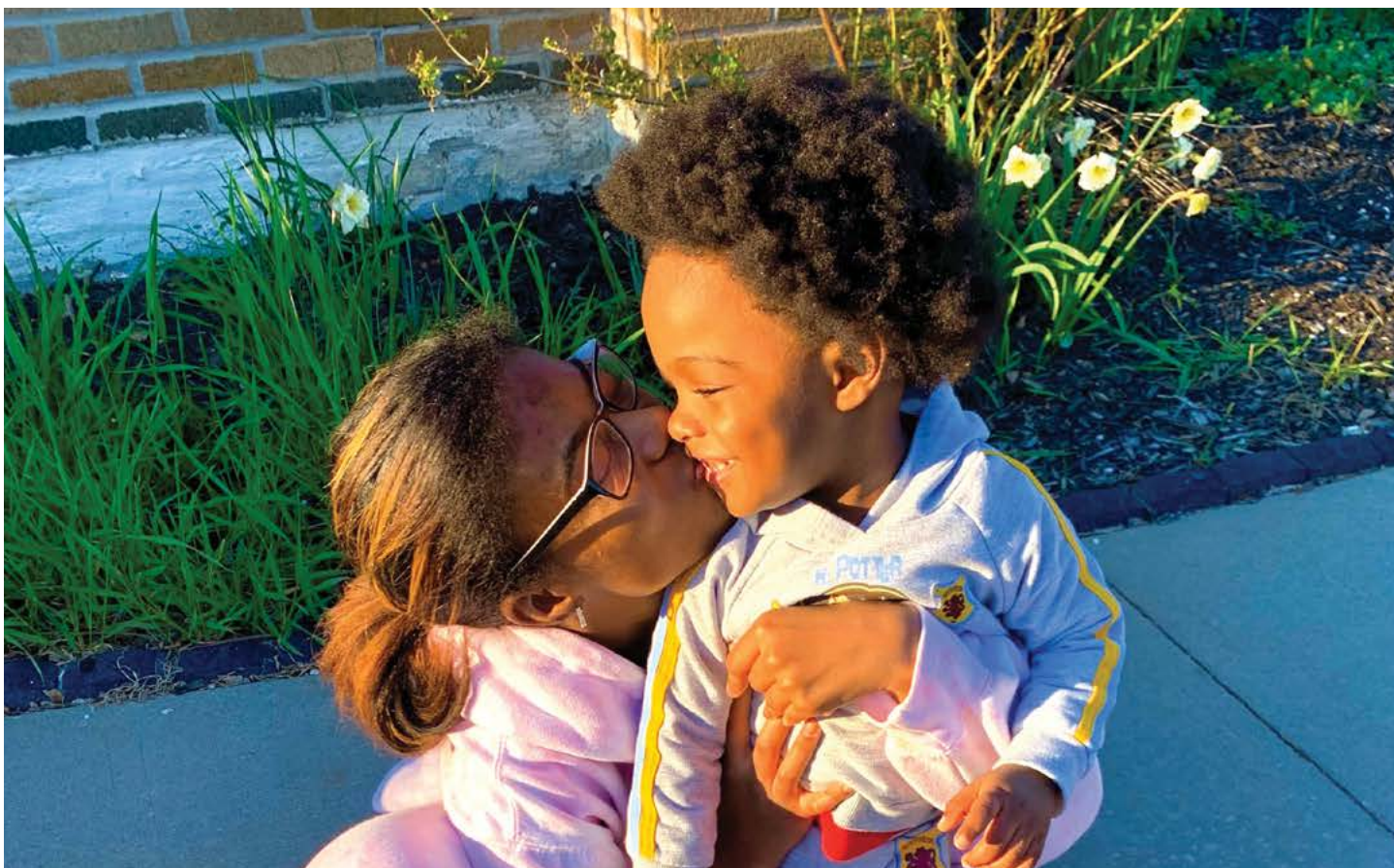
24

families received dyadic treatment

What's new?

Mindfulness meditation practices were incorporated into sessions with clients and staff meetings. Mindfulness can have numerous benefits including decreased stress and increased levels of focus and happiness. Weekly mindfulness group sessions were also held with the young moms in our residential program and school.





Escape from abuse, freedom to dream

When Sheenique first moved into Massey Centre as a pregnant teenager, she was fleeing family violence and wanted to provide a better life for her unborn son. After suffering years of abuse, she was having nightmares and panic attacks and needed some additional support. Sheenique was terrified of being a bad mom to her son as she didn't have positive role models and was worried she would take out her negative emotions on him. She was encouraged to meet with our psychotherapist but was reluctant at first as she didn't want to accept or talk about the trauma she had lived through.

As her mental health worsened, she took the brave step of getting help, and she is very glad she did. Sheenique put in the hard work through weekly sessions with our psychotherapist. She now says that "her thinking patterns aren't the same" and that "living has become so much easier." She has grown a lot and has been able to let some toxic relationships go. Most importantly, she has big dreams for herself and her son and feels positive about their future. Sheenique is now in college to become a Child and Youth Worker and dreams of starting a foundation to teach dance to underprivileged kids.

