$10 M to Build Stronger Communities by Supporting Mothers and Uplifting Kids

Case for Support

October 2018
A mother is a school. Empower her and you empower a great nation. Egyptian poet Hafez Ibrahim

How would you feel if you were unable to read to your child? Or communicate with your child's teachers? Or connect with parents in your community?

You might lack a formal education, have limited language skills, or feel isolated.

You want the best for your child, but do not know how to support them during their critical period of early childhood development.
Home Instruction for Parents of Preschool Youngsters
Investing in a child’s education lifts families and communities out of poverty.

- HIPPY supports low-income mothers to prepare *children* for success in school.

**Disadvantaged Communities**
- Few job opportunities perpetuate low-income
- Child has low academic achievements, leading to few job opportunities
- Mother is unprepared to support child’s success in school
- Family is low-income and lacking support from community

**HIPPY**
- Mother and child form inadequate bond and attachment

**Vibrant Communities**
- Mother is well-equipped to support child’s success in school
- Child completes school, and has strong job prospects
- Family is financially secure, functional, and supported by community
- Steady job provides stable income
Mothers Matter Centre: Home of the HIPPY Program

Children are set up for success because their mothers learned how to help them.

Culturally appropriate curriculums

Home Visitors that are trained graduates of the HIPPY program

Weekly home visits to deliver curriculum to mothers

Ongoing training, guidance, shared learning, knowledge, and skill-building

Monthly group meetings and workshops
HIPPY Impacts Families Across Canada

Learn firsthand how HIPPY impacts mothers and their preschool aged children.

- **Aarthy Ramasubramanian**: Multicultural HIPPY parent.
  - Her HIPPY site is through the Working Women’s Community Centre in Ontario.
  - Click here to learn about her experience. (2:35)

- **Jeannine Head**: Aboriginal HIPPY parent.
  - Her HIPPY site is through the Saskatoon Tribal Council (STC) in Saskatchewan.
  - Click here to learn about the STC’s Aboriginal HIPPY participants. (4:42)
Mothers Matter Centre Helps Mothers and Their Children

Mothers Matter Centre (MMC)’s HIPPY program provides benefits beyond early childhood education.

Evidence-based outcomes to the HIPPY program include:

**Child**
- Confident and prepared to enter school with improved long-term outcomes for success.

**Mother**
- Confident as child’s first teacher and less isolated through engagement with community.

**Home Visitor**
- Mothers from the program employed (often first-time) in work/learn position as HIPPY Home Visitors.
Our Achievements
Since 2000, HIPPY has helped more than 28,000 mothers and their preschool aged children in over 14,000 families across Canada.

- Structured lessons, practical information and community connections develop parenting skills.
- Children have a better opportunity to succeed in school and society.

Present HIPPY Program Count: 12 Aboriginal HIPPY; 18 Multicultural HIPPY

2000
HIPPY program was piloted in Canada.

2000-Present
Aboriginal HIPPY and Multicultural HIPPY expanded into communities across Canada.

2015
Annual Because Mothers Matter Award was launched.

2017
MMC was created to house Aboriginal HIPPY, Multicultural HIPPY, and other program innovations.

Present (2018)
MMC launched a five-year, $10 M fundraising initiative to expand its community operations, and offer innovative programs.
Performance Management

Our comprehensive performance management process holds MMC accountable to stakeholders, funders and the families it serves.

- Annual **Performance Management Results** measure success and identify opportunities for improvement.

- **HIPPY Program Assessments:**
  - Multicultural HIPPY program (Vancouver) positively measured:\(^1\)
    - school readiness
    - basic concepts
    - social-emotional development
  - Multicultural HIPPY program (Ontario) positively measured:\(^2\)
    - community interaction
    - parental senses of belonging
    - reduced frequency of children missing school
    - parents initiating meetings with their child’s teacher

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\(^1\)Findings from a Multicultural Program: The Vancouver HIPPY Project – 2003. Research performed by Dr. Lucy LeMare and Karyn Audet, Faculty of Education, SFU, Vancouver, B.C.

Examples of Collaborative and Partnership Initiatives

We are actively seeking collaborative and partnership initiatives with community organizations that will support sustainable change over a lifetime.

**Early Years (0-3)**

MMC is seeking early years programs designed to foster strong parent-child relationships and enhance the wellbeing of the child.

Eligible families would bridge to MMC and the HIPPY program.

**Early Years (0-3)**

MMC is in conversation with an in-home parent training program that supports child development in young Aboriginal families.

Eligible families would bridge to MMC and the HIPPY program.

**All Ages**

MMC is preparing to connect HIPPY participants and graduates to an organization where they could continue to build literacy and numeracy skills, lessen summer learning loss, develop life skills, and further education / employment opportunities.

