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60,000 LIVES TRANSFORMED

Together with our network of dedicated community partners, the Mothers Matter
Centre empowers socially isolated and economically vulnerable mothers—including newcomers, refugees, and Indigenous mothers—and their children to live full and productive lives. It creates an environment of acceptance, encouragement, and learning through innovative, evidence-based education and supports.

Since 2001, the Mothers Matter Centre has transformed more than 60,000 lives.



Dear Reader,

After an incredible 23-year journey, our founding CEO, Debbie Bell, will retire. Debbie's leadership has been instrumental in growing the organization to serve over 40 sites, alongside the adoption of ancillary programs that complement our flagship HIPPY program.

We are thrilled to introduce our new CEO, Amy Robichaud. Before joining the Mothers Matter Centre, Amy served as the Executive Director of Dress for Success Vancouver and chaired the affiliated Canadian Foundation, striving to empower women to achieve economic independence.

Looking forward, Mothers Matter Centre envisions expansions in program sites. We are excited to launch our innovative "Men Like Me" program to engage fathers in the HIPPY program. The program unites newcomer fathers, fostering a strong sense of community while providing valuable support for healthy parenting.

As we bid farewell to Debbie Bell, we express our deepest gratitude for her dedication over the past 23 years. Her enthusiasm and perseverance are pivotal to the Mothers Matter Centre's success.

Debbie, you will be missed, and we cannot thank you enough for creating this incredible legacy.

Bruce Flexman, Chair, FCPA,FCA; ICD.D



Dear Reader,

From large urban centres to small communities, isolated newcomers, refugees, and Indigenous mothers are developing skills to support their child's success in school and the agency to act as their advocate.

Thanks to the support of Immigration, Refugee, and Citizenship Canada, six new HIPPY sites were added in small centres and rural communities in the Prairie and Atlantic regions, now 44 sites strong. In addition, the traditional HIPPY program was successfully adapted and delivered to women living in second-stage housing.

The Mothers Matter Centre took a tremendous stride to ensure its responsibility to provide French programming, materials, and staff support. As part of this effort, HIPPY expanded to French-speaking families in Alberta, Saskatchewan, and Manitoba with translated curriculum, professional development, and communication materials.

As the founding CEO, my term concludes in September 2023. My journey with HIPPY in Canada and the Mothers Matter Centre has been a rare privilege and my true calling, providing essential services to isolated and vulnerable mothers and their children.

I wish all of you -- staff, board, and readers -- ongoing success.

Debbie Bell, CEO & President

3 PILLARS OF CHANGE



INSPIRE

Inspire social change by innovating, implementing, and supporting evidence-based programs in collaboration with Canadian communities motivated to support the full inclusion of isolated mothers and their families. Inspire activities through Indigenous and Multicultural HIPPY, professional education, and program innovations.



LEA

SCALE

Scale a high-profile

Scale a high-profile, sustainable, evidencebased social initiative called the Mothers Matter Centre. Lead Canada in a movement for the social and economic inclusion of isolated women with research, knowledge-sharing and advocacy. Our work continued to be research-based, with continuous program monitoring and refinement. We commit to high-quality performance management standards, external evaluation and sharing of knowledge.

2023 BOARD OF DIRECTORS



Bruce Flexman Chair



Julia Kim Vice Chair



Aanu Adeleye Treasurer



Wendy Bryans Secretary & Governance



Dianne Doyle Director



Dawn Harvard Director



Jane Hilderman Director



Stephanie Kirkland Director



Deanna Louth Director



Soumaya Qureshi Director



Jacquelyn Thayer Scott Director



Danielle Takacs
Director



Miriam Westheimer Ex-Officio





1,670 MOTHERS

1,876 CHILDREN

During the 2022-2023 program year, mothers and children embark on a transformative journey of learning, growth, and emotional bonding through the HIPPY program.

