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

October 2018
Supporting Newcomer Populations
Multicultural HIPPY (Home Instruction for Parents of Preschool Youngsters).

- Immigrant and refugee families face many obstacles when resettling in Canada.

- Mothers Matter Centre (MMC)’s Multicultural HIPPY is here to help.
  - Trains mothers to prepare their children (3-5) to enter school.
  - Connects families to community resources.
  - Supports settlement into Canadian society.

Click here to view a video from a Multicultural HIPPY family in Ontario. (2:35)
Investing in Aboriginal Communities
Aboriginal HIPPY (Home Instruction for Parents of Preschool Youngsters).

- Residential schools across Canada left behind inter-generational impacts.
- MMC’s Aboriginal HIPPY is supporting Aboriginal communities across Canada.
  - Culturally relevant curriculum.
  - Positive educational experiences for families.
  - Maximizes educational and holistic potential.

Click here to view a video from a Saskatoon Tribal Council Aboriginal HIPPY family. (4:42)
Mothers Matter Centre: Home of the HIPPY Program

HIPPY stands for **Home Instruction for Parents of Preschool Youngsters**.

- Evidence-based program that works with families *in their home*.
- **Supports mothers** in their critical role as their child’s teacher.
- Helps mothers face barriers that result in *social isolation*.
- **Encourages community** and builds positive educational experiences for families.

**Multicultural HIPPY**
- Immigrant, refugee, and newcomer families.

**Aboriginal HIPPY**
- Land-based and urban Aboriginal families.
Mothers Matter Centre Helps Mothers and Their Children

Since 2000, MMC’s HIPPY program has helped more than 28,000 mothers and their preschool aged children in over 14,000 families across Canada.

Evidence-based outcomes to the HIPPY early childhood education 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.
$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

**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

*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).
HIPPY Works
With a 50-year global history, ongoing research, and operations in ten countries around the world, the innovative HIPPY model has proven itself successful time and time again.

- Nobel Prize Winner James Heckman’s analysis of preschool programs show a **7-10% per year ROI**.
- Findings from **research studies** conclude HIPPY children consistently **outperform control groups**.
- Annual **Performance Management Results** measure success and identify opportunities for improvement.
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.

2015: Her Excellency Sharon Johnston
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
Our Funders

With nearly 20 years in Canada, Mothers Matter Centre is grateful for all private sector, public sector, and individual contributors.

Program Funders:

- Immigration, Refugees and Citizenship Canada
- Immigration, Réfugiés et Citoyenneté Canada
- Indigenous and Northern Affairs Canada
- Affaires autochtones et du Nord Canada
- Human Resources and Social Development Canada
- Ressources humaines et Développement social Canada
- NORTH GROWTH FOUNDATION
- BCAAFC | BC Association of Aboriginal Friendship Centres
- First Nations Health Authority
- Health through wellness
- TD Foundation
- KPMG
- Stantec