



PROUD HOME OF THE HIPPIY PROGRAM IN CANADA

# 2017/2018 ANNUAL REPORT



November 2, 2018

Dear Reader,

It is my privilege and pleasure to address you at the completion of my first year as the Board Chair of the Mothers Matter Centre (MMC). It has been a successful year for the MMC thanks to the hard work of its dedicated staff and members of the Board of Directors. I am pleased to share some of the highlights of the 2017-18 fiscal year.

In May, we recognized the achievements of an outstanding Canadian, the Honourable Lois E. Mitchell, Lieutenant Governor of Alberta, CM, AOE, LLD. Ms. Mitchell was presented with our annual Because Mothers Matter Award at the beautiful Glencoe Club in Calgary. The setting, the remarks, and the distinguished guests, including former Canadian Governor General David Johnston and his wife Sharon – both Mothers Matter Centre Patrons, were delightful. Our guests were also treated to a surprise appearance by Calgary's Mayor, Naheed Nenshi, who joined us to celebrate MMC's important work and our worthy Because Mothers Matter honouree.

In March, the MMC held a successful fundraising event in partnership with Native Child and Family Services Toronto (NCFST). The successful evening introduced many prominent Torontonians and business people to the good work of the MMC and NCFST, which for many, was their first introduction. Held in the architecturally spectacular and culturally rich home of NCFST in the heart of downtown Toronto, our guests were treated to the traditional culinary delights of Chef Joseph Shawana and staff from his renowned Kūkūm Kitchen. The event was successful thanks to the generosity of our appreciative guests.

I congratulate the entire organization for their hard work and dedication, which resulted in year-over-year growth of 21% between 2016/17 and 2017/18. This growth has led to the addition of new staff and new space in our Vancouver national office. Once again, we are indebted to the generous support of Immigration, Refugees and Citizenship Canada (IRCC). Without IRCC's continued support, our efforts to support new Canadian families would not be as successful as they have been for the past many years, however, we are acutely aware of the need to diversify our funding sources. This is a priority strategic objective of the Board.

I would like to acknowledge the tireless efforts of Debbie Bell, along with several Board members, to spread the good word about MMC and AHC through their tour of the senior offices of potential new Liberal government funders in Ottawa this past June. There is no doubt that this hard work will pay off down the road.

Also towards the diversification of our funding sources, this year we launched a significant strategic \$10 million fundraising initiative. The initiative is led by MMC Board member and prominent Vancouver businessperson Bruce Flexman, and supported by Board members across the country. The primary goal of the \$10 million fundraising initiative is to increase contributions from private sector donors over the course of the next five years. Proceeds of the Initiative will allow us to expand both our Aboriginal and Multicultural HIPYPY programs to more locations across Canada. With this expansion, we will be able to accommodate the increased flow of refugees and provide support to more Aboriginal communities who can benefit from our various HIPYPY programs. These funds will also allow us to expand our program offerings which will support at-risk families and provide employment and educational opportunities with more scholarships and professional training.

We are so pleased to announce the expansion of our Aboriginal HIPYPY program in East Vancouver to reach more families and serve more communities. Additionally, two new community partners are in the process of implementing the Aboriginal HIPYPY program - NiL TU,O Child and Family Services, serving two communities on Vancouver Island in BC, and Keewaytinook Okimakanak Health, serving five communities in northern Ontario.

While we look ahead eagerly to a promising 2018-19, the new fiscal relationship that launched in 2018 between Canada's federal government and Indigenous communities and organizations presents challenges to the Aboriginal HIPYPY in Canada program. We will continue initiatives commenced in 2018 to find the best means and method for AHC to continue to provide its valuable services to Indigenous children and mothers.

To the Board members whose time draws to a close, Sandy Martin, Élisabeth Châtillon, and Lara Honrado, I want to express my heartfelt sincere gratitude for your service. To the new Board members who will be starting their journey with our organization, I'm pleased to welcome you to the Board of Directors of the MMC.

I extend the warmest thank-you to staff and my fellow Board members who so generously give of their time, energy, and ingenuity to strengthen and grow the impact of the Mothers Matter Centre across Canada.

Sincerely,



Stephen Lindley  
Chair, Mothers Matter Centre  
Proud Home of the HIPYPY Program in Canada



# A WORD FROM THE PRESIDENT

At the Mothers Matter Centre, a successful year means that more isolated mothers, fathers, and their children benefit from increased wellbeing, inclusion in all aspects of Canadian society, and a capacity to interact with schools and the educational system.

Thanks to the efforts and dedication of MMC Board, staff, volunteers, and community service organizations that deliver our programs, we can indeed celebrate another successful year.

Aboriginal HIPPY in Canada (AHC) expanded its core HIPPY program in Victoria, Calgary, and Vancouver East. In addition, six more Indigenous communities and tribal councils are fully engaged in setting the stage for future Aboriginal HIPPY programs.

We secured two new projects from the Immigration, Refugee, and Citizenship Canada's Service Delivery Innovation (SDI) fund to adapt the AHC model to better meet the needs of the vulnerable newcomer and refugee mothers. Both projects leverage the HIPPY program's core principles of developing trust through our mother-to-mother approach – one to introduce English language training and

the other to offer a more client-centred, holistic service to highly vulnerable refugee mothers.