HIPPY PROGRAMS IN CANADA



4 Indigenous Programs

Vancouver Aboriginal Friendship Centre, Vancouver, BC Tsleil-Waututh Nation, North Vancouver, BC Nil TU, O Child and Family Services (2 communities), Saanichton, BC Squamish Nation (2 communities), North Vancouver, BC

30 Multicultural Sites

DIVERSEcity, Surrey, BC

Central Vancouver Island Multicultural Society, Nanaimo, BC

Central Alberta Immigrant Women's Association (2 sites), Red Deer, AB

Calgary Immigrant Women's Association, Calgary, AB

SPEC Association for Families and Children, Brooks, AB

Alberta Immigrant Women & Children Centre, Edmonton, AB

Portail de l'Immigrant Association, Calgary AB

Lethbridge Family Services, Lethbridge AB

Saskatoon Open Door Society, Saskatoon, SK

Regina Immigrant Women Centre, Regina, SK

Service d'accueil et d'inclusion francophone, Regina, SK

Mosaic, Winnipeg. MB

Fédération des parents de la francophonie manitobaine, MB

Regional Connections Immigrant Services, Winkler, Manitoba

Eastman Immigration Services, Steinbach, MB

Neepawa Settlement Services, Neepawa, MB

Working Women Community Centre (5 sites), Toronto, ON

HIPPY Halton, ON

Vanier Community Service Centre (2 sites), Ottawa, ON NWT Literacy Council, Yellowknife, NT

> Immigrant and Refugee Services St. John's Association, Charlottetown, PEI

Immigrant Services Association of Nova Scotia, Halifax, NS

YMCA of Greater Halifax/ Dartmouth. Halifax, NS

Association for New Canadians, Saint John's, NL

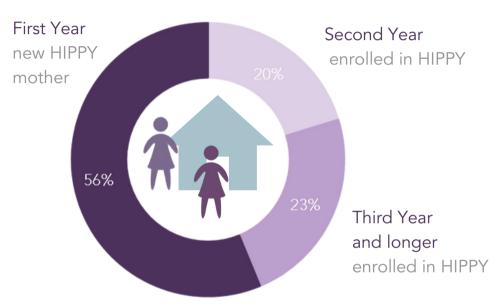


Charlottetown

Toronto, 5 sites

Halton

HIPPY MOTHER DEMOGRAPHICS 22/23





75%

of mothers successfully completed the program year



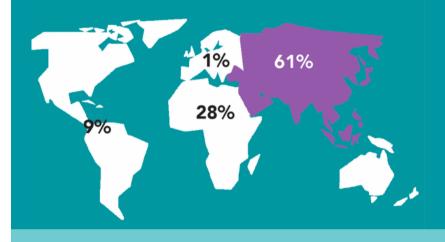
63% of HIPPY families fall into the low-income category.

Most low-income families live in large urban centres.

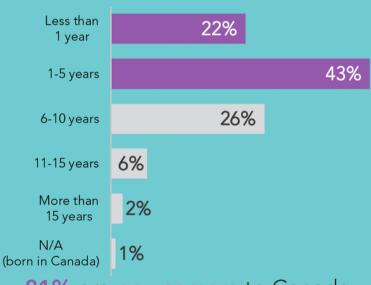
37,191
hours of parent-child
time (HIPPY)

Country of Origin

96 countries and speak 78 languages.



Years in Canada



81% are newcomers to Canada,18% are refugees.

HIPPY MOTHER OUTCOMES

Once-isolated mothers have the skills essential to ensure their children are productive, healthy, and engaged citizens of Canadian society.

Feel confident teaching their child new things.

90% Read to their child four days per week or more. Watch educational programs with their child. Feel comfortable when communicating with teachers or staff at their

58%

38%

50%

child's school, preschool, or day care.

Mothers have the skills, knowledge and experience to fully participate in social, economic and civil society.

Feel they belong in their neighbourhood.

39%

68% Have two or more people they can talk to about different issues regarding their child. 49%

77%

Have three or more friends in their neighbourhood.

38%

76%

Attend or go to events or 99% social gatherings in their neighbourhood.

