



ANNUAL REPORT

2021-2022

Letter from our Leadership

What a year it has been!

This year has been busy – full of growth, change, challenge, and inspiration!

The families we support have shown incredible resilience as they work hard to accomplish their goals including finishing school, finding jobs, maintaining housing, building life skills, and providing the best futures possible for their children.

The biggest change has been the exciting amalgamation of Massey Centre and Humewood House in July 2021! The work to merge the workplace cultures and programs will be ongoing, but we've already seen some great results! Our clients have reaped the benefits of amalgamation as they now have more program and housing choices, can easily move between our services throughout the city, and have more interdisciplinary staff support. This report will further detail some of the new opportunities that have come as a result of this amalgamation. While we are currently still operating under the Massey Centre name, we have undertaken branding work with a consultant and the board and will soon be announcing our new name that better reflects the work of this new organization!

Recovery from the Covid-19 pandemic was also a large focus of our work this year. We know that many young moms and children need face-to-face support in order to thrive. We are pleased that we now offer in-person support in all of our programs. We'll be sure to keep the best aspects of our virtual programs in order to provide options, reduce barriers, and make our programs as accessible as possible.

We have a lot of reasons to celebrate this year! We had our most successful year in our high school, received momentous funding to start new programs, furthered our work towards ending anti-Black racism, expanded our infant and early childhood mental health programs, and formed significant new partnerships, to name a few. This report will highlight some of these successes and we hope you enjoy reading about them.

Our achievements this year were made possible because of our staff, clients, funders, volunteers, and other stakeholders. Thank you for believing in us, supporting us, and rooting for us as we change and grow. We hope you'll continue along the journey with us in the years to come.

Sincerely,



Jennifer Dockery
Chair



Ekua Asabea Blair
President



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.

Vision

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

Governance

A huge thank you to our Board of Directors who played a critical role in helping shape our new organization.

Jennifer Dockery, *Chair*

Catherine Wang, *Vice Chair*

Justine Humphries, *Secretary*

Alana Buckley, *Treasurer*

Ekua Asabea Blair, *CEO (ex-officio)*

Reverend Jody Maltby *(ex-officio)*

Jessica Amey

Breann Kirincich

Mitze Mourinho

Anika Mehta

Jalpa Patel

Elena Simonetta

Stephanie Wang

Rachel Solomon

Angel Deen * left mid-year

Beth Dewitt * joined mid-year

A High School Student Rises Above Her Challenges

It is Tejah's dream to become an Addictions Counsellor, but this dream was becoming increasingly out of reach this year as she dealt with many personal challenges such as raising her baby, and trying to help her family out financially by working full-time. Despite these challenges, Tejah was determined to graduate high school. This year, she did just that! Our flexible and supportive model made it possible for her to continue high school while working full-time. We helped her find childcare and overcome other barriers to attending school. She is one step closer to her dream as she was accepted into George Brown College for Fall 2022 and won a scholarship to help her pursue her studies.

Did you know?

Over 80% of our high school students **remained in school this year!** On average, only 50% of teen moms graduate high school by age 22. Our students are beating the odds!



A Leader Amongst Her Peers

Trudy Ann knows how hard it is to start over with a baby in tow. In fact, she did it herself a few years ago. She was kicked out of her dad's house as a teenager and found herself in some exploitive and dangerous situations. After finding out she was pregnant while living in a shelter, she contacted us for help. While she immediately found safe housing with us and started high school, the community of support is what she found most helpful. It was scary for her to start over, and she wants other moms who move in to feel at home. She has emerged as a leader and has successfully advocated for funding to enhance our programs through activities such as a BBQ and outdoor gardens. She continually strives to make all the young mom's voices heard and supports her peers to feel comfortable when they move into our housing programs.

Did you know?

Our Sheppard housing site **houses 27 young families** for up to four years.

Working Together as One Organization

In 2021, Massey Centre and Humewood House amalgamated to create the largest Young Parent and Infant Agency in Ontario. We knew this change would bring benefits to our clients, staff, and to our overall organization. We are starting to feel the positive impacts of this change including:

Filling Staffing and Knowledge Gaps

Amalgamation enabled us to create several new, much needed positions that contribute to the strength and efficiency of our centre. This includes a Facilities Manager overseeing all three locations, IT Systems Specialist, Data Analyst, Finance Manager, and additional staff in our high school.

