



massey
centre

new lives start here

ANNUAL REPORT 2020-2021

Letter from the President and CEO

Welcome to the new Massey Centre! We have a lot to celebrate!

You may have heard the good news – Massey Centre and Humewood House amalgamated on July 1, 2021 and we are now working together as one organization! Our newly amalgamated agency is now the largest Young Parent Infant Agency in Ontario and is well positioned to help more young families and deepen our impact in the community.

We're keeping the Massey Centre name for now but this may change as we grow and progress. Whether you are a Massey Centre or Humewood House supporter, we hope you come along for the journey and continue to support us as we move forward with this exciting change. Big changes like this don't happen overnight. We have a long list of people to thank for helping our dream of becoming one organization come true. Thank you to the boards of directors of Massey Centre and Humewood House for all of your hard work and due diligence throughout this process. Thank you to our staff and clients for your enthusiasm, advice, and positivity as we've worked towards this goal. Thank you to Marg Campbell, Interim Executive Director at Humewood House for your leadership role in making this amalgamation happen. A BIG thank you to Osler for your pro-bono legal services throughout this process. We couldn't have done this without you!

While working towards this amalgamation was a large part of our work last year, both Massey Centre and Humewood House made progress to strengthen our services. In a year of significant challenge and change, we have proved to be resilient and nimble as we work towards our mission to create a better future for vulnerable pregnant and parenting young mothers and their children.

The COVID-19 pandemic dominates many of our thoughts this year. Although it presented us with many challenges and obstacles, it also was a time for us to rethink our strategies, devise new ways of supporting young families, and plan for a strong future. It was also a year of success as our clients reached new milestones, and we made significant progress towards our new strategic plan.

We also made significant progress towards our strategic direction of Creating a Centre of Excellence for Infant and Early Childhood Mental Health. We received funding to launch and

deliver The Kuumba Project: Addressing Social and Emotional Issues Amongst African Canadian Students. This community is at a significantly increased risk of developing a mental health issue due to historical, economic, social, political influences that systemically expose the Black community to factors known to be damaging mental health. We are pleased to be part of the movement to start righting historical wrongs towards this community.

We spent much of the year advocating for change in our sector. We worked together with the Ontario Association of Young Parent Agencies to advocate moving our funding to the Ministry of Health (MOH). We held several positive and promising meetings with the Associate Minister of Mental Health and Addictions. Even though the wheels of change move very slowly, we will continue to advocate for this move to the MOH and for our services to be recognized for how important they are in the mental health sector.

Diversity, equity, and inclusion have always been at the heart of our work and this year was no different. We launched our first pilot program in French, and invested in our staff to through important trainings including Indigenous Cultural Competency Training, and Anti-Black Racism training.

As we look towards the coming year, we are filled with hope and optimism. We are optimistic that our in-person programs will come back stronger than ever as the COVID-19 pandemic improves; optimistic that the newly amalgamated Massey Centre will continue to change the lives of thousands more young moms and babies. We are optimistic about the long term stability and promise this amalgamation brings to our sector and to our community.

As you read through this report, we hope that you are filled with the same optimism that we are. None of the achievements this year would have been possible without the contributions of our dedicated staff, volunteers, funders, donors and community partners. Thank you for helping us to continue to achieve these significant outcomes in 2020-2021.

Jennifer Dockery
President



Ekua Asabea Blair
Chief Executive
Officer



Meet the New Massey Centre Board of Directors!

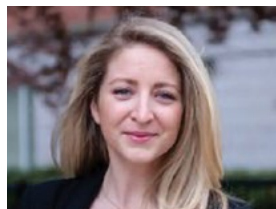
As Humewood House and Massey Centre come together through amalgamation we are pleased to introduce our new Board of Directors who will play a critical role in helping shape the New Massey Centre.