Child and Family Programs

By the Numbers

Served

1,392

adults and children
through our EarlyOn
Child and Family Centre.

13,255

visits to the
EarlyON Child and
Family Centre

43

individuals prepared to transition
to school in our School Readiness
program

76

children served in our Early
Learning Centre

66

caregivers and children
participated in Baby Massage



What's new?

Our EarlyON Child and Family centre started offering programming on one Saturday each month.

Extensive renovations were made to our Early Learning Centre, including adding a new preschool room.

Early Learning staff were trained in computer skills and infant mental health, and received Brain Story certification from the Alberta Family Wellness Initiative.

New furniture, toys, and educational materials were added to our EarlyON Child and Family Centre.



From silence to singing

Matthew was a non-verbal 3-year-old when his mom enrolled him in our Early Learning Centre in 2019. On his first day, staff became concerned about his social skills and the safety of the other children as he resorted to biting when frustrated and had destructive behavior. To help Matthew settle in and progress, we got support for him through our Every Child Belongs program and connected him to Early Abilities for free speech and language support. Fast forward to spring of 2020 and Matthew has fully settled into his classroom. He is now saying a few words, singing songs, following instructions, and loves to play with his teachers outside.



Where We're Headed

We've embarked on an exciting, new, three-year strategic plan. Our six new Strategic Directions will shape our work over the next several years with the goals of offering unparalleled infant and early childhood mental health programs and the most comprehensive program for pregnant and parenting teens.



OUR MISSION

Massey Centre seeks to create a better future for vulnerable pregnant and parenting young mothers and their children 0-6. Our infant and early childhood mental health programs give our clients the tools they need to build secure relationships with their babies, cope with life's adversities, find help when needed and succeed in life.

OUR VISION

Massey Centre envisions a world where families led by young women will have the emotional and physical supports to realize their full potential.

Strategic Directions

- **Create a Centre of Excellence for Infant and Early Childhood Mental Health.**
Create leading-edge knowledge and competencies in infant and early childhood mental health programs and services. We will disseminate knowledge and share best practices.
- **Align Massey Centre's mandate with our clients evolving community needs.**
Continue to deliver infant and early childhood mental health services that address the emerging social determinant of health, mental health, education and transitional needs of vulnerable pregnant and parenting teens and their children 0-6.
- **Prioritize new ways to engage talent in the work of Massey Centre.**
Develop human resource strategies to reduce staff turnover and increase staff retention. Continue to create staffing models that will respond to the infant and early childhood mental health and community-support needs of our targeted populations.
- **Build a sustainable funding model.**
Continue to develop fundraising plans that will aggressively diversify our revenues from all levels of government and other funding segments (i.e., individual donors and corporations).
- **Proactively pursue collaboration and partnerships.**
Continue to pursue strategic partnerships and alliances with other service providers that best respond to the needs of client and funders priorities.
- **Continue to build profile and awareness through both outreach and advocacy.**
Pursue innovative advocacy and communications strategies to improve awareness about the Centre, its services and results.

Financials

REVENUES

\$4,932,370

Government Funding	\$3,913,445	79%
Fundraising	\$239,697	5%
Rental & Other Income	\$263,477	5%
Amortization of Deferred Capital Contributions	\$387,735	8%
Investment Income	\$128,016	3%

EXPENSES

\$4,763,239

Staffing, Occupancy and Program Expenses	\$3,962,846	83%
Amortization	\$604,659	13%
Administration	\$195,734	4%

EXCESS OF REVENUES OVER EXPENSES

\$169,131



Donors

\$50,000+

Peter Gilgan Foundation

\$20,000-\$49,999

Greater Toronto Apartment Association

Anonymous

\$10,000 - \$19,999

Aqueduct Foundation c/o Scotiastrust

CIBC Children's Foundation

iA Financial Group

Scotiabank

Shorcan Brokers Limited

The Catherine & Maxwell Meighen Foundation

The Tenaquip Foundation

The Watkins Fund for Innovative Programs and Projects
in Addressing Poverty and Children at Risk at The United
Church of Canada Foundation

Tippet Foundation

Toronto Foundation

\$5000-\$9,999

Audrey S. Hellyer Charitable Foundation

Cadillac Fairview Corporation Limited

Frederick and Douglas Dickson Memorial Foundation

Freedom International Brokerage Company

J. P. Bickell Foundation

MacBain Family

MCAN Investments Limited

Pamela Hodgson

Patti Bunston-Gunn and Stephen K. Gunn

Shoppers Drug Mart LIFE Foundation

St. Andrew's Charitable Foundation

State Street Bank and Trust Co

TAKLA Foundation

TELUS Friendly Future Foundation

The Caring Foundation

The Presbyteries of the Toronto Conference

The United Church of Canada, Toronto Conference

Traquair Family Foundation

\$1000-\$4,999

Active Retired Members of OSSTF Toronto

Aeolia Ng

Ann Laughlin

Barbara Mitton

CHUM Charitable Foundation

Cindi Alexander

Edward Popp

Eglinton St. George's United Church

Ekua Asabea Blair

Estate of Dorothy Dilworth

Fidelity Investments Canada ULC

Gail MacNaughton

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J. S. Cheng & Partners Inc.