A tremendous effort was expended this year by MMC staffers Wazi Kapenda and Susanne Nahm to launch the long-awaited new HIPPY curriculum, which will provide materials to our families that conform to current early education best practices with a colourful, playful, and engaging design.

It's not every day that one of Canada's federal cabinet Ministers stops by to visit a refugee family but, one sunny morning in August 2018, that is what happened. While in Vancouver this summer, the Honourable Ahmed Hussen took time out from his busy schedule to stop in at the Husein family home and observe the HIPPY program in action. Our HIPPY family and staff were delighted to have the opportunity to show an elected official the undeniable benefits of the HIPPY program and the delight that participants – young and not-so-young – find in it.

Deborah Bell  
CEO & President

Deborah Bell speaking at the 2018 Because Mothers Matter Award in Calgary



# MULTICULTURAL HIPPY IN CANADA

DIRECTOR WAZI KAPENDA

The Multicultural HIPPY program in Canada has served more than 14,000 families over the last 18 years. Starting with one site in Vancouver, BC, there are now 19 sites in six provinces. The program is offered across Canada mostly by immigrant- and refugee-serving organizations.



## HIPPY Mother Esmeralda

I am very grateful for the time that was invested in me so i could learn how to guide my daughters.

HIPPY has been a great guide in my life and has helped me integrate into Canada, where I am far away from my family, need to speak a different language, and learn new customs. When I started, it was difficult for me as my English was very limited. Learning to read was a challenge, a challenge that has become easier with the help and support of my HIPPY Home Visitor.

Now, two years later, I can say that thanks to the HIPPY program, I have good English reading comprehension skills, which helps me in many areas of my life. But more importantly, I can now support my children with their homework.



HIPPY mother Sierra with her daughter, Toronto



## Key Achievement

**A NEW CHAPTER IN THE HIPPY PARENT-CHILD CURRICULUM:** Since September 2018, HIPPY Canada families receive a revamped format and more contemporary approach to the weekly parent-child HIPPY activity curriculum package.

**WHY THE CHANGE?** HIPPY families deserve the best. HIPPY Canada has been using the same parent-child activity package since 2007. Its format was busy, and many illustrations have since become outdated. Most importantly, early childhood education approaches have changed over the past ten years and we are changing with them.

**WHAT'S NEW?** Just about everything.

- The program is more flexible. Parents and children have more freedom to progress at their own pace. The activities are organized around five concept skills – math, science, motor, language, and literacy – which helps parents and children better understand the purpose behind the activities.
- The program years are no longer categorized by age but rather by sequential years one, two, and three, enabling parents to use the curriculum most suited to their child's developmental needs without the stigma associated with using a curriculum labeled for a lower age group.

- The program design has been modernized with contemporary, appealing illustrations.
- We introduced four new curriculum books.

We look forward to the launch of this new curriculum and can't wait for our families to explore the exciting new changes!

## Impact / Outcomes

- 19 sites successfully implemented a high-impact HIPPY program that contributed to the positive settlement of families, the inclusion of isolated mothers, and the success of their children in school.
- Through outreach and networking, more than 10 new communities across Canada have declared an interest implementing the HIPPY program starting in 2020 (the next IRCC call for proposals).
- The MMC facilitated the collaboration of two organizations in Montreal: Mosaik Family Resource Centre and CPE lieu des petits, a public daycare that piloted a project in which the HIPPY program was offered both at the Day Care centre and at home.

HIPPY mother with her daughter in Nanaimo





# ABORIGINAL HIPPY IN CANADA

DIRECTOR STAN PARENTEAU

ANGELA CONTRERAS, MANAGER, RESEARCH AND POLICY ANALYSIS

NATASHA JEFFREYS, RESEARCH COORDINATOR

The Aboriginal HIPPY in Canada (AHC) program serves land-based and urban Aboriginal families across the country, particularly those impacted by the legacy of residential schools, poverty, parents' limited education, and social isolation.

## Key Achievement

Aboriginal HIPPY received funding from North Growth Foundation, Jordan's Principle Fund, the BC Civil Forfeiture Fund, and HoopLaw for an exciting innovation called the Aboriginal HIPPY Navigation Project in Vancouver East. Housed at the Vancouver Aboriginal Friendship Centre Society, and in partnership with Mount Pleasant Neighbourhood House, Helping Spirit Lodge Society, and Cedar Cottage Neighbourhood House, the site will have four Home Visitors and will serve more than 40 families. We respectfully acknowledge that the land on which we work is the unceded territory of the Coast Salish Peoples, including the territories of the Musqueam, Squamish, and Tsleil-Waututh Nations.

In addition to offering our tried-and-true HIPPY program, a three-year contribution from the Vancouver Foundation will allow us to address the systematic marginalization of Indigenous women and children living in urban centres.

The purpose of the Aboriginal HIPPY Navigation Project is to create an environment where participants can engage in circles of dialogue, action, reflection, and planning aimed at developing and strengthening advocacy skills and capacity in the communities where the East Vancouver Expansion project is taking place.