70%

Mothers express knowledge and pride in their cultural identity and share it with their children while valuing and learning about the diversity of Canadian culture.

Spend time with extended family and pass down stories with their child.

42%

66%

Teach their children their culture.

Teach their children their mother tongue. 90%

65%

75%

LINKING THE DIVIDED (LTD)

"As a single mother here in Canada, HIPPY gave me a job, and now I can pay my bills and support my family back home in Africa. For me, HIPPY is a family. We have a good team, and we support each other. I ... no longer feel alone."

Linking the Divided (LTD) is a service delivery improvement project.

Francophone organizations offering the HIPPY program provide equitable and accessible services to French-speaking immigrant and refugee families in rural communities.

Moving Forward

- SMART in French
- HIPPY 3.0 web app (French Pilot)
- Professional Development Program (French Pilot)

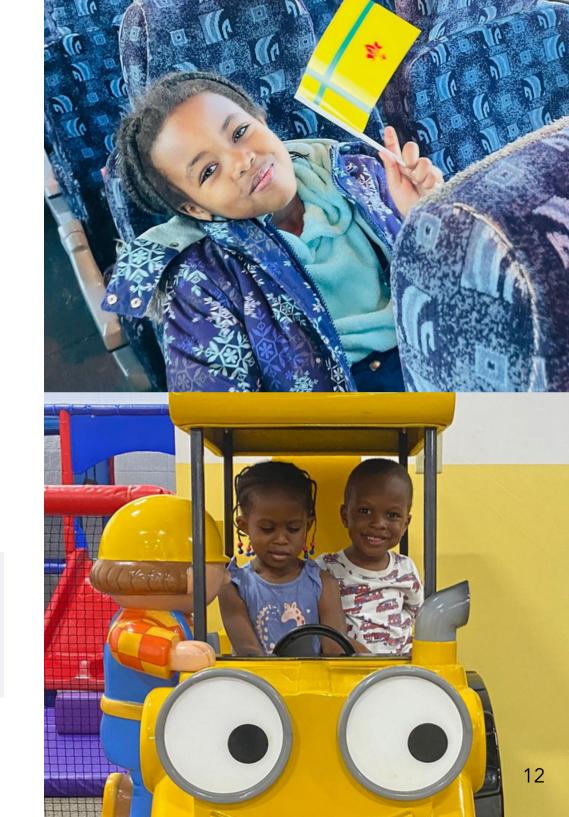
Funded by:

Financé par :



Immigration, Refugees and Citizenship Canada

Immigration, Réfugiés et Citoyenneté Canada



4 Bond to Literacy Programs

DIVERSEcity, Surrey, BC Langley Community Services, Langley, BC Red Deer Native Friendship Society, Red Deer, AB Saskatoon Open Door Society, Saskatoon, SK

2 FLIP Pilot Programs

Saskatoon Open Door Society, Saskatoon, SK Regina Open Door Society Pegina, SK

Squamish North Vancouver Saanichton Vancouver, 2 SMART programs 2 BLT programs 3 WIP sites Red Deer Calgary Regina Winnipeg

MOTHERS MATTER CENTRE PROGRAM INNOVATIONS

10 SMART Programs

DIVERSEcity, Surrey, BC

Vancouver Aboriginal Friendship Centre, Vancouver, BC

Tsleil-Waututh Nation, North Vancouver, BC

Squamish Nation, North Vancouver, BC (2 sites)

NIL TU,O Child and Family Services, Saanichton, BC

Portail de l'Immigrant Association, Calgary AB

Service d'accueil et d'inclusion francophone, Regina, SK

Fédération des parents de la francophonie manitobaine, MB

HIPPY, Halton, ON

Vanier Community Service Centre, Ottawa, ON

3 WIP Sites

YWCA Metro Vancouver, Vancouver BC SOFIA House, Regina, SK YWCA Hamilton, Hamilton, ON Iris Kirby House, St. John's, NL

4 SELF Sites

YWCA Metro Vancouver, Vancouver SOFIA House, Regina, SK YWCA Hamilton, Hamilton, ON Iris Kirby House, St. John's, NL





SELF PILOT

"We are providing a safe space – where the mothers and the children can be themselves. They are accepted for who they are, and we facilitate them so they can learn and grow through culturally appropriate approaches...The program is really helping both mothers and children in so many ways."