Jennifer Dockery
President



Catherine Wang
Vice President



Justine Humphries
Secretary



Alana Buckley
Treasurer

Jessica Amey

Angel Deen

Breann Kirincich

Anika Mehta

Mitze Mourinho

Jalpa Patel

Elena Simonetta

Rachel Solomon

Stephanie Wang

Reverend Jody Maltby
(ex-officio)

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

A huge thank you to the 2020-2021 boards of directors of Massey Centre and Humewood House. Your passion, vision, and leadership was instrumental in creating this new agency.

Meet our Leadership Team



Ekua Asabea Blair
Chief Executive Officer



Rachel Truant
Director, Resource Development



Froschlee Mejia
Director, Programs



Bhanu Raja
Director, Finance and Administration

Our Staff

Staff are the backbone of our organization. Their enthusiasm and dedication to our mission ensures that our clients receive the best care at a time when they need it most. Our staff are critical to the success of our Integrated Residential and Transitional

Housing Program, Maternal Infant Mental Health, Community Programs, and Children and Family Programs. Thank you to staff for being so flexible and forward-thinking as we create our new agency.

Our Vision for our Amalgamation

The new Massey Centre will create a stronger, stable, more sustainable and client focused organization that builds on our histories, legacies and contributions to our communities.

Our vision of integration also builds on our commitment to changing lives and creating better futures for vulnerable young pregnant and parenting women and their infants and children. Our goal is to have positive, impactful and lasting outcomes for clients and communities.

Our vision, now realized, was to create a young parent and infant mental health multi-service agency with resources and capacity to:

- Deliver enhanced, high-quality social, emotional and physical supports through:
 - Housing, community and health services
 - Infant and early mental health programs and services
 - Early childhood development, and; supports for families with children 0-6 years' old
- Develop a Centre of Excellence for infant and early childhood mental health
- Maintain and grow services in our communities, and
- Demonstrate system and sector influence and leadership.



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Benefits of Amalgamation

The amalgamation of Humewood House and Massey Centre will result in a wide range of important benefits for our clients, staff, and for our sector. We look forward to a strong future working together as one organization to achieve these benefits:

1. Strengthened and Expanded Client Services:

- Essential services sustained into the future.
- Barrier free access to a broader continuum of high-quality services for our clients.
- More options for housing for young women and their children.
- Increased access to more programs and space.
- Platform for developing Integrated services or partnerships with Local Ontario Health Teams for mental health services.
- Opportunity for New Models of Care.
- Ability to capitalizing on valuable physical assets.

2. Strengthened Governance and Leadership:

- Provide stable and effective governance and executive leadership.

3. Greater Opportunities for Sector Partnership and Leadership:

Create the largest young parent and infant mental health agency in the province. With this comes a greater opportunity to:

- Become a “go to agency”
- Profile the needs of young parents and their children within the health and social service sectors, and
- Demonstrate provincial leadership, especially as the residential program transitions and evolves.

4. Better Positioned for Growth:

- Greater capacity, financial flexibility, and resources enables the New Massey Centre to better pursue opportunities for growth.

5. Ability to Achieve Strategic Goals:

- Increased ability to move forward on a number of our strategic goals and objectives.

6. Increased Organizational Capacity and Efficiency:

- Create opportunities to develop critical roles in finance and property management.

7. Stronger Human Resource Foundations:

- Better staff retention and growth. Combining of staff and services allows for a Re-thinking of roles and creates more internal job opportunities and career path options
- Decreased turnover and enhance retention of employees.

8. Strengthened Government Relations:

- Reduced organization and service fragmentation and service and organizational risks.

9. Opportunity to Expand Donor Base:

- Strengthen our services and give donors greater value for money.
- Create a larger donor base through the resulting goodwill and higher profile of the new Massey Centre.

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

A New Career, A Bright Future

Fidia is a young single mother to her three-year-old son, Malvin. She joined our Success in Employment for Adolescent Mothers (SEAM) program as she wanted to find a stable way to support her son. As a recent immigrant and still a teenager herself, she didn't have any ties to the Canadian job market or know where to start. She joined our SEAM program and soaked up all the information she could. She worked on her computer skills, learned how to write a resume and apply for jobs, and learned about employers' expectations while on the job. She applied for a job at Massey Centre as receptionist and was successful in getting hired! After working fulltime for a few months, she decided to go back to school to upgrade her skills to find an even better job in the future. We were able to help her find scholarships and she is currently in a college law clerk program. Fidia is still working as a relief receptionist and has a bright future ahead of her.