Reduced Barriers and More Opportunities for Clients

Young moms now have more options for housing and supports and can move seamlessly between programs at our different sites. Our multidisciplinary staff support all three sites with mental health programs, educational programs, service navigation, and more.

Creation of New Programs



Through amalgamation, we were able to start a new, intensive, in-home program called HomeNest. This program was created to meet the increased demand for in-home services, and the decreased demand for residential prenatal programs. As we had two prenatal programs, we closed the prenatal program at Humewood Campus and redirected existing staff and resources to the new HomeNest program. In our first year, the number of clients served is a 186% increase from the average number of clients served in the Humewood House prenatal program between the years of 2019-2020. We are pleased that we continue to house and support all prenatal clients who need us through our Broadview Campus prenatal program while expanding our reach to young moms in the community.



A Baby in a University Classroom

When Aria found out she was pregnant, she immediately dropped out of school in order to work, save money, and qualify for EI benefits while on maternity leave. She has always been incredibly smart, self-aware, and focused on her goals.

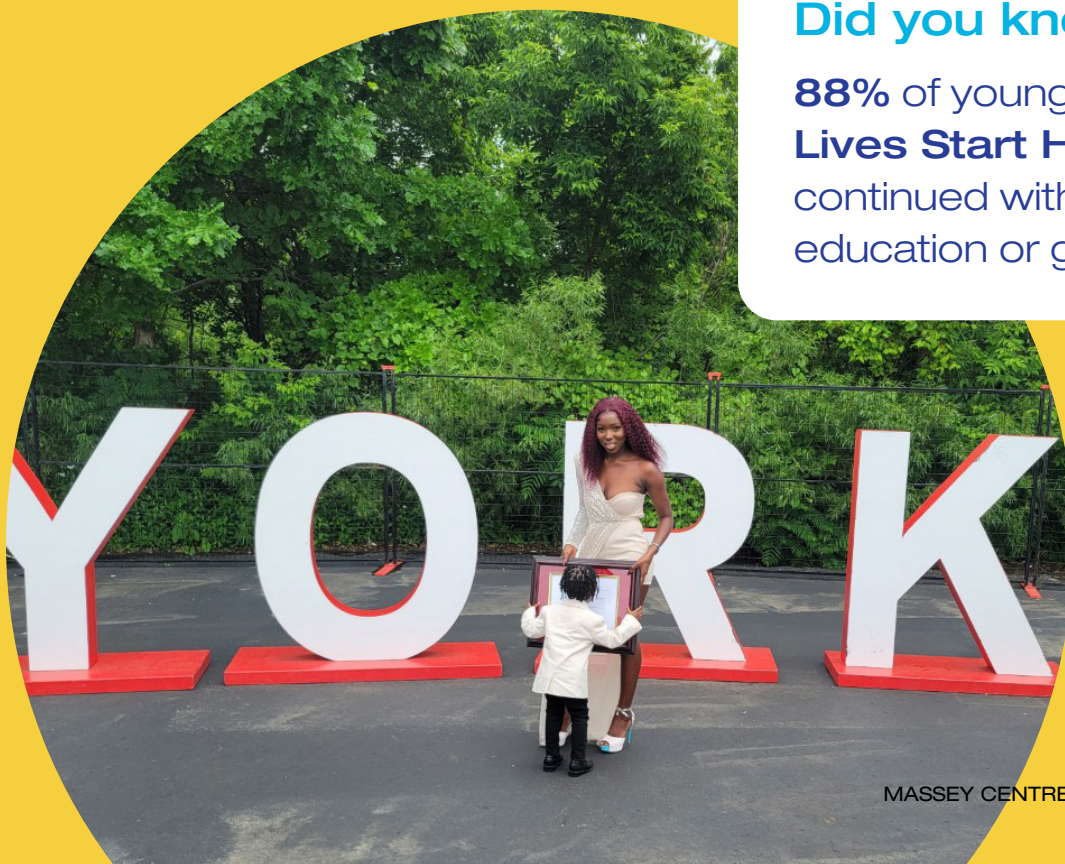
None of that stopped when she had her baby. She didn't have a lot of family support and knew she needed additional help so she moved into our Integrated Residential and Transitional Housing Program. Here, she found a community of friends. She is a natural leader and her peers often look up to her and go to her for advice.