I like the curriculum because it's culturally aware and respectful of the Aboriginal culture. They bring our culture into the books and the worksheets. I think both me and my son are learning more. And I think it's important for all children to learn about the heritage, and I'm very appreciative of that.

Vanessa, Aboriginal HIPPY mother, Nanaimo



## Impact / Outcomes

- More than 10 new Indigenous communities (including Tribal Councils) are actively engaged in exploring and starting up Aboriginal HIPPY programs.
- NiL TU,O Child and Family Services Society, BC (two communities) and Keewaytinook Okimakanak Health, ON (five communities) are in the process of starting up Aboriginal HIPPY sites.
- Aboriginal HIPPY Home Visitors developed a deeper understanding of supporting families by participating in three webinars on traditional parenting.
- Through Indigenous Services Canada (ISC) New Paths funding, Saskatoon Tribal Council and Tsleil-Waututh Nation continue to develop the capacity of 80 parents to support their children's sense of belonging, cultural identity, and success in school. The ISC funding also sustained the Aboriginal HIPPY National office.



- A nation-wide lobby campaign was launched to support Aboriginal HIPPY Canada to adjust to the new fiscal relationship between the federal government and Indigenous organizations and communities in Canada.
- The Aboriginal HIPPY Navigation Project is ready to launch in November 2018 in Vancouver East.



## Krista, Urban Aboriginal HIPPY Mother in Vancouver

It's just been a wonderful experience with all my children.

I was a single mother with a teenage daughter and then I adopted two brothers from the same family. They were with me for a few years, and then their biological brother and sister also joined our family. Now I have all four siblings together as brothers and sisters in the home, the way it was meant to be, and I'm just thrilled that they have come into our family and made our family what it is today!

The HIPPY program helped prepare my children for starting kindergarten and built their confidence. It's definitely a wonderful way to have one-on-one bonding time with your children. They get so much out of it, which is really difficult to do in a big family with busy schedules.



# BOND TO LITERACY

JANICE BEXSON, PROGRAM COORDINATOR

**B**ond to Literacy adapted the HIPPY program's model and curriculum to create a 12-week early literacy program, which has been offered throughout 2017 and 2018, in up to six communities across BC. Three objectives with Bond to Literacy include: reaching a wide community of families to increase parent and child engagement; increasing the early literacy and school-readiness skills of the preschool children; and enhancing the employability skills of the Community Facilitators. The project was 100% funded by an anonymous donor for the first year, followed by 50% matching funds for the second year. The majority of the community partner agencies were able to raise funding for 2018.

Girl at the Bond to Literacy graduation at Mount Pleasant Neighbourhood House, Vancouver



## Key Achievement

Unexpectedly in 2018, two community partner agencies were unable to continue delivering Bond to Literacy, prompting concern that at least 40 families would now not be able to participate in the program. However, positive word had spread in BC communities regarding the work of the Mothers Matter Centre and Bond to Literacy's success in achieving the program's outcomes. Two new community agencies quickly agreed to become partners and deliver the program. An intense training program was conducted and, with ongoing guidance, the two new partners are successfully delivering Bond to Literacy in their respective communities. Up to 50 more families have now been able to participate in the program, with five cohorts being delivered between the two new community partner agencies.

## Impact / Outcomes

- Many parents who attended Bond to Literacy in 2017 asked to volunteer for the program in 2018. Some of these former participants currently volunteer in the child care centre, assisting with the early learning activities and sharing their learning of the Bond to Literacy activities with the ECE staff. Other parents help with role-playing in the group sessions and with making healthy snacks. These parents who volunteer expressed increased confidence in demonstrating to other parents how the program helped them to "...be closer to [my child] and help him get ready for school..." They also reported that they felt more involved and connected with other parents through helping them learn and practice the activities

and skills they had already gained in Bond to Literacy.

- Evaluation data from 2017 indicates that parents and children have strengthened their connection with each other and are using the activities to learn early literacy skills together at least five days a week, for approximately 20 minutes a day. In 2018, parent feedback has also been positive regarding the school-readiness changes they've observed in their children. As well as learning counting, letters, colours, etc., parents express that their children feel more confident about being in a setting amongst their peers and adult caregivers, similar to the setting they will be when they begin kindergarten.



Mother and son reading together at Encompass Support Services Society in Langley, spring 2018

I joined Bond to Literacy for my kids. I was worried about my kids starting school because they always stay with me. But when I come to Bond to Literacy, the kids separate from me. Now, she is going to school. She's very happy. She wants every day to go to school. That's helped me a lot.

Bond to Literacy Mother

# PROFESSIONAL DEVELOPMENT (Training & Education)

DIRECTOR DARLENE GAGE

Over each program year, the Mothers Matter Centre offers ongoing training opportunities for all HIPPY sites on core professional development training topics. These training sessions, both online and in person, are primarily offered to HIPPY Coordinators using a train-the-trainer approach. The Coordinators then deliver the same training directly to their teams of Home Visitors.