Fidia and Malvin

Strategic Directions for the New Massey Centre

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.

1. 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.

2. 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.

3. 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.

4. 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).

5. 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.

6. 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.



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A Scholarship Winner Graduates with Honours!

When Diana connected with Humewood House in 2017, she was struggling with the demands of being a young mom to her daughter, Yessenia. She sought help through the community counselling program and soon after she chose to move into one of our transitional housing programs to be able to access even more support. She dreamt of going to college but didn't have all the credits she needed to be accepted. She upgraded several high school credits at our on-site school at the Humewood Campus and was awarded two scholarships! Diana went through many unexpected struggles this past year, but she pushed through and achieved her goals. She recently graduated with honours from Seneca College and is furthering her education this fall by starting the Social Work program at York University! She has a bright future ahead of her and hopes to one day be able to help others the way she has been helped.



Diana and Yessenia



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At risk of Homelessness, Kiya Reaches Out for Support

At only 19 years old, Kiya already had several experiences with homelessness. She is parenting a 3-year-old son and needs a stable home for both of them. She has received support from our New Beginnings program since 2017 and our team has helped her graduate high school and start college. We also helped her to find her own apartment with the support of a rental subsidy through our Baby and Me: Our Home program. Things were looking up for Kiya and then the COVID-19 pandemic hit, bringing an array of challenges. She struggled with online learning while parenting and ended up withdrawing from her college program. She was also given an eviction notice from her landlord and was running out of options.

Not wanting to end up homeless again, Kiya sought the support of our New Beginnings staff. Her community worker was able to offer support and mediation with her landlord with success. She was able to rectify the situation and have her eviction overturned. Kiya was also proactive in finding a new post-secondary path and is now participating in a hands-on skilled trades program. Although Kiya still has many challenges ahead of her, she knows we are here to help and plans on staying in touch with her community worker to help prevent challenges from getting worse.

We Have New Programs to Celebrate



THE KUUMBA PROJECT

The Kuumba Project: Addressing Social and Emotional Issues Amongst African Canadian Students

We launched The Kuumba Project! This innovative project supports kindergarten children and their caregivers in Black and African Canadian communities to promote strong mental health and prevent problems before they become worse. Through this program we were able to hire two Maternal Infant Mental Health Coordinators who will support over 400 people each year!

Our staff will work with local schools in Neighbourhood Improvement Areas to ensure that African Canadian and racialized children get their best start at life! Working with teachers, parents, and kindergarten students, we are offering evidence-based development screenings for children using the Ages and Stages Questionnaires. Based on the results of these screenings, we will work with teachers and parents on strategies for children with identified risks to support healthy physical, social, and emotional development.

Next year will be a big year for The Kuumba Project as we promote this project widely and start working with more schools in Neighbourhood Improvement Areas throughout Toronto.

Success in Employment for Adolescent Mothers (SEAM)

This new and exciting program is designed to prepare young moms for the workforce, and help them find and maintain jobs! SEAM fills a large program gap for young moms who are currently not in employment, education, or training but who are passionate about providing a better life for themselves and their children. Our program prepares young mothers to successfully enter the workforce by providing pre-employment training and employment opportunities. Our participants are trained in effective communication, time management, leadership, MS Office, Cybersecurity, conflict resolution, resume writing, and much more. With the support of a job coach and a job developer, young moms receive 4-weeks of paid job training and complete a paid 14-week job placement to help them gain real work experience. Our SEAM staff is hard at work developing long term partnerships with employers to ensure that all participants find meaningful job placements during the program and beyond!



Wraparound Program

We have faced an increased demand from young moms for services to support their children in their own homes and we are thrilled to announce our new Wraparound Program which has been launched to help meet this demand. This program was made possible through our amalgamation and the restructuring of our residential program at the Humewood Campus.