Most recently, she has participated in our New Lives Start Here program. This program provides four years of housing and support while young moms pursue post-secondary education or training.

Aria didn't stay out of school for long. She was on a long waitlist for a government childcare subsidy which presented her with some additional challenges in going back to school. Her only solution was to bring her baby to class! Every day, she commuted over an hour with her baby in tow to her university classes. This spring, she graduated from York University! Her journey isn't over as she is pursuing even more education and starting a nursing program this fall!

Did you know?

88% of young moms in our **New Lives Start Here** program continued with post-secondary education or graduated this year.



Expanding Our Capacity to Support the Black and African Canadian Community

You may have noticed that some of our programs are named after the seven principles of Kwanzaa, a holiday affirming and celebrating African family and social values. As an organization serving a high percentage of Black and African Canadian families, we strive to embed these principles into our work throughout the year. These principles, Umoja (unity), Kujichagulia (self-determination), Ujima (collective responsibility), Ujamaa (cooperative economics) Nia (purpose), Kuumba (creativity), and Imani (faith) are incorporated into our programs and services.

With many of the young families we support coming from the Black and African Canadian community, it is essential that we address anti-Black racism as a social determinant of health, and offer culturally relevant and evidence-based programs to meet this need. To that end, we're building new relationships and seizing new opportunities to put a stop to anti-Black racism and providing programs that meet the needs of this community.

Expansion of Maternal Infant Mental Health to Northwest Toronto

In early 2022, we received permanent funding to expand our Maternal Infant Mental Health programs to the Northwest area of Toronto! This neighbourhood has a high percentage of children compared to the rest of Toronto and 44% of these children and youth live in poverty. In addition, 77% of the population of this neighbourhood are visible minorities with Black/African Canadian being the most identified minority.

Working with Central Toronto Youth Services, we will offer our evidence-based Maternal Infant Mental Health programs in a new location, and adapt these programs to work with young and racialized mothers. We plan to support 300 people each year through prevention and early intervention.



The Kuumba Project

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. Our staff 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 work with teachers and parents on strategies for children with identified risks to support healthy physical, social, and emotional development.



Honouring Our Promise: Ending Anti-Black Racism (The H.O.P.E Project)

H.O.P.E.

Infant, child, and youth mental health agencies in the City of Toronto have formed a task force to develop a multi-year strategy to address anti-Black racism in the sector. Our CEO, Ekua Asabea Blair, co-chairs this task force along with Janet McCrimmon of Strides Toronto.

The H.O.P.E Project aims to ensure that the sector honours its promise to end anti-Black racism and provide culturally responsive programs and services which help Black infants, children, and youth thrive.

Working with Tana Turner & Associates, they have completed client, staff, and board surveys, focus groups, and a literature review. In September, the project's anti-Black racism strategy report was released. We will continue to work as a sector on this critical issue.

Ujima Project



Building strong young families

We are thrilled to announce a big project we've been working on – one that will have a huge impact across Ontario! In December 2021, The Ontario Association of Young Parent Agencies (OAYPA) was awarded a grant of \$5.5 million over three years from an anonymous funder to establish nine Early Childhood Development Hubs throughout Ontario. Massey Centre is serving as the project trustee for this exciting initiative. We are also hosting an Early Childhood Development Hub at our centre.

These hubs will offer essential components of early literacy, service navigation, and optimal infant, early childhood and family mental health under one roof. Twenty new staff positions were created throughout nine agencies to support this project. We anticipate that 1000 children and 900 young mothers will benefit each year from this project.

The agencies hosting Early Childhood Development hubs are:

- Fresh Start Supportive Services, London/St. Thomas
- Massey Centre, Central and North Toronto
- Monica Place, Waterloo Region
- Regina's Place, Hamilton East/Lower Mountain
- Rosalie Hall, East Toronto
- Rose of Durham, Durham Region
- St. Martin's Manor, Hamilton West
- St. Mary's Home, Champlain, Eastern Ontario
- Youville Centre, Ottawa

This project is also supported by the Young Families Program at SickKids Hospital. This team is offering resources and support to all of our hubs including a Pediatrician, Nurse Practitioner, Social Worker and telehealth and telepsychiatry.

Together, the OAYPA agencies have hit the ground running to open the hubs in January 2022 and we are already exceeding targets of how many families we will support!