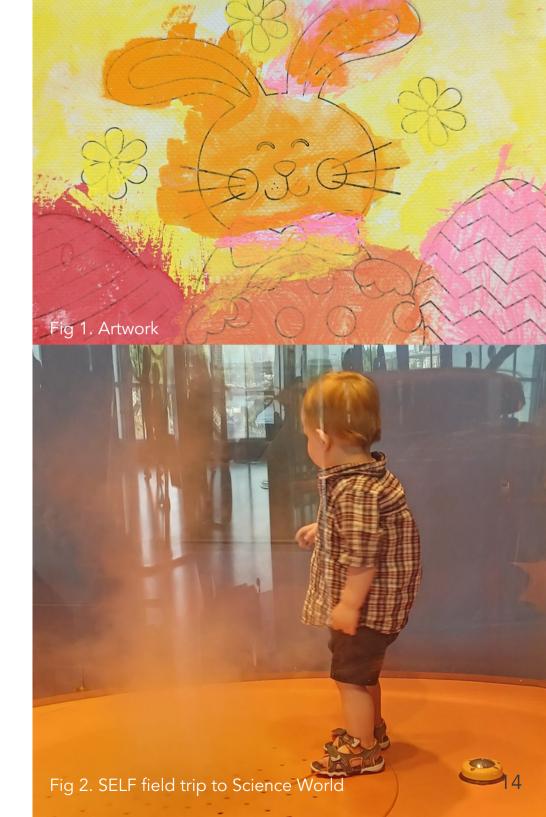
- Maddie Sanderson, Coordinator, Sofia House, Regina

Mothers Matter Centre is piloting the Safe Space for an Early Learning Foundation (SELF) project in second-stage transitional shelters, supporting mothers and their children to access high-quality early-learning programming. Mothers are gaining confidence and can engage their children in activities to build their school-readiness skills. Mothers appreciate the no-judgment space provided by the project and value the connection to other families in similar circumstances to their own.

- 4 Sites
- ♀ Iris Kirby House St. John
- Sofia House Regina
- YWCA Hamilton
- YWCA Vancouver

35+ lives transformed!

This program is funded by the Government of Canada's Early Learning and Child Care Innovation Program





WOMEN'S INSIGHT PROJECT (WIP)

"We have come together to build a better future for our children" (VAFCS Participant).

The WIP works with Indigenous, newcomer, and racialized women to enhance their capacity and confidence in driving community-level change, aligning with the Sustainable Development Goals (SDGs).

SAGE Nation

The group supported Indigenous youth aging out of care and Indigenous elders in need of urgent support in the Downtown East Side Vancouver. Their support continues beyond project funding.

Muslima Society - Facilitated by Al Mustafa Society

Young Muslim girls access culturally appropriate activities for wellbeing and building confidence and public speaking skills

Melange - Facilitated by ISSofBC

Supported refugees and newcomers to break isolation and find connection and friends in Canada through various activities (art, book club, movie night, self love circle, etc).

Cohort 1 19 Women



Successful implementation of innovation projects

Cohort 2

26 Women

Developing local projects to advance the SDGs

This project is funded by the Government of Canada's Sustainable Development Goals Program

FLIP PILOT

"[FLIP] was useful in my settlement process, I could find my way to have a better life" (Kate, FLIP animator).

The Fast-Track to Learning Interaction to Parents (FLIP) for Early Learners is a 12-week, play-based pilot program. FLIP supports newly arrived refugee families with children aged 3 to 5 while residing in hotels or temporary accommodation.

FLIP strengthens parent-child bonds, boosts confidence in self-expression, prepares children for school, and connects parents to their community.