Wraparound differs from many service delivery strategies, in that it provides a comprehensive, holistic, and family-driven way of responding when a child experiences mental health or behavioral challenges. The family's vision is at the centre of the program and the young moms work with a Wraparound Facilitator to build a team of support. Together, this team will help the young moms and children access services, plan for the future, and monitor how well the plan is working. This program is run through our Maternal Infant Mental Health department and all families participating in the program will be able to access a wide range of services from our MIMH team.

Connecting Virtually was a Lifeline for the Lukac Family

The Lukacs are a family of four who attended our EarlyON Child and Family Centre with their two young sons. They had a difficult year, and their father lost his job due to the pandemic. They didn't have any family in Toronto and said the lockdowns made them feel very isolated. They regularly attended our online programs and stayed engaged with our staff through phone calls and video meetings for support. We provided them with much needed food and clothing during this difficult time. We also gave them craft supplies so they could participate in our virtual craft programs. They told staff that having their support made them feel less alone, and that their fun virtual videos were a hit with their kids and gave them something to look forward to every day.



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Individualized Coaching Helped Jason's Whole Family

Jason, aged three, has a difficult temperament and struggles with transitions. This put a lot of stress on his family as they didn't know what was wrong or how to support him. His family reached out for help from our MIMH team. Working with Jason's family, we used a developmental screening tool, Ages and Stages Questionnaire, to regularly monitor his development and get a better sense of his strengths and challenges. We were able to provide relationship-based suggestions and coaching which helped his parents better see his emotional needs and respond more sensitively to his need to grow and learn. His whole family is feeling better, and Jason is having an easier time dealing with transitions.



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Financials

Massey Centre

Audited income statement for the year ended March 31, 2021

REVENUES	\$5,507,286
Government Funding	\$4,386,297
Grants from other agencies	\$210,907
Fundraising and Special Project Donations	\$408,807
Rental & Other Income	\$80,891
Amortization of Deferred Capital Contributions	\$361,081
Investment Income	\$59,303
EXPENSES	\$5,289,601
Programs	\$4,329,507
Amortization	\$581,439
Management and Administration	\$378,655
SURPLUS	\$217,685

Humewood House*

REVENUES	\$2,082,260
Government Funding	\$1,734,049
Fundraising and Special Project Donations	\$65,372
Rental & Other Income	\$109,531
Amortization of Deferred Capital Contributions	\$167,612
Investment Income	\$5,696
EXPENSES	\$1,923,763
Programs	\$1,740,456
Amortization	\$128,950
Management and Administration	\$54,357
SURPLUS	\$158,497

*Unaudited

Donors

Government of Canada

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

Province of Ontario

Ministry of Children, Community & Social Services
Ontario Trillium Foundation

City of Toronto

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

- Housing Stability
- Home for Good

\$50,000 +

Audrey Massey & Mikhail Kassam
United Way of Greater Toronto

\$20,000 - \$49,999

Aubrey & Marla Dan Foundation
Canadian Women's Foundation - Rebuilding Lives
Leslois Shaw Foundation
Robert Kerr Foundation
Shorcan Brokers Limited
State Street Foundation
The J.W. McConnell Family Foundation
Tippet Foundation
Toronto Foundation

\$10,000 - \$19,999

Greater Toronto Apartment Association
Menkes Developments Ltd.
TELUS Friendly Future Foundation
The Catherine & Maxwell Meighen Foundation
The MacBain Family
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

\$5,000 - \$19,999

Aqueduct Foundation
Bell Canada Foundation

Canada Post Community Foundation
Eglinton St. George's United Church
Frederick and Douglas Dickson Memorial Foundation
Freedom Int. Brokerage Company
Jeannie & Steve von Buttlar
Kris & Andy Hollenberg
Pamela Hodgson
Patti Bunston-Gunn and Stephen K. Gunn
Sean DeCastro
Shinning Waters Regional Council

- Mission and Support Fund
- Presbyteries of Toronto Conference Corporation

The Home Depot Canada Foundation
The United Church of Canada, Toronto Conference
Traquair Family Foundation

