2018/2019 Annual Report
A Year of Highlights
In May 2019, the Mothers Matter Centre lost a valued colleague with the sudden death of Stan Parenteau. Our hearts go out to his devoted family and friends. Stan was loved and admired, and his loss is felt at the Mothers Matter Centre and in the wider community.

Ralph Stanley Parenteau, Director of Indigenous HIPPY at the Mothers Matter Centre, passed away unexpectedly on May 6, 2019, in Surrey, BC. Stan was the third of six children of Harris and Pearl Parenteau. Born in Prince Albert, SK, on June 7, 1954, he grew up in Trail, BC. He will be sadly missed by his two sons, Daniel (Rosanna) and Justin, his three sisters, Sheila Chapman (Blair), Colleen Nixon (Mike) and Elaine Bouma (Tom), and by his many nieces and nephews.

Stan lived a life of service to his community and his impact was far-reaching. He was passionate about his work and an inspiration to many. He was both a beloved colleague and friend, and he will be missed tremendously by the Mothers Matter Centre and HIPPY family.

In honour of Stan’s remarkable life, a memorial service was held on May 24 in the Judge Alfred Scow Gymnasium at the Vancouver Aboriginal Friendship Centre Society. In memory of Stan, the Mothers Matter Centre will build upon his remarkable achievements with the continuation of the Indigenous HIPPY program. We remain dedicated to preserving his legacy.
The Mothers Matter Centre

The Mothers Matter Centre, previously known as the Home Instruction Program for Parents of Preschool Youngsters (HIPPY) Canada, is a not-for-profit, registered charity incorporated in October 2001. We are a virtual, national consortium of organizations dedicated to serving socially isolated and low economic status mothers and their families.

We work with isolated mothers where they live – at home – connecting them with other mothers in their communities who share an intimate awareness of the issues and challenges they face. Since our inception, the Mothers Matter Centre has transformed over 40,000 lives. We helped more than 14,000 mothers gain new skills and abilities essential to strengthening mother-child relationships. This means their children and families were better prepared to get the most from their early school experiences.

Board of Directors & Staff

Stephen Lindley, Chair  
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Kelly Lendsay  
Greg Matte  
Jacquelyn Scott  
Adam Sweet  
Miriam Westheimer

Deborah Bell, President / CEO  
Jason Chabot, VP of Operations  
Susanne Nahm, Senior Director, Performance Management & Evaluation  
Wazi Dlamini-Kapenda, Senior Director of Multicultural Programs  
Michelle Aslan, National Director of Training & Education  
Natasha Jeffreys, Manager of Research & Advocacy  
Georgia Pyle, Communications & Fundraising Coordinator  
Fatima Al-Samak, Program Manager, Office of the CEO  
Yusra Qadir, Project Manager, IRCC Program Innovations  
Angela Contreras, Senior Policy Advisor to Indigenous HIPPY
From the Chair

It is a great pleasure to present to you the Mothers Matter Centre (MMC) 2018/2019 Annual Report. It has been an honour serving this organization as the Board Chair for a second year, and I sincerely thank the MMC Board and staff for their continuous hard work and dedication, which is at the heart of the success of the MMC.

For this report, I will focus my comments on the high priority our organization has placed on transforming our Indigenous HIPPY program to better align with Indigenous-led programming.

In April 2019, a new fiscal relationship between Canada’s federal government and Indigenous communities transferred funding for Indigenous programming directly to First Nations and Indigenous organizations. MMC supports this long-awaited decision as it is a significant step toward self-governance. However, as a result, Indigenous HIPPY is no longer eligible for direct funding from Indigenous Services Canada (ISC), which previously supported its national operations and maintained two of the longest running Indigenous HIPPY sites.

What has followed has been an exhaustive journey by my fellow Board members, and by President and CEO, Debbie Bell and her staff, to secure the funding necessary to sustain the program. Repeated trips to Ottawa to meet with senior government officials, countless meetings with national and regional Indigenous organizations, and extensive outreach to both current and prospective Indigenous HIPPY sites have yielded slow – but steady – progress.