**Adults (18+)**

MMC is developing a program where HIPPY Home Visitors and mothers are trained by Innovation and Skills Plan to learn union-relevant job skills. This will allow them to obtain stable income and address labour market shortages.
$10 M to Build Stronger Communities by Supporting Mothers and Uplifting Kids

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

**Mothers Matter Centre**
- $3.5 million*
- Two new programs:
  - Skills and employment search training
  - Financial literacy

**Multicultural HIPPY**
- $2.0 million†
- Two new Multicultural HIPPY programs
- Update HIPPY parent-child curriculum

**Aboriginal HIPPY**
- $1.5 million*
- Two new Aboriginal HIPPY programs

**Research & Development**
- $0.9 million
- Build and apply research on women, poverty, early learning, settlement, and Aboriginal revitalization

**Prof. Education / Scholarships**
- $2.1 million
- Scholarship opportunities
- Launch Mother-to-Mother Institute for Peer Education

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**IMPACT**

- **2,244 Mothers**
  - $1,560 per mother

- **1,354 Mothers**
  - $1,477 per mother

- **1,074 Mothers**
  - $1,397 per mother

- **Evidence-based program strategies and learnings**

- **900 Mothers**
  - $500 per scholarship
  - $2,792 per mother

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*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).
Interest in HIPPY
There is significant demand for the HIPPY program across Canada.

- Funds from the $10 M fundraising initiative will **actualize potential HIPPY communities**, and grow current operating capacity.
A Broader Spectrum of Support
Our $10 Million fundraising initiative will allow us to expand our program offerings to cover a variety of topics important to supporting families in Canada.

Because Mothers Matter: Money Counts
- Improve the employability, financial knowledge and economic well-being of isolated mothers.

Skills and Employment Search Training
- Enhance the literacy and essential skills and employment engagement of HIPPY mothers.
Engagement Opportunities
Mothers Matter Centre donors have a number of opportunities to meet and engage with the communities their generous donations support.

Because Mothers Matter Award

- Name the Because Mothers Matter Award.
- Give awards away to honoured mothers.

Graduation

- Attend a HIPPY graduation ceremony in your area and meet HIPPY families.

Home Visit

- Participate in a Home Visit with a HIPPY family alongside a HIPPY Home Visitor.

Adopt-a-Reader Readings

- Volunteer to read with families at an Adopt-a-Reader reading event.
Because Mothers Matter Award
An annual event celebrating mothers in communities across Canada.

- Honours one prominent Canadian mother and two extraordinary mothers who have graduated from the Aboriginal and Multicultural HIPPY programs.

- HIPPY patrons include Former Governor General David Johnston and Her Excellency Sharon Johnston.

2015
Her Excellency Sharon Johnston
Naghm Fawaz

2016
Dr. Julie Payette, O.C., C.Q.
Genevieve (Jenny) Duquette
Erika Infante Pizarro

2017
Tracy Joseph
Sophie Grégoire Trudeau
Maysaa Haj Ali

2018
Himani Goyal
The Honourable Lois. E Mitchell, Lieutenant Governor of Alberta, CM, AOE, LLD

Charmaine Big Sorrel Horse
How You Can Help

*Your donation will change their future.*

Ways you can help:

1. Make a **five-year** pledge
2. **Designate** program areas of greatest interest
3. Sponsor the Mothers Matter Centre by becoming a:

<table>
<thead>
<tr>
<th>Role</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Lead National Partner</td>
<td>$100,000 per year</td>
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<td>National Partner</td>
<td>$50,000 per year</td>
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<td>Major Program Supporter</td>
<td>$25,000 per year</td>
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<td>Benefactor</td>
<td>$15,000 per year</td>
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<td>Patron</td>
<td>$10,000 per year</td>
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<td>Affiliate</td>
<td>$5,000 per year</td>
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Recognizing our Donors

Our donors are able to designate program areas of interest. Recognition will be customized based on their support preferences.

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<thead>
<tr>
<th>Donor Benefits by Level</th>
<th>Supporter</th>
<th>Affiliate</th>
<th>Patron</th>
<th>Benefactor</th>
<th>Major Program Supporter</th>
<th>National Partner</th>
<th>Lead National Partner</th>
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<tr>
<td>Total contribution paid over five years:</td>
<td>Other</td>
<td>$25,000</td>
<td>$50,000</td>
<td>$75,000</td>
<td>$125,000</td>
<td>$250,000</td>
<td>$500,000+</td>
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<td>A personal thank-you acknowledging your contribution and support of the Mothers Matter Centre</td>
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<td>Acknowledgement in the “Thank you to our donors” section in our Annual Report</td>
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<td>Company logo displayed on $10 M webpage (brief write-up included for Major Program Supporter, National Partner, and Lead National Partner)</td>
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<td>Announcement on Mothers Matter Centre social media pages (Facebook, Instagram, and Twitter)</td>
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<td>Premium Recognition Plaque for display at place of business</td>
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<td>Attend annual HIPPY event for supporters in your area</td>
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<td>Employee engagement opportunity for company’s staff at HIPPY graduations</td>
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<td>Name a scholarship fund and/or be recognized as sponsor of a research project</td>
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<td>Personalized report outlining the impact and progress your donation has made</td>
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<td>Recognized as a sponsor of a new MMC Program</td>
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<td>Company name featured on HIPPY curriculum</td>
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<td>Participate in a home visit alongside a HIPPY Home Visitor</td>
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<td>Recognized as sponsor of new Multicultural or Aboriginal HIPPY site</td>
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<td>Name the Because Mothers Matter Awards</td>
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<td>Give away the Because Mothers Matter Award to the awarded mothers</td>
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<td>[Includes photographs in our Annual Report and for your company’s use]</td>
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Our Team

Mothers Matter Centre, headquartered in Vancouver, B.C., is run by an experienced staff and a diverse Board of Directors.

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Susanne Nahm, *Performance Management & Evaluation Director*
Wazi Kapenda, *Director of Multicultural HIPPY*
Stan Parenteau, *Director of Aboriginal HIPPY*
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