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Kingsway-Lambton United Church Women

Kristine and Andy Hollenberg

Laurie MacLachlan

Leaside United Church

Linnaeus Pemberton

Marsha Copp

McCarthy Tetrault Foundation

Mead Johnson Nutrition

Michelle Illiatovitch

Mitze Mourinho

Mount Albert Home Hardware Building Centre

Nancy Brown

Nixon Charitable Foundation

Omo Akintan

Ontario Realtors Care Foundation

Parkwoods United Church

Reverend M. J. Perry

Sharon Dowdall

South West Presbyterial United Church Women

The Dawson Family Sharing Foundation

The United Church of Canada

Timothy Eaton Memorial Church

Toronto United Church Council

Vincenta Cheng

WalMart Canada Corp

\$500 - \$999

Andrea Schabkar

Bhanu Raja

Bonnie Reid

Dynamic Funds

Elizabeth Marquez

Enrico & Donna Dilello

George G. Macri

Grant & Marg Boundy

Jackman Foundation

James LaPlante

Janet Bodley

Jennifer Dockery

Jonathan P. Abbatt

Karen Kaplan

Knox United Church

Lori Hall-Kimm



Lori Lalonde
 MacKenzie Financial Charitable Foundation
 Mary Hirst
 Oliver Blunn
 Patrick Leslie
 Paulett Ramsey
 Ramesh Nair
 Rutherford Contracting Ltd.
 Shelley Mayer
 Silke Dorego
 St. Matthews United Church Women (Richmond Hill)
 Terence Corcoran
 The Big Carrot Natural Food Market
 The Henry White Kinnear Foundation
 Waratah Capital Advisors
 Wilma Spence
 Woodbridge United Church

Government of Canada

Canada Revenue Agency, Children's Special Allowances
 Canada Summer Jobs
 Employment and Social Development

Province of Ontario

Children Services, EarlyON Child and Family Centre
 Ministry of Children, Community & Social Services

City of Toronto

Children's Services
 Community Service Partnerships
 Investing in Neighbourhoods
 Shelter, Support and Housing Administration

- Housing Stability
- Home for Good

United Church Congregations and Women's Groups

Asbury & West United Church Women
 Caledon East United Church Women
 Camlachie United Church
 Central United Church Women (Sault Ste. Marie)
 Cumber Avenue United Church
 Cumber Avenue United Church Women
 Dalrymple United Church Women (Sebright)
 Deer Park United Church
 Dunbarton-Fairport United Church Women
 Eglinton St. George's United Church
 Emmanuel United Church Women (Bramalea)
 Fairbank United Church Women
 Forest Grove United Church Women
 Forest Hill United Church Women
 Georgian Shores United Church Women
 Glen Rhodes United Church Women

Goodwood United Church Women
 High Country United Church Women
 Humber Valley United Church Women
 Humbervale United Church Women
 Kincardine United Church Women
 Kingsway-Lambton United Church Women
 Knob Hill United Church Women
 Knox United Church
 Knox United Church Women
 Lansing United Church
 Leaside United Church
 Lemonville United Church Women
 Manor Road United Church Women
 Monticello United Church Women
 Norval United Church Women
 Parkwoods United Church
 Parkwoods United Church Women
 Richmond Hill United Church Women
 Scarborough Bluffs United Church Women
 Schomberg United Church Women
 Seguin Pioneer United Church Women
 South West Presbyterian United Church Women
 St. Andrew's United Church Women
 St. Andrew's United Church Women (Ripley)
 St. James Centennial United Church
 St. James United Church Women (Innisfil)
 St. John's United Church Women (Alliston)
 St. Matthews United Church Women (Richmond Hill)
 St. Paul's United Church Women (Brampton)
 St. Paul's United Church Women (Midland)
 Stouffville United Church Women
 The Donway Covenant United Church
 The Donway Covenant United Church Ladies Fellowship
 The Presbyteries of the Toronto Conference Corp
 The United Church of Canada
 The United Church of Canada Foundation
 The United Church of Canada, Toronto Conference
 Thorncliffe Park United Church
 Thorncliffe Park United Church Women
 Timothy Eaton Memorial Church
 Toronto United Church Council
 Trinity United Church Women
 Trinity United Church Women (Cobourg)
 Trinity United Church Women (Collingwood)
 Trinity United Church Women (Grand Valley)
 Trinity United Church Women (Hastings)
 Trinity United Church Women (Ingleside)
 Trinity United Church Women (Uxbridge)
 United Church Women of Northlea
 Wesley United Church Women (Newmarket)
 Westway United Church Women
 Willowdale Emmanuel United Church
 Winchester United Church Women
 Woodbridge United Church
 Zion United Church Women (Sundridge)





massey
centre

new lives start here

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