We have partnered with Vancity to explore alternative regional governance models for Indigenous HIPPY and develop a strategy for its sustainability. The MMC continues to support the delivery of the HIPPY program in five Indigenous communities, including significant expansion of the East Vancouver HIPPY program. The MMC has secured three years of funding from Vancity Community Foundation for the Tsleil-Waututh HIPPY program in British Columbia. We have also signed an agreement with Keewaytinook Okimakanak (KO) Health to offer the Bond to Literacy program in six remote Indigenous communities in Northern Ontario.

Support of Indigenous leaders, organizations, and communities fuels our continued efforts to ensure a future for Indigenous HIPPY in Canada. While we are advancing toward a long-term solution, there is still much to be done, and we have set the stage for the good work of the MMC and the Indigenous HIPPY team to continue in 2020.

Sincerely,

Stephen Lindley
Chair, Mothers Matter Centre
The Mothers Matter Centre experienced another year of growth and innovation in 2018-19. This Annual Report features many of our accomplishments over the last twelve months of which I will highlight just some of our most notable – along with our priorities for the upcoming year.

The organization reemphasized its focus on evidence-based research, including a partnership research project with HIPPY Germany, Loss of Parental Agency in Refugee Mothers participatory research, the Indigenous HIPPY Mothers Navigation Project, and more. The expansion of our research agenda will continue as a priority in 2019-20 with partnerships already launched with three academic institutions.

The MMC, in partnership with Immigration Services Society of British Columbia (ISSofBC), launched three innovative programs: Early Language Learning (ELL), Reviving Hope and Home (RHH), and Supporting Mothers in Raising Toddlers (SMART). The MMC innovations continue into 2019-20 and will be rigorously evaluated with ongoing efforts to expand the initiatives to other parts of Canada.

We have laid the groundwork for our 2020 Conference 2020: A Vision for the Inclusion of Isolated Mothers in Canada, May 5 – 7, which will both amplify the voices of mothers who have overcome barriers to inclusion and explore means of unleashing the power of isolated, low-income mothers as a force for social, economic, and political change. The conference will feature world-renowned keynote speakers and stories of mothers sharing their journeys as agents of change. It will also highlight the expertise of contemporary researchers, policymakers, and community practitioners who specialize in gender equality and family wellbeing.

The conference will be followed by our 20th Anniversary Celebration, which will take place on the beautiful land of the Musqueam Peoples on May 7. Guests will experience a rare opportunity to enter the Musqueam sacred house of learning and witness the traditional speaker honour our accomplished mothers.

The success of the Mothers Matter Centre stems from its dedicated Board members, creative staff, hardworking partners, and the inspiring Home Visitors who are at the source of positive change for families and communities.

The following report highlights our achievements for the 2018/2019 program year. On behalf of the MMC staff, I thank our stalwart Board and all our donors and friends for their support of our vital mission on behalf of Canada’s most vulnerable.

Deborah Bell
President & CEO
Began in October 2018, the East Vancouver Expansion Pilot Project is a two-year (October 2018 - March 2020) pilot project delivering the Indigenous HIPPY Program to up to 80 (35-40 per year) urban Indigenous families in East Vancouver.

The East Vancouver program uses a Hub-and-Spoke model and is operated from the Vancouver Aboriginal Friendship Centre with three Home Visitors servicing families in the communities of Helping Spirit Lodge Society, Mount Pleasant Neighbourhood House, Cedar Cottage Neighbourhood House, and Friendship Centre. Generous support from multiple funders has been secured for the duration of the pilot.

Funders: Province of British Columbia, First Nations Health Authority, Edith Lando Charitable Foundation, North Growth Foundation, HOOPLaw (Children’s Hearing and Speech Centre), and the Hamber Foundation.
The Indigenous HIPPY Navigation Project (Sep 2018-Mar 2021) is a mother-centred, participatory action research project that works with urban Indigenous mothers and caregivers of pre-school age children to compare their experiences accessing programs and services for families in East Vancouver against the organizational principles of community support service providers. Knowledge shared by project participants is analyzed using Indigenous values and ways of learning and sense-making including Reciprocity, Relevance, Responsibility, and Respect.