Breaking Unhealthy Relationship Patterns to Help her Daughter Thrive

When Kesha called us this year, she was in distress. She was seventeen, pregnant, and her relationship with her family had broken down. She called looking for a place to stay, but ended up getting so much more than that. During the intake process, she was connected to our Manager of Maternal Infant Mental Health for a mental health assessment and orientation of our mental health services. She quickly discovered that Kesha wanted to continue living with her family, but needed help to cope with her relationship conflicts and learn how to change unhealthy relationship patterns. Kesha enrolled in weekly psychotherapy and started to address some childhood trauma. She worked on her relationship with her family and her baby's father and was able to live with her family until she and her boyfriend were able to secure a home.

She continues to use relationship skills and personal insights learned during psychotherapy and applies healthier boundaries with family and friends. She connects regularly with the MIMH psychotherapist and participated in the Baby Love: Supporting Infant Security program to learn how to relate to her daughter. Her baby is thriving and getting closer to her first birthday.

Did you know?

199 clients participated in individualized counselling and psychotherapy this year through our **Maternal Infant Mental Health program**.



Donors and Funders – Thank you for your support!

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
Housing Stability Services, Housing Secretariat
Investing In Neighbourhoods

\$1,000,000+

Anonymous

\$50,000 +

Peter Gilgan Foundation
United Way Greater Toronto
Canadian Women's Foundation

\$20,000 to \$49,999

Aubrey & Marla Dan Foundation
Community Food Centres Canada
State Street Foundation
Tippet Foundation

\$10,000 to \$19,999

Aqueduct Foundation
Greater Toronto Apartment Association
Shining Waters Regional Council
Shorcan Brokers Limited
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, and the Wesley C. Smith Fund at The United Church of Canada Foundation

\$5000 to \$9999

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- Nancy Peters Massey Centre Fund

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 Vincenta Cheng

\$500 to \$999

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United Church Congregations and United Church Women's Groups

Asbury & West United Church Women
 Caledon East United Church Women
 Camlachie United Church
 Deer Park United Church
 Dunbarton-Fairport United Church Women
 Eglinton St. George's United Church
 Fairbank United Church Women
 Glen Rhodes United Church Women
 Goodwood 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
 Lansing United Church Ladies
 Leaside United Church
 Manor Road United Church
 Monticello United Church Women
 Parkwoods United Church
 St. John's United Church Women (Alliston)
 St. Paul's United Church Women (Brampton)
 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)
 United Church Women of Northlea
 Winchester United Church Women