- 2 Sites
- 💡 Saskatoon Open Door Society
- Regina Open Door Society

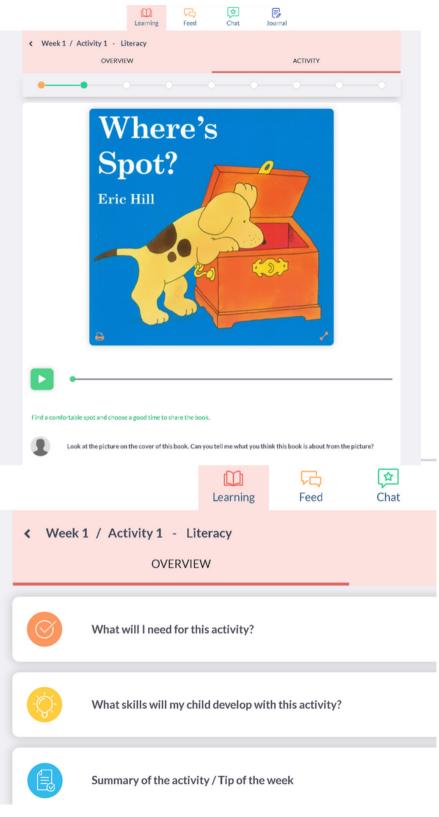
100%

surveyed families reported a confidence increase in parental abilities and agency

5 Languages

- Dari
- Pashto
- Ukrainian
- French
- English





HIPPY 3.0

The Mothers Matter Centre piloted the English HIPPY 3.0 app. 4 sites transitioned from the traditional HIPPY program (paper) to the digital HIPPY 3.0 app.

Four Sites

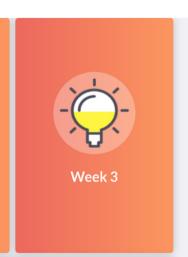
- Calgary Immigrant Women's Association (CIWA)
- Central Alberta Immigrant Women's Association (CAIWA)
- Regina Immigrant Women Centre (RIWC)
- Working Women Community Centre (HIPPY for Young Mothers)

Outcomes

- · Easy to navigate
- Simplifies virtual role play
- Enhanced reporting on parent participation
- Audio book access

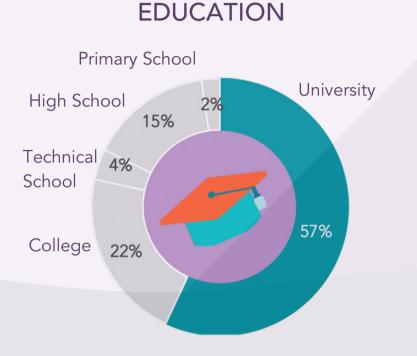




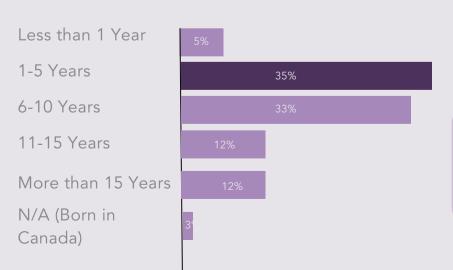




HIPPY HOME VISITORS



YEARS IN CANADA





Home Visitors come from **50** countries and speak **40** languages.



PROFESSIONAL DEVELOPMENT

"I have passion now to continue my education"

The Mothers Matter Centre partnered with Red River College (RRC) Polytechnic to deliver Home Visitors and Coordinators a structured, accredited, and high-quality professional development program.

HIPPY Home Visitors learned about home visiting, adult education, the science of early childhood learning, violence against women, immigration and settlement integration, and building bridges.