The purpose of the project is to facilitate a mother-centred examination of knowledge and assets as well as supports and adaptations required to engage urban Indigenous mothers of pre-school children in community support programs.

The project comprises six iterative phases:
1. Building relations
2. Developing study questions and Indigenized methodology
3. Circles of dialogue and storytelling
4. Making sense of findings
5. Documenting findings, and
6. Knowledge sharing (dissemination).

Phases A and B took place in 2018-2019. We are looking forward to Phases C and D during the coming year. The project is in collaboration with four communities (2018-2020).

Funders: The Vancouver Foundation, Government of BC (CFO Reconciliation Grant).
HIPPY in Germany

Canadian Delegation Participated in Study Tour

In 2015, Germany accepted more than 1.1 million refugees within a single year. IMPULSDeutschland (HIPPY Germany) quickly recognized the need for a flexible, responsive service delivery approach and made several adaptations to the HIPPY program to accommodate refugees’ needs.

As part of the IRCC-funded Reviving Hope and Home Project (RHH) for High-Risk Refugee Mothers, a delegation from the Mothers Matter Centre and Immigrant Services Society of BC (ISSofBC) travelled to Bremen, Germany, to learn more about IMPULS’ programmatic responses to the refugee crisis and their outcomes. A collaborative program evaluation and research project was launched, bringing together academics from Germany and Canada, to identify successful strategies and programs that can be adapted and transferred to the Canadian context.

During their stay, the team took part in home visits and observed several programs in action. They met with staff at the Deutsches Rotes Kreuz (German Red Cross) who have delivered HIPPY in Germany for the past 26 years, toured several types of housing for refugees, and visited a community neighbourhood house.

Based on their observations in Germany, the team explored possible adaptations to the RHH pilot program. Three programs of special interest were the Welcome to Germany program, an early learning program for children ages 18 months to 3 years (SMART), and a school program. The academic researcher from Germany and HIPPY Deutschland will present their findings at the MMC Conference, 2020: A Vision for the Inclusion of Isolated Mothers in Canada, where they will share lessons learned from programming and research in Germany and Canada.
At its Special Chiefs Assembly, the Assembly of First Nations (AFN) approved the resolution passed by Grand Chief Ed John, Tl’azt’en Nation (BC), recognizing Indigenous HIPPY’s function in revitalizing traditional parent and caregiver roles as their child’s first and best teacher and in ensuring the success of Indigenous teachings to the next generation.

Resolution No. 83, Ottawa, December 6th, 2018
ISSofBC is also piloting Reviving Hope and Home (RHH), designed to support the most vulnerable and isolated Government Assisted Refugee (GAR) mothers. The program allows flexibility in adapting the HIPPY model according to the needs of the family. A resource bank for assisting families with pressing needs was also included in the pilot. An outreach worker / community navigator teamed up with Home Visitors to ensure a continuum of support for families.

The Mothers Matter Centre applied innovative approaches to bolster support and expedite the settlement of isolated and vulnerable refugees. The innovations aimed to test how human-centred and tailored support can help vulnerable families settle in Canada.
Early Language Learning (ELL) is a pilot delivered in collaboration with ISSofBC in Surrey, BC, and Working Women’s Community Centre in Toronto, ON.

The program aims to provide early language support to mothers and help them in the resettlement process as they address the needs of their children and families.

What we accomplished:

• A 12-unit curriculum was developed for structured intervention based on real-life situations for mothers to be able to use their practical skills with ease.

• 80% of mothers practiced speaking English for shopping, while 68% practiced speaking with other HIPPY mothers, and 40% engaged in English with their children’s schools.

• All mothers enrolled reported progress in learning.