A New Way of Connecting with Families During Difficult Times

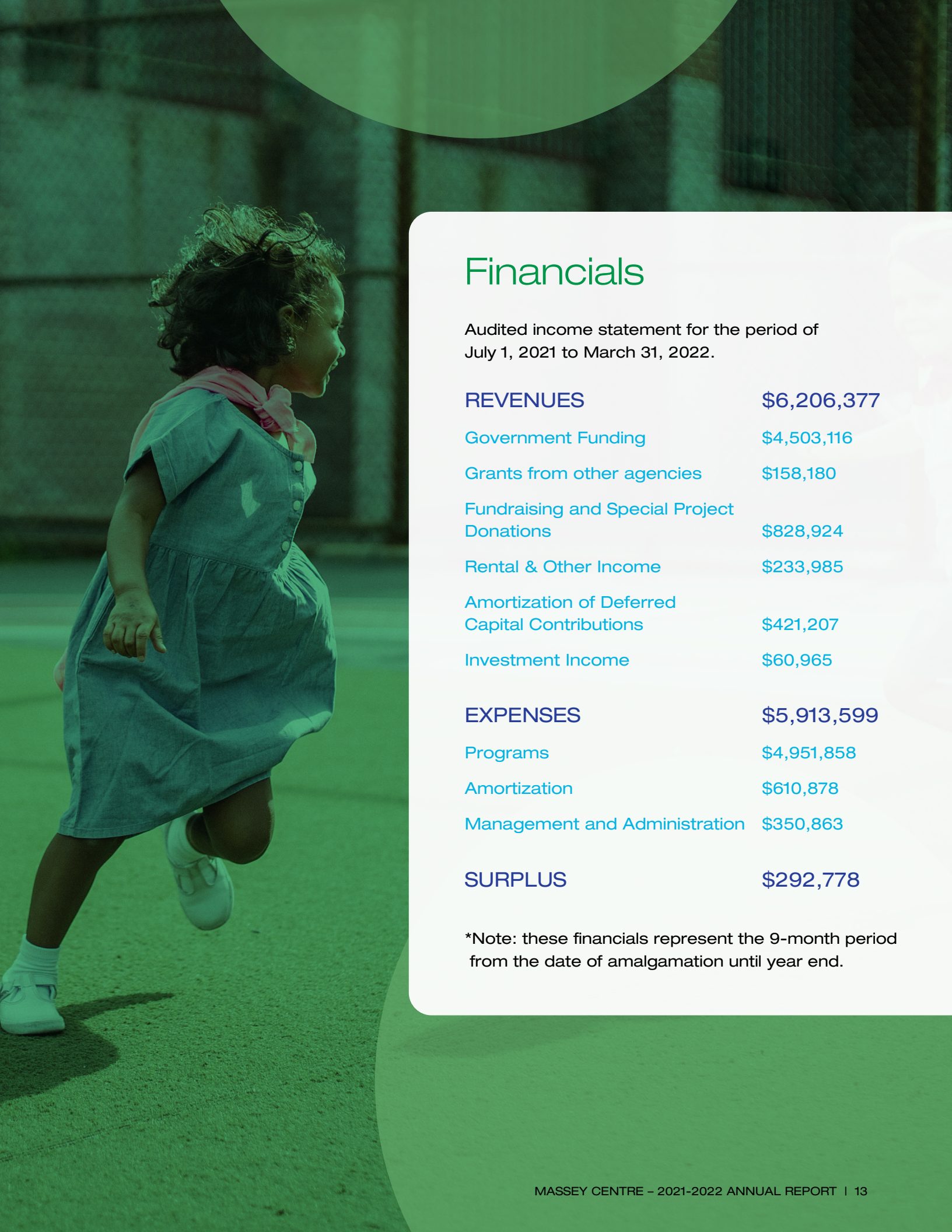
Our EarlyON Child and Family Program regularly sees over two thousand children and caregivers each year through our fun, engaging, and educational programs. The pandemic forced us to move this program online. We didn't want our families to lose out so we implemented some creative ways to continue to support them. We offered curbside pickup of crafts, books, and supplies used in our virtual programs so children could follow along. We developed technology lending programs for families. We created care packages and food hampers for those families who needed additional support. Stacey, an expectant mother of two, told us that she feels less stressed about her upcoming baby knowing she has our support and can go to us for any questions.



Did you know?

Our EarlyON Child and Family program hosted **254 live circle time sessions** and **492 prerecorded child and parent sessions** on our Facebook page with a total of 51,852 views.





Financials

Audited income statement for the period of
July 1, 2021 to March 31, 2022.

REVENUES	\$6,206,377
Government Funding	\$4,503,116
Grants from other agencies	\$158,180
Fundraising and Special Project Donations	\$828,924
Rental & Other Income	\$233,985
Amortization of Deferred Capital Contributions	\$421,207
Investment Income	\$60,965
EXPENSES	\$5,913,599
Programs	\$4,951,858
Amortization	\$610,878
Management and Administration	\$350,863
SURPLUS	\$292,778

*Note: these financials represent the 9-month period
from the date of amalgamation until year end.

A Young Mom of Three on her Way to Success

As a 23-year-old mother to three kids under five years old, Kay-Anna is busy! It's not how she pictured her life going, but she wouldn't have it any other way. Her kids have inspired her to finish her education and build a great life for them.

She originally came to us while pregnant as a teen. She was lost and overwhelmed, which resulted in her not being very focused on finishing high school. Fast forward four years, she is a high school graduate and determined college student who is working hard every day!

We have helped her with a wide range of services including prenatal and postnatal housing, high school, childcare, financial literacy, income tax submissions, and more. As her skills and confidence improved, she was ready to take the leap to move out. Most recently, she was supported by staff in our New Beginnings program on resources to help find supportive housing. She is now studying Early Childhood Education at Centennial College and is well on her way to building a solid future for her kids.

Did you know?

25 families in our **New Beginnings program** moved into **permanent housing** this year.





Massey Centre
1102 Broadview Avenue
Toronto ON M4K 2S5

T 416-425-6348
F 416-425-4056

giving@massey.ca
massey.ca

Charitable Registration
No.11928 3687 RR0001