## Key Achievement

This past year saw some key improvements to the core HIPPY Home Visitor Professional Development Training Program. In addition to our ongoing work of training Coordinators to teach Home Visitors in the core topic areas, we also achieved the following:

- Home Visitor Webinars: Home Visitors can now receive training directly from the Mothers Matter Centre, through regular webinars. This gives Home Visitors access to additional training not always covered by their Coordinator onsite.
- Digital Badges: We introduced “Digital Badges and Certificates” that can be claimed by Home Visitors who successfully complete graded assignments from their training courses. These badges are a new and exciting way to recognize learning and achievement in the workplace and can be displayed in online portfolios such as LinkedIn, digital resumes, etc.
- Online Learning Resources: Improvements to our online training resources, which sites can access at any time to meet their own unique training needs.
- Summer Intensive: This past summer saw Coordinators receiving weekly training from the MMC over the summer months, to ensure they were prepared and confident to deliver the core PD training courses to their teams this year. Summer is a better time for Coordinators

to focus on preparing for the year, as program delivery is generally closed down at that time. Participation was high, and feedback indicated this was a successful approach.

- Scholarships for Home Visitors: The Slater Scholarship, the Kort Family Scholarship, the Sharon & David Johnston Scholarship, and the Honourable Lois E. Mitchell Scholarship were awarded to nine Home Visitors this year, which helped them to pursue their studies and prepare for future employment.
- EXCHANGE Circles: Coordinators are now supporting each other even more, thanks to facilitation from the MMC – through monthly EXCHANGE Circle phone calls and webinars delivered directly by Coordinators.

Creating connections with colleagues at the pre-service training in Vancouver





## Impact / Outcomes

- Home Visitors are now participating directly in training from the MMC, which helps them to be more self-directed in pursuing their learning goals.
- Home Visitors are now collecting a series of Digital Badges to add to their portfolios and help them to achieve their future employment goals.
- Coordinators and Home Visitors are accessing more online resources to help them respond more efficiently to their unique learning needs.
- Nine Home Visitors are continuing their education thanks to the Scholarships received from the Mothers Matter Centre, which will help them prepare for employment in the future.

I now feel like I'll have so many options, so I want to do something to make a difference.

Vanessa, Aboriginal HIPPY mother, Nanaimo



# PERFORMANCE MANAGEMENT

DIRECTOR SUSANNE NAHM

The Mothers Matter Centre is a high-performance organization committed to a comprehensive performance management process (PMP) that holds itself accountable to its stakeholders, funders and, most important, to the families it serves. We have moved beyond counting outputs. We are all about change – about social impact – about ensuring the lives of the families with whom we work are, in fact, better than before we started working together. This tool gives Coordinators real-time data they need to adjust programming strategies to better serve their clients. Most important, the performance management approach helps the Mothers Matter Centre measure and understand the process of change.

## Key Achievement

We are continuing to expand using the Bracken School Readiness Assessment, a standardized tool that evaluates a child's acquisition of basic concepts, which is strongly related to cognitive and language development as well as to early childhood academic achievement. During the 2017-2018 program year, two HIPPY sites (CAIWA HIPPY in Red Deer, for a second year, and CIWA HIPPY in Calgary, in their first year) used the Bracken tool. Susanne is working with Dr. Lucy LeMare, Professor, Faculty of Education Director, Centre for Research on Early Child and Health Education (CRECHE) at Simon Fraser University, to evaluate the Bracken child assessment data captured at both HIPPY sites. For the coming program year four more HIPPY sites will be using the Bracken assessment.

## Impact / Outcomes

- HIPPY Site Coordinators and Home Visitors understand the importance and rationale for the HIPPY PMP as well as their own roles and responsibilities (e.g. which types of data to enter and when) in the process.

- HIPPY Coordinators and Home Visitors have the skills to review ETO reports for the families they work with so they can make appropriate service adjustments when needed, even up to three to four times during the program year (using the Parent Progress Report).
- As a result of the PMP, HIPPY families receive improved services and the support they need to ensure they have the skills to teach their child and to build bridges to social networks and organizations that facilitate full and active inclusion and engagement in Canadian society.
- The Mothers Matter Centre is now able to document – and report with confidence on – efforts and outcomes achieved by HIPPY sites across the country.

Pre-service training for new HIPPY Coordinators and sites, September 2018



# ADOPT-A-READER CAMPAIGN 2018

Presented by the Mothers Matter Centre and First Book Canada  
with financial support from TD Bank

SHEILA CATALDO, PROGRAM ASSISTANT

In February 2018, the Mothers Matter Centre launched its fourth annual Adopt-a-Reader Campaign. The Adopt-a-Reader Campaign provides an opportunity for HIPPY families to “adopt” other parents in their community for a three-week campaign that focuses on parent-child bonding through reading. The MMC mother-to-mother community-centred approach allows the campaign to reach even the most isolated families.

Each adopted family is generously provided books from First Book Canada. During the campaign, families are encouraged to spend approximately 10-15 minutes a day reading with their pre-school aged children.

We are happy to report that, this year, more than 1,400 adopted families shared 481,320 minutes of reading with their children (an increase of 149,219 minutes from 2017).

## Campaign Feedback

With today’s increasingly busy family schedules, the Adopt-a-Reader campaign allows parents the opportunity to connect with their children for a few minutes each day.