• 96% of mothers reported increase in confidence as a result of the early language
The purpose of the project was 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 opportunities, and essential skills and knowledge for Indigenous and immigrant women employed in frontline community support work.

Consultations and interviews for the CWLC Study were held throughout Canada, in English and French, with representatives from public colleges and universities, leaders from community support services organizations for immigrants and Indigenous people, and with immigrant and Indigenous women employed in community support service work.

A pan-Canadian environmental scan of existing post-secondary certificate programs for community support work, a labour market analysis, and a proposed structure for a pilot certificate program are included in the Study Report issued in March 2019.

Funder: Office of Literacy and Essential Skills at Employment and Social Development Canada.
The Mothers Matter Centre, in collaboration with First Book Canada, launched its fifth annual Adopt-a-Reader Campaign. This year more than 1,500 families (720 HIPPY families and 845 ‘adopted’ non-HIPPY families) shared 413,000 minutes of reading with their children. The campaign concluded with a Celebration of Reading event planned by HIPPY Site Coordinators and Home Visitors at each of the 17 participating HIPPY sites. This year’s events were huge successes, filled with food, laughter, and community connections.

The campaign empowered HIPPY families to share the skills they learned from the HIPPY program with their friends, sparked the love of reading between parents and their children, and presented the HIPPY program as an option to new eligible families.
The MMC hosted a fundraiser in Vancouver in March 2019 to Support and Sustain Indigenous HIPPY, held at Simon Fraser University’s Wosk Centre.

More than 150 guests enjoyed a night of entertainment, networking, storytelling, and a unique Indigenous-inspired culinary experience.

The MMC was honoured to welcome special keynote speaker, Grand Chief Ed John, as well as Master of Ceremonies Jenny Kwan, MP for Vancouver East.

The memorable evening raised over $36,000, with the profits going toward supporting the long-term sustainability of the Indigenous HIPPY program.
Syrian and Iraqi refugee mothers spoke about their forced migration journeys in the Loss of Parental Agency participatory research project. The research focused on four phases: before the war, during forced migration, upon arrival to Canada, and after joining the HIPPY program. It explored the impact that forced migration had on the mothers’ ability and capacity to protect and make choices on behalf of their children.

The mothers shared their stories through art, writing, and narrative, which were recorded digitally. The session was conducted fully in Arabic and later transcribed, translated and analyzed by a team comprising researchers, MMC staff, and Home Visitors.

This research has served as integral in planning expanded research and potential projects. Although small in scale, it has identified key gaps in services that refugee mothers experience as well as successes in the resettlement process. Three proposals for future projects were inspired by the findings of this research project.
Because Mothers Matter Award

Elyse Allan, former CEO of GE Canada, 2019 Recipient

The fifth annual Because Mothers Matter Awards ceremony took place in Toronto, ON, honouring the extraordinary achievements of the 2019 Award recipient, Elyse Allan, former CEO of General Electric (GE) Canada, as well as of HIPPY mothers Athena Yu and Maria Fernanda Bueno.

The event raised about $25,000, with net proceeds shared with HIPPY Oakville and Working Women Community Centre, the local HIPPY program delivery sites in Toronto. Approximately 100 guests joined us for the celebration in downtown Toronto, which included a silent auction, cocktails, hors d’oeuvres, and inspiring speeches about the impact HIPPY is having in the GTA.

We extend our thanks to our attendees and sponsors for making this evening a great success, including Promontory Financial Group Canada, RBC, Odgers Berndtson, and Indigo Events.
“It was quite a journey for my girls and me and the HIPPY program has been part of our daily routine. We always love to read and do the craft together as a family. HIPPY gives us more opportunities to reach the girls’ potential.”

- Athena YU
HIPPY Mother of the Year 2019

HIPPY made me a new person. At the beginning I was always quiet, I never speak. I was scared. I always tell my moms, ‘If you need me, give me a call, I am always going to be there.’ Right now, I am not scared of nothing.