66 Students 172 Hours of learning!

9 Cohorts

100% recommend PD Training





Immigration, Réfugiés

HOME VISITOR PROFESSIONAL MICRO-CREDENTIAL

LEVEL

TERM 1

- HOME VISITING 1
- ADULT EDUCATION 1
- SCIENCE OF EARLY CHILD DEVELOPMENT 1

TERM 2

- VIOLENCE AGAINST WOMEN 1
- IMMIGRANT, SETTLEMENT AND INTEGRATION 1
- BUILDING BRIDGES WITH FIRST NATIONS PEOPLES 1



LEVEL 2

TERM 1

- HOME VISITING 2
- ADULT EDUCATION 2
- SCIENCE OF EARLY CHILD DEVELOPMENT 2

TERM 2

- VIOLENCE AGAINST WOMEN 2
- IMMIGRANT, SETTLEMENT AND INTEGRATION 2
- BUILDING BRIDGES WITH FIRST NATIONS PEOPLES 2



BLOOM LEADERSHIP

"[This program helped me in] identifying my values and goals, as a woman of colour it is important for me to be a leader and set goals for myself so that I can be successful in my career."

Participants learn to identify their current leadership strengths and capacity and have an opportunity to build on them. They develop a strategy to address gaps in their current leadership skills and have increased confidence to apply for leadership positions and manage others and seek higher education to develop and enhance their leadership skills.

Over the span of three months, Bloom participants identified their core values and top strengths setting themselves up for success in leadership.

of participants indicates. Their understanding of authentic leadership.





PREVENTING VAW

The Violence Against Women (VAW) project aims to build HIPPY staff capacity, ensure connection to services for isolated and vulnerable women, and raise awareness to prevent, identify, and direct cases of abuse.

100+

HIPPY staff across Canada trained to identify, prevent and direct cases on Gender Based Violence **28** Coordinators

82 Home Visitors

Vulnerable newcomer and Indigenous mothers can access resources to stay connected to essential services to reduce their vulnerability to VAW.

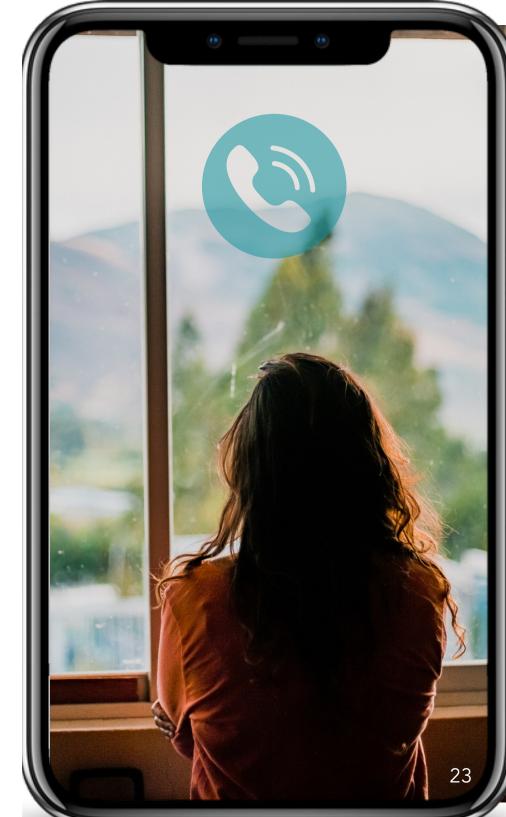
97 Women received tablets

Women stayed connected after receiving support to pay their phone and internet bills

The Mothers Matter Centre is committed to preventing VAW by integrating violence prevention into the core Home Visitors training so frontline workers can continue to build capacity beyond the project funding completion.



Women and Gender Femmes et Égalité des genres Canada







BECAUSE MOTHERS MATTER AWARDS

The Mothers Matter Centre (Mothers Matter Centre) celebrates women's everyday — yet extraordinary — achievements with our annual Because Mothers Matter Awards (BMMA). The awards recognize prominent Canadian mothers and outstanding mothers from the HIPPY program. These women all show a commitment to their communities and exemplify the unique role mothers play in leading social change.

The theme of 2023's Gala was The Legacy of Change: Principles, Practice, and People – a legacy each honouree has brought to the world by contributing to the HIPPY program's life-changing work over the last 23 years.

The Mothers Matter Centre honoured the founding CEO & President, Debbie Bell, Osiris Lopez, Luz Buritica, Daniela Palau with awards.