Armed with their brand-new books, participating children look forward to their daily reading time with their parents that is at the centre of the Adopt-a-Reader campaign.



The Adopt-a-Reader program is an ideal action to encourage children and parents to go back to books, snuggling and having some quality time together. I think it is a huge step to reduce screen time in the family and get children to love reading.

Mounira Ajenkar, HIPPY Home Visitor from Winnipeg



I spent good time with my kid of togetherness and this increases good skills of reading. It is a good program for both kids and parents.

Adopt-A-Reader mother from Scarborough, Ontario

# THE COMMUNITY WORKER LEADERSHIP CERTIFICATE (CWLC) PROJECT

A Feasibility Study by the Mothers Matter Centre

ANGELA CONTRERAS, MANAGER, RESEARCH AND POLICY ANALYSIS  
NATASHA JEFFREYS, RESEARCH COORDINATOR

The Community Worker Leadership Certificate (CWLC) Feasibility Study is an 18-month long Canada-wide project by the Mothers Matter Centre; it is funded thanks to a grant from Economic and Social Development of Canada (ESDC) through its Office for Literacy and Essential Skills (OLES).

## Project Description

The purpose of the project is to conduct a feasibility study with national significance for the design, implementation, and evaluation of a large-scale pilot for a new Community Worker Leadership Certificate (CWLC), which will enhance career advancement, post-secondary education (PSE) opportunities, and essential skills and knowledge for women frontline community workers.

The project uses Gender-Based Analysis + (GBA+), an analytical tool developed by Status of Women Canada to assess how diverse groups of women, men, and gender-diverse people may experience policies, programs, and initiatives.

The intended beneficiaries of this Canada-wide study are Aboriginal and immigrant women currently employed (paid staff and unpaid volunteers) at the frontlines of community and social support services for people from vulnerable communities.

## Key Activities

- We have held focus groups and visited Aboriginal and immigrant women frontline workers at their places of work. The insightful stories and feedback frontline worker women generously shared with us are informing the research plan for our Feasibility Study. They will be integrated to our findings and recommendations that we will submit to ESDC-OLES and to the public.



- Research completed to date includes an inventory of past and existing post-secondary certificates for community service work and a labour market analysis on existing job openings for community service workers. We are currently conducting a Canada-wide ethnographic study on the perspectives of Aboriginal and immigrant women frontline workers, as well as interviews with decision-makers at institutions of public post-secondary education and non-profit organizations.

### Intended Outcomes

- The study is engaging decision-makers at diverse levels to understand how access to post-secondary education in the field of community and social support work may help improve the economic prospects for Aboriginal and immigrant women.

- The study is asking participants what it will take for them to participate in, or to create, a new post-secondary certificate exclusive for Aboriginal and immigrant women employed as frontline support service workers in the non-profit sector.
- The study consists of streams of research focusing on community support organizations in the not-for-profit sector (NPOs), women frontline service workers, existing community support worker programs in post-secondary educational institutions (PSEs), and community labour market analyses.



# EVENTS

## Fundraisers

March 2018 Vancouver and Toronto

In March of 2018, the Mothers Matter Centre hosted two very successful fundraisers on either side of the country. The *Reconciliation: Healing the Future* event was held in Vancouver to support the initiatives of the Aboriginal HIPPY program, where we welcomed our very special guest speaker, Yvonne Rigsby-Jones, Reconciliation Canada Ambassador. A total of \$40,000 was raised, with the net proceeds shared with both Vancouver Native Health Society and Tsleil-Waututh Child & Family Development Centre. Then, at the end of the month, a further \$20,000 was raised with the *Laying the Foundation* reception, hosted in conjunction with Native Child and Family Services of Toronto, where guests enjoyed an evening of discussion, networking, storytelling, and a unique Aboriginal-inspired culinary experience.

## Because Mothers Matter Award

May 2018 Calgary

On Thursday, May 10, 2018, we celebrated our annual *Because Mothers Matter Award* at the Glencoe Club in Calgary with many diplomatic, corporate, governmental, labour, and the Mothers Matter Centre supporters in attendance. HIPPY moms Himani Goyal and Charmaine Big Sorrel Horse joined prominent Canadian mom, the Honourable Lois E. Mitchell, Lieutenant Governor of Alberta, CM, AOE, LLD, in receiving this year's *Because Mothers Matter Award*, which recognize exceptional women who have contributed to their communities. The event raised over \$73,000.



From right: Mayor Naheed Nenshi; Sharon Johnston; Charmaine Big Sorrel Horse, 2018 Honoured mother; the Honourable Lois E. Mitchell, Lieutenant Governor of Alberta, CM, AOE, LLD, 2018 Honoured mother; Himani Goyal, 2018 Honoured mother with her family; former Canadian Governor General David Johnston.

## CHARMAINE BIG SORREL HORSE

2018 Because Mothers Matter Award Recipient

Charmaine is a member of the Blood Reserve in the Kainai Nation. As a full-time GED student and mother of five children, Charmaine found it difficult to prepare her children for school because of her demanding schedule. She overcame many obstacles when she became involved with HIPPY.