- Fernanda Bueno
HIPPY Home Visitor and Mother of the Year 2019
Tsleil-Waututh Nation is a small but growing Coast Salish community of just over 500 people living on a reserve on Burrard Inlet in North Vancouver, with additional reserve and private lands. It is home to the longest-running Indigenous HIPPY program in Canada.

In partnership with Tsleil-Waututh, the MMC sought and received three years’ funding from the Vancity Community Foundation to maintain and expand the Indigenous HIPPY program.

The program will continue to improve the quality of personal, family, and community life for Indigenous families and children living in Tsleil-Waututh Nation by supporting both early childhood literacy and building a strong bond between parent and child.

The program will increase cultural competence, pride, and identity in their respective communities through a culturally competent curriculum. In short, over three years, the families will participate in activities that will make a significant contribution to their full engagement in social, economic, political, and cultural life.

Funder: Vancity Community Foundation

We’ve lost so much through residential school and through colonization. [Indigenous HIPPY] is one of the pieces that helps to reconnect and repatriate our traditional systems and structures, including the family, the parents, the grandparents as the first teachers of the child. This is so imperative to our children succeeding in school.

- Angela George, Education Director
  Tsleil-Waututh Nation
Beginning September 2019, Francophone HIPPY families will receive a long-awaited revamped format and more contemporary approach to the weekly parent-child HIPPY activity curriculum package.

Why the change? HIPPY families deserve the best. HIPPY has been using the same parent-child activity package format since 2007. The 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 needed to change with them.

Funder: IRCC
The HIPPY Program is...
Families are Transformed

- 1,263 mothers worked with 1,388 children
- 28% are refugees
- 62% are newcomers to Canada
- 10% are Indigenous

- 85 countries of origin
- 74 languages spoken

- 73% successfully completed the year
- 34% age 3 curriculum
- 42% age 4 curriculum
- 24% age 5 curriculum

- 25,505 hours spent with Home Visitors in their home
- 27,841 hours working with their child
- 4.5 days per week worked with child on HIPPY curriculum

- 81% mothers feel confident using the HIPPY materials to teach their child
- 67% mothers use public services (such as health care, education, and employment services etc.) independently
...Changing Lives Across Canada

Home Visitors are Transformed

111 Home Visitors employed at HIPPY sites across Canada

- 81% are newcomers to Canada
- 14% are Indigenous

40 countries

34 languages spoken

56% HVs were / are HIPPY mothers

44% 1st year HV

19% 2nd year HV

38% 3rd year HV

HV work-learn training program

- 25 hours/week, 33 weeks/year
- 15,799 person-hours of training

94%

HVs have advanced / master skills supporting mothers' engagement with their children with the HIPPY curriculum

94%

HVs have advanced / master knowledge of community support systems to help families dealing with crisis or other needs.
The Mothers Matter Centre offers training opportunities for all HIPPY Coordinators and Home Visitors on core professional development training topics. These ongoing training sessions are both online and in person.

Over the spring and summer of 2019, the National Director of Training and Education migrated the online learning materials to a new learning management system with a multi-lingual (Arabic, Chinese, Spanish, French and Tagalog) interface. One key advantage of the new system is that it offers more flexibility in submitting assignments and allows learners with different learning styles and language capacities to present their work through writing, video, art and audio.

I want to thank you for encouraging me to start to believe in myself and again explore the data analyst field. Especially I want to thank you for sending me the “answer tough interview questions” that found it very interesting and useful for future job interviews.

- Yulia, Halifax, NS
Home Visitor, ISANS
# Financials

**Mothers Matter Centre**  
**Statement of Financial Position**  
**Year Ended March 31, 2019**

<table>
<thead>
<tr>
<th>Assets</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current</strong></td>
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<tr>
<td>Cash</td>
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<td><strong>$1,258,727</strong></td>
<td><strong>$853,615</strong></td>
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<tr>
<th>Liabilities and Net Assets</th>
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<tbody>
<tr>
<td><strong>Current</strong></td>
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<td>Bank indebtedness</td>
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<td>Accounts payable and accrued liabilities</td>
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<td>Deferred income</td>
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<table>
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<tr>
<th>Net Assets</th>
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<tr>
<td>General fund</td>
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<td>Restricted scholarship funds</td>
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The accompanying summary financial statements are derived from the audited financial statements of the Mothers Matter Centre as of March 31, 2019.