\$80,000

We raised over \$80,000 to support our professional development program!

RIGHT TO BE READY

Social Media Campaign Launch: World Children's Day, November 20, 2022

Without critical life skills and support, many children are unprepared to succeed at school.

The Right to be Ready (RTBR) campaign addresses the inequities of preschool preparedness. Launching a social media campaign, the Mothers Matter Centre advocated for children's fundamental right to start school ready to succeed.

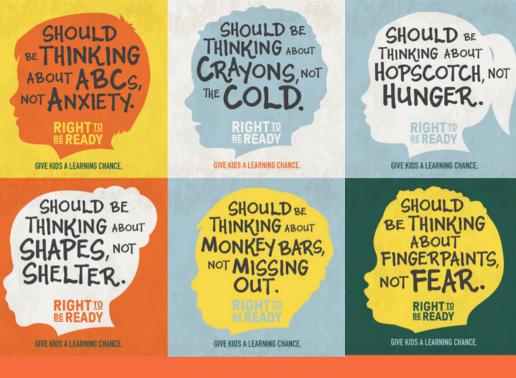
The social media campaign garnered 310, 292 views on Facebook!

Community Dialogue Series
January - May 2023

Vulnerable mothers from across Canada engaged in three sessions in the RTBR dialogue series surrounding children's rights.

The women provided valuable insights on factors impacting their children's equitable entry and participation in the Canadian education system. They shared challenges and proposed solutions to help their children exercise their right to education.





310,292 Facebook Views





RIGHT TO BE READY In-person Conference

The Right to be Ready conference brought together policymakers, researchers, community organizations, school board representatives, educational authorities, and funders to better understand and explore strategies for closing preschool readiness gaps in Canada.

Day one focused on experts discussing children's rights challenges in Canada, while day two addressed refugee and newcomer children's rights, emphasizing marginalized communities' preschool readiness needs.

Part two of day two delved into the impact of colonization on Indigenous children's development, reconciliation, and the unique rights of Indigenous children in Canada.

2-day Conference

21 Speakers

150 Attendees

100%

of attendees recommended attending the conference

ADOPT-A-READER

Adopt-a-Reader, a three-week parent-child reading campaign, is a partnership between the Mothers Matter Centre and First Books Canada. HIPPY families "adopt" other mothers in their community. Each participating HIPPY family and "adopted" non-HIPPY family receive two or three books. The goal is to encourage parents to read aloud to their children for 15 minutes a day for 15 days.

5,124 free books

13 HIPPY sites

1,987 families

Total reading time: 6,197 hours







CELEBRATION OF READING

The Celebration of Reading event is organized at the end of the Adopt-a-Reader campaign to bring families together virtually and celebrate their achievement of reading 15 minutes a day for 15 days!

The Mothers Matter Centre invited the renowned Canadian children's book author and illustrator, Marie-Louise Gay, to host the Celebration of Reading.

Marie-Louise Gay read from *Mustafa*, a children's book on the refugee experience of a child moving to a new country.

Marie-Louise Gay also conducted a fun doodling exercise, incorporating items found in homes (e.g., buttons, pasta, etc.) or in nature (leaves, flowers, sticks, etc.) from which participants constructed drawings from.

SCHOLARSHIP FUND

"I always have this dream of helping people...

Taking [this program] is my dreams come true."

Paying for continuing education can be expensive. As a thank-you to Home Visitors for their time dedicated to serving, and to support them in transitioning into new career roles, we have created several scholarship opportunities for those who demonstrate an interest in pursuing higher education.

\$13,000 in scholarships were distributed amongst ten award winners, from the Sheryl Kennedy Scholarship, the Kay Bell Scholarship, the Kort Family Scholarship, the Carol and Ron Slater Fund, Marion Macleod Scholarship!

Thank you to all the scholarship donors!