*"I think it is a good program for the kids – you are able to see your child improving. You learn a lot about your child and it's really nice to see that every day they are getting better and better, like for letters and numbers. It's a bonding experience – which is something I don't get to do often because I'm in*

She has seen many changes in her kids including improved routines at home and development skills. Charmaine is also thankful that HIPPY has the option to teach kids in the Blackfoot language, which *"helps kids learn about their heritage"*.



# NEWCOMER INNOVATIONS

DIRECTOR CHRISTINE BUTTKUS

The Mothers Matter Centre and its partners research, design, test, and evaluate the feasibility of social innovations to ensure the wellbeing, dignity, and social connections of high-risk vulnerable mothers. Social innovations seek to redress ongoing structural barriers isolated newcomer and refugee women confront when attempting to access settlement services. We are committed to developing (IRCC) program innovations pertaining to housing assistance, job-skills training, literacy and language training, healthcare, and more.

In 2018, the Mothers Matter Centre has secured funding from IRCC to undertake two program innovations that maintain the HIPPY Program and the mother-to-mother approach as core elements.

The **HIPPY PROGRAM AND EARLY LANGUAGE LEARNING (ELL)** combination blends the HIPPY program with language instruction for isolated immigrant and refugee mothers who have low-level English skills but do not find the typical English Language program accessible. The program consists of four essential components that include: in-home language learning opportunities; neighbourhood-based group language-learning approaches; language assessments; and, of course, the delivery of the HIPPY program. The program's primary beneficiaries are highly isolated newcomer and refugee mothers with extremely low literacy levels who are unlikely to participate in community programming because of their income, cultural practices, number of children, and language fluency. ELL Partners are ISSofBC in Vancouver and Working Women Community Centre in Toronto.

## Key Achievements

- Completion of an international environmental scan, interviews, and focus groups. A comprehensive HIPPY Program and Early Language Learning curriculum began in October 2018.
- Five HIPPY Program and ELL Home Visitors, two Coordinators, and two Language Instructors in Surrey are trained to deliver the ELL curriculum and language classes alongside the HIPPY program. A second site will launch programming later this fall.
- The Mothers Matter Centre's Efforts to Outcomes performance management system has been refined to incorporate the additional program measures related to the HIPPY Program and ELL.
- An evaluation framework has been developed for the program by an external evaluator to determine the feasibility of the program for future expansion to sites across Canada.

**REVIVING HOPE AND HOME:** Government Assisted Refugee (GAR) women and children are among the most victimized and vulnerable newcomers to Canada and too frequently arrive struggling with the impact of severe trauma that prolongs and frustrates their settlement process. Reviving Hope and Home (RHH) is a project between the Mothers Matter Centre and Immigrant Services Society of BC that will test the feasibility of a social innovation to ensure the wellbeing, dignity, and social connections of high-risk, vulnerable GAR mothers. The current HIPPY program will be adapted to provide diverse, integrated settlement supports to ensure holistic, seamless assistance from arrival to settlement.

The project will include a continuum of complementary and responsive personalized settlement supports that will meet complex and evolving needs of GAR mothers from arrival to settlement. These supports include a case-management approach, Welcome to Canada

Program, a Refugee Resource Bank, Flexible Curriculum that includes adapted versions of HIPPY, HIPPY Summer, Bond to Literacy, Essential Settlement and Non-Settlement Information on Rumie Tablets. Additional Mothers Matter Centre Professional Education Modules will provide needed skills for Home Visitors working with refugees. Preliminary research results will be shared at an International Conference in Vancouver. RHH Partners are ISSofBC, Simon Fraser University, TVO, First Book, The Rumie Initiative, and Impuls.

### Key Achievements

- Planning and curriculum development are underway in preparation for launch of the RHH program in January 2019.
- A research and knowledge-exchange partnership has been developed for a HIPPY Germany Research Study that will inform program delivery in the RHH Project.

Home Visitor and Language Instructor Training for HIPPY Program and ELL at ISSofBC, September 2018



# COMMUNICATIONS DEPARTMENT

JULIA COUSENS, COMMUNICATIONS COORDINATOR

The Mothers Matter Centre launched a brand-new communications department in March 2018 in order to bring to life MMC's social media, donor communication, and story telling strategies to help meet awareness and fundraising goals.

## Key Achievement

The communications department has introduced a communications and marketing strategy to raise the national profile of and develop a brand for the Mothers Matter Centre.

Fundamental to realizing the communications and marketing strategy, in September, the department has launched a newly redesigned website.

The department has also been growing MMC's social media channels, leveraged email marketing, identified online fundraising opportunities for the MMC, and produced a video to convey the mission and impact of the MMC.

Over the summer, we welcomed two students from Simon Fraser University in Vancouver and the Clinton School of Public Service in Little Rock, Arkansas. They created important capacity and support for the MMC communications team.

## Impact/Outcomes:

- The updated website features improved navigation and responsive design and is accessible to both desktop and mobile devices. The content structure is significantly improved to make it easier for visitors to find relevant information.