**Mothers Matter Centre**  
**Statement of Revenues and Expenses**  
**Year Ended March 31, 2019**

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<thead>
<tr>
<th>Revenues</th>
<th>2019</th>
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<tr>
<td><strong>Program revenues</strong></td>
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<tr>
<td>IRCC - Early Language Learning</td>
<td>$833,014</td>
<td>$107,754</td>
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<td>$803,490</td>
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<td>IRCC - Reviving Hope &amp; Home</td>
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<td>$-</td>
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<td>Indigenous Services Canada - New Paths for Education</td>
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<td>$-</td>
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<td>Navigation Project</td>
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<td>$-</td>
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<tr>
<td><strong>$2,866,191</strong></td>
<td><strong>$1,611,708</strong></td>
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| Other revenues                    |                 |                 |
| Event revenue                     | $146,364        | $176,971        |
| Site licence fees                 | $77,399         | $82,995         |
| Donation revenue                  | $73,224         | $58,641         |
| Curriculum revenue                | $42,464         | $40,912         |
| Other revenue                     | $-              | $370            |
| **Total revenues**                | **$3,205,642**  | **$1,971,541**  |

<table>
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<tr>
<th>Expenses</th>
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| Other expenses                     |                 |                 |
| Administrative and office          | $207,421        | $250,530        |
| Event expenses                     | $57,966         | $74,177         |
| **Total expenses**                 | **$265,387**    | **$324,707**    |

| Excess of revenues over expenses   | $74,064         | $35,126         |
The Mothers Matter Centre
Gratefully Acknowledges

Our Program Delivery Partners

18 Multicultural Sites:
- ISSofBC (3 sites), Vancouver, BC
- Central Vancouver Island Multicultural Society, Nanaimo, BC
- Central Alberta Immigrant Women’s Association (CAIWA) (2 sites), Red Deer, AB
- Calgary Immigrant Women’s Association (CIWA), Calgary, AB
- SPEC Association for Families and Children, Brooks, AB
- Mosaic, Winnipeg, MB
- Working Women Community Centre (5 sites), Toronto, ON
- HIPPY Oakville, ON
- Vanier Community Service Centre (2 sites), Ottawa, ON
- Immigrant Services Association of Nova Scotia (ISANS), Halifax, NS

5 Indigenous Programs:
- Vancouver Native Friendship Centre, Vancouver, BC
- Tsleil-Waututh Nation, North Vancouver, BC
- NiL TU,O Child and Family Services (2 communities), Saanichton, BC
- Kainai Board of Education (4 communities), Calgary, AB
- Saskatoon Tribal Council (6 communities), Saskatoon, SK

6 Bond to Literacy Programs:
- Burnaby Family Life, Burnaby, BC
- Encompass Support Services Society, Langley, BC
- Mount Pleasant Neighbourhood House, Vancouver, BC
- Project Literacy Kelowna Society, Kelowna, BC
- Saskatoon Open Door Society, Saskatoon, SK
- CHANCES Family Centre, Charlottetown, PEI

Our Funding Partners

Immigration, Refugees and Citizenship Canada
Immigration, Réfugiés et Citoyenneté Canada

Employment and Social Development Canada
Emploi et Développement social Canada

Indigenous Services Canada
Services aux Autochtones Canada

Friends of the Mothers Matter Centre
Bruce and Dale Flexman
Sheryl Kennedy
Carol and Ron Slater

MOTHERS MATTER Centre
Proud Home of the HIPPY Program in Canada

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Vancouver, BC V6E 3W1
Phone: 604.676.8250
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