10 Recipients

\$13,000 of impact

TASMIA ZIA Edmonton, AB



Digital Marketing Professional Northern Alberta Institute of Technology

JANVIÈRE IRATWIBUTSE Ottawa, ON



Innovation Sociale Université Saint Paul

DIANA PENA Red Deer, AB



Lab Technician Program Red Deer Polytechnic

SEEMA DAWOOD Toronto, ON



Early Childhood Education George Brown College

DETTY JUWE KAJURU Steinbach, MB



Addiction and Community Services

CD College

KHAWLA ELFIED St. John's, NF



TESOL/TESL/TEFL Certification Oxford Seminars at Memorial University

VERONICA MESIAS Vancouver, BC



Family Justice Services
Justice Institute of British
Columbia

TAOUS ABAHOUR Calgary, AB



Sage50 The Immigrant Education Society

AMIRA ABED Calgary, AB

ZHAO WANG Regina, SK

A SPECIAL THANK-YOU TO OUR FUNDERS

Funded by the Government of Canada

Financé par le gouvernement













AND OUR PATRONS

The Right Honourable David Johnston, C.C., C.M.M, C.O.M., C.D., Former Governor General of Canada, and Sharon Johnston, C.C.

The opinions and interpretations in this publication are those of the author and do not necessarily reflect those of the Government of Canada.

FINANCIALS

Mothers Matter Centre Statement of Financial Position At March 31, 2023

	2023	2022	
Assets			
Current			
Cash	\$ 1,297,365	\$ 1,119,894	
Accounts receivable	206,024	225,936	
Investments	350,000	-	
Inventory	23,037	13,665	
Prepaid expenses	21,497	22,430	
	1,897,923	1,381,925	
Facilities	0.004	0.000	
Equipment	6,884	8,699	
	\$ 1,904,807	\$ 1,390,624	
Liabilities			
Current			
Accounts payable and accrued liabilities	835,756	550,384	
Deferred income	440,574	375,859	
Deferred scholarship funds	57,988	59,784	
	1,334,318	986,027	
Net Assets	570,489	404,597	
	¢ 1 004 007	\$ 1,390,624	

The accompanying summary financial statements are derived from the audited financial statements of the Mothers Matter Centre as of March 31, 2023.

Mothers Matter Centre Statement of Revenues and Expenses Year Ended March 31, 2023

•		2023		2022
Revenues				
Program revenues				
IRCC - At Home in Canada	\$	900,000	\$	900,000
IRCC - Linking the Divided		1,139,107		700,602
HIPPY Plus Project		115,038		417,659
Extended HIPPY Plus Project		261,804		-
Women's Insight Project		346,075		193,854
Violence Against Women Project		99,879		111,886
SELF Project		557,173		-
East Vancouver HIPPY Project		103,500		100,639
Indigenous HIPPY Project -		54,788		54,796
Tsleil-Waututh & Squamish		54,700		34,730
Navigation Project		1,828		55,635
		3,579,192		2,535,071
Other revenues				
Donation revenue		60,309		132,523
Event revenue		95,825		99,510
Site licence fees		132,660		142,220
Curriculum revenue		42,887		40.447
Wage subsidies		7,000		11,511
Other revenue		19,718		21,912
		358,399		448,123
Total revenues		3,937,591		2,983,194
Expenses				
Program expenses				
IRCC - At Home in Canada	\$	900,000	\$	900,000
IRCC - Linking the Divided	•	1,139,107	•	700,602
HIPPY Plus Project		115,038		417,659
Extended HIPPY Plus Project		261,804		-
Women's Insight Project		346,075		193,854
Violence Against Women Project		99,879		111,886
SELF Project		557,173		
East Vancouver HIPPY Project		103,500		100,639
Indigenous HIPPY Project -		105,500		100,000
Tsleil-Waututh & Squamish		54,788		54,796
Navigation Project		1,828		55,635
rangalori rojest		3,579,192		2,535,071
Other expenses		-1-1-1-0		_,,_,
Administrative and office		176,293		283,247
Event expenses		16,214		17,130
		192,507		300,377
Total expenses		3,771,699		2,835,448
Excess of revenues over expenses	\$	165,892	\$	147,746