\$1,000 - \$4,999

Aeolia Ng
Alan Greenberg
Ann Lamothe Hordijk
Ann Laughlin
Barbara Mitton
Cecilia Carew
CHUM Charitable Foundation
Edward Popp
Ekua Asabea Blair
Fidelity Investments Canada ULC
George G. Macri
Jean A. Ballinger
Kathleen Spence
Kingsway-Lambton United Church Women
Laurie MacLachlan
Leaside United Church
Marsha Copp
Michelle Illiatovitch
Mitch Aidelman
Mitze Mourinho
Mount Albert Home Hardware Building Centre
Nancy Brown
Nianda Penner
Nick Haffie-Emslie
Nixon Charitable Foundation
Omo Akintan
Ontario REALTORS Care© Foundation
Pat Anweiler
RB Health
Reverend M. J. Perry
Rhonda Upshaw
Rotary Club of East York
Sharon E. Dowdall
Shining Waters Region United Church Women (Aurora)

Shoppers Drug Mart LIFE Foundation - Shoppers Drug Mart #1232
 Sun Life Financial Inc.
 The Andy and Beth Burgess Family Foundation
 The Dawson Family Sharing Foundation
 The RBC Foundation
 The Rotary Club of Toronto Charitable Foundation
 Timothy Eaton Memorial Church

- Elma and Penny Mitchel Grant awarded by Andrew & Margaret Clark.

 Toronto United Church Council

- Nancy Peters Massey Centre Fund

 Townsend Family Foundation
 Vincenta Cheng
 Waratah Capital Advisors
 Woodbridge United Church

\$500 - \$999

Andrea Schabkar
 ANIMALS Television Incorporated
 Aviva Canada Commercial Enablement Team
 Bonnie Reid
 Branksome Hall
 Breann Kirincich
 Catherine & Gerard Kelly
 Chubb Insurance Company of Canada
 Dynamic Funds
 Gail MacNaughton
 Gino Truant
 Hope United Church Women
 Inderdeep Manhas
 IODE Municipal Chapter of Toronto
 Janet Bodley
 Jennifer Dockery
 Joe's No Frills #3156
 Jonathan P. Abbatt
 Judi Christou
 Lenore Walters
 Little Lady Holdings
 Lori Hall-Kimm
 Maureen Holland
 MC2 Industries & Holdings Inc.
 Megan Dorego
 Michael Blair
 Nellie Klump
 Parkwoods United Church
 Patrick Leslie
 Paulett Ramsey
 Rachel Solomon
 Ramesh Nair
 RBC Global Asset Management
 Rick Malhotra

Sarah McVie
 Silke Dorego
 Syed Rizvi
 Wendy Anne Atkinson
 Willowdale Emmanuel United Church

United Church Congregations and Women's Groups

Asbury & West United Church Women
 Asbury and West United Church
 Caledon East United Church Women
 Camlachie United Church
 Deer Park United Church
 Dunbarton-Fairport United Church Women
 Eglinton St. George's United Church
 Glen Rhodes United Church Women
 High Country United Church Women
 Hope United Church Women
 Humber Valley 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 Ladies
 Leaside United Church
 Monticello United Church Women
 Parkwoods United Church
 Richmond Hill United Church Women
 Schomberg United Church Women
 Shining Waters Region United Church Women (Aurora)
 Shining Waters Regional Council
 St. John's United Church Women (Alliston)
 St. Paul's United Church Women (Brampton)
 Stouffville United Church Women
 The United Church of Canada
 The United Church of Canada Foundation
 The United Church of Canada, Toronto Conference
 Thorncliffe Park United Church
 Timothy Eaton Memorial Church
 Toronto United Church Council
 Trinity United Church Women (Grand Valley)
 Trinity United Church Women (Ingleside)
 Trinity United Church Women (Iroquois Falls)
 Trinity United Church Women (Uxbridge)
 United Church Women of Northlea
 Westway United Church Women
 Willowdale Emmanuel United Church
 Winchester United Church Women
 Woodbridge United Church



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