- Regular communication with our community through a quarterly email newsletter.
- A newly established blog leverages human stories and news about the MMC and our activities to connect individuals to our cause and raise awareness by generating steady, organic traffic to our website and social media.
- Email campaigns have inspired people to donate to the MMC.
- Social media platforms are attracting new audiences.



A hand is shown holding a white letter 'H' on a dark blue chalkboard. The word 'HELLO' is written in white letters on the board, and a small, textured heart is placed to the right of the word. The chalkboard is framed in wood and sits on a wooden surface.

HELLO

A NEW FACE ON  
**MOTHERS  
MATTER  
CENTRE**



NATASHA JEFFREYS  
RESEARCH COORDINATOR



ANGELA CONTRERAS  
MANAGER, RESEARCH AND  
POLICY ANALYSIS



GEORGIA PYLE  
FUNDRAISING COORDINATOR



CHRISTINE BUTKUS  
DIRECTOR OF NEWCOMER  
PROGRAM INNOVATIONS



FATIMA ALSAMAK  
SENIOR SUPPORT COORDINATOR



JULIA COUSENS  
COMMUNICATIONS COORDINATOR

Languages spoken at the  
Mothers Matter Centre:  
Arabic, English, French,  
German, Spanish

# \$10M TO BUILD STRONGER COMMUNITIES BY SUPPORTING MOTHERS AND UPLIFTING KIDS

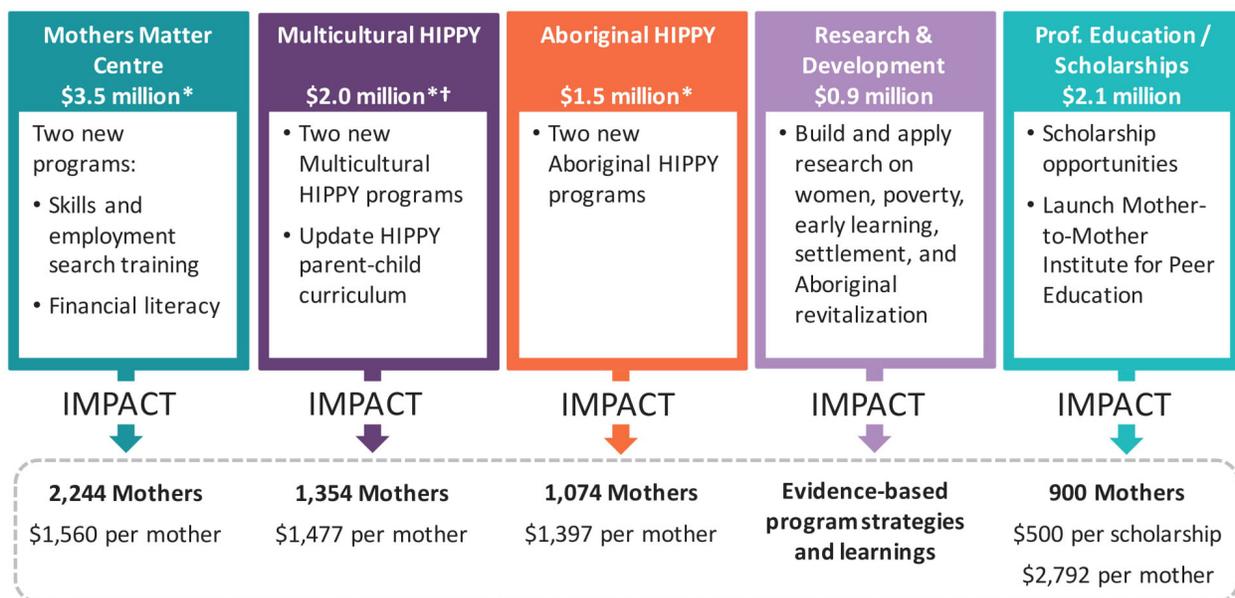
BRUCE FLEXMAN, DIRECTOR  
 GEORGIA PYLE, FUNDRAISING COORDINATOR

The Mothers Matter Centre is seeking to elevate our national profile and provide leadership and guidance to enable active and interested communities in Canada to deliver the HIPPY program and other MMC program innovations.

## Key Achievement

The Mothers Matter Centre is launching a five-year \$10 million fundraising initiative called *\$10M to Build Stronger Communities by Supporting Mothers and Uplifting Kids*. To reach our goal, we are targeting both private and public sector support. Funding will allow us to take HIPPY's proven, innovative model and apply it to program innovations in other areas of social support, expand HIPPY's reach to more communities across Canada, further develop our research into program effectiveness and social issues, and build upon our professional development and educational opportunities.

Over five years, we will help an **additional 5,572** mothers and their children prepare for school and integrate into their communities.



\*10% of funds will go to Cross Canada Site Support  
 †The same number of new sites will be opened for Multicultural HIPPY and Aboriginal HIPPY as a result of this fundraising initiative. The \$0.5 million more allocated to Multicultural HIPPY accounts for heightened costs of delivering the Multicultural HIPPY program (these sites on average serve more families).



## MAJA

### HIPPY Home Visitor, Nanaimo

Originally from Bosnia and Herzegovina, Maja fled to Serbia as a refugee when civil war broke out. She immigrated to Canada because it was not possible to return to her home country.

*"Not having my family here and being completely alone was frightening. And that hurt the most. But you keep going and move forward and work hard. Eventually I did find connections and friends but it took a long time."*

Maja heard about the HIPPY program at the Central Vancouver Island Multicultural Society through friends and joined with her older son.

*"I thought HIPPY would be a great way to connect with my son, give him educational tools and we would have a routine. At the same time, I saw it as an opportunity to connect with others because I was looking to interact with other mothers and share similar experiences – and that has been one of my favourite parts of this program!"*

After two years of being a HIPPY mother, Maja had the opportunity to be a Home Visitor and embraced it wholeheartedly. She saw it as *"another level of learning, going to the other side and sharing what I know with other families that are new to Canada."* Maja hopes to continue her work as a HIPPY Home Visitor and finish her education by studying early childhood education.



# FINANCIALS

Mothers Matter Centre  
Statement of Financial Position  
Year Ended March 31, 2018

	2018	2017
<b>Assets</b>		
<i>Current</i>		
Cash	\$ 512,083	\$ 352,042
Accounts receivable	\$ 297,303	\$ 118,011
Inventory	\$ 12,743	\$ 15,513
Prepaid expenses	\$ 24,441	\$ 34,040
	<u>\$ 846,570</u>	<u>\$ 519,606</u>
Equipment	\$ 7,045	\$ 2,438
	<u>\$ 853,615</u>	<u>\$ 522,044</u>
<b>Liabilities and Net Assets</b>		
<i>Current</i>		
Bank indebtedness	\$ 108,000	\$ 20,000
Accounts payable and accrued liabilities	\$ 324,291	\$ 217,492
Deferred income	\$ 335,159	\$ 233,513
	<u>\$ 767,450</u>	<u>\$ 471,005</u>
<b>Net Assets</b>		
General fund	\$ 71,035	\$ 42,975
Restricted scholarship funds	\$ 15,130	\$ 8,064
	<u>\$ 86,165</u>	<u>\$ 51,039</u>
	<u>\$ 853,615</u>	<u>\$ 522,044</u>

The accompanying summary financial statements are derived from the audited financial statements of the Mothers Matter Centre as of March 31, 2018.

Mothers Matter Centre  
Statement of Revenues and Expenses  
Year Ended March 31, 2018

	2018	2017 (Revised)
<b>Revenues</b>		
<i>Program Revenues</i>		
IRCC - At Home in Canada	\$ 803,490	\$ 883,664
IRCC - Early Language Learning	\$ 107,754	-
Indigenous and Northern Affairs Canada	\$ 385,289	\$ 379,821
Bond to Literacy	\$ 247,425	\$ 26,475
Community Worker Leadership	\$ 67,750	-
BC Association of Aboriginal Friendship Centres	-	\$ 84,525
East Vancouver Community Engagement	-	\$ 19,560
	<u>\$ 1,611,708</u>	<u>\$ 1,394,045</u>
<i>Other Revenues</i>		
Donation revenue	\$ 58,641	\$ 47,077
Event revenue	\$ 176,971	\$ 63,765
Site licence fees	\$ 82,939	\$ 82,806
Curriculum revenue	\$ 40,912	\$ 29,293
Other revenue	\$ 370	\$ 6,336
	<u>\$ 359,833</u>	<u>\$ 229,277</u>
<b>Total Revenues</b>	<u>\$ 1,971,541</u>	<u>\$ 1,623,322</u>
<b>Expenses</b>		
<i>Program Expenses</i>		
IRCC - At Home in Canada	\$ 803,490	\$ 883,664
IRCC - Early Language Learning	\$ 107,754	-
Indigenous and Northern Affairs Canada	\$ 385,289	\$ 379,821
Bond to Literacy	\$ 247,425	\$ 26,475
Community Worker Leadership	\$ 67,750	-
BC Association of Aboriginal Friendship Centres	-	\$ 83,025
East Vancouver Community Engagement	-	\$ 18,190
	<u>\$ 1,611,708</u>	<u>\$ 1,391,175</u>
<i>Other Expenses</i>		
Administrative and office	\$ 250,530	\$ 161,167
Event expense	\$ 74,177	\$ 34,478
	<u>\$ 324,707</u>	<u>\$ 195,645</u>
<b>Total Expenses</b>	<u>\$ 1,936,415</u>	<u>\$ 1,586,820</u>
<b>Excess of revenues over expenses</b>	<u>\$ 35,126</u>	<u>\$ 36,502</u>



The Mothers Matter Centre gratefully acknowledges our funders and donors for their generous support.

HIPPY program funding:



Immigration, Refugees and Citizenship Canada

Immigration, Réfugiés et Citoyenneté Canada



Indigenous and Northern Affairs Canada

Affaires autochtones et du Nord Canada

Family supporters (multi-year donations):

Tim and Sheila Casgrain  
Barbara and Barry Dong  
Carol and Ron Slater

**NORTH GROWTH**  
FOUNDATION



**BCAFC** | BC Association of  
Aboriginal Friendship Centres

**MOTHERS**  
**MATTER** Centre  
PROUD HOME OF THE HIPPY PROGRAM IN CANADA

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