



**MOTHERS MATTER CENTRE
ANNUAL REPORT 21/22**



SCALE 1-4

The HIPPY Program...6-9

HIPPY Site Map...7

MMC Innovations Site Map...8

HIPPY Demographics & Outcomes...9

Professional Development...10-14

About Professional Development...11-12

Bloom Leadership...13

Mental Health and Wellness...14

The Mothers Matter Centre

Mission

To empower socially isolated, at-risk mothers by helping them develop the knowledge and capacity they need to take control of their lives and become confident parents and engaged citizens



INSPIRE 6-9

Program Innovations ...15-19

Linking the Divided...16

FLIP Pilot...17

Women's Insight Project...18

Violence Against Women...19

Research & Community Engagement...20-26

Men Like Me...21

From Loss to Landing...22-23

Adopt-a-Reader...24

Because Mothers Matter Awards...25

Learning from the Pandemic...26

COVID-11 Impacts Full Report...27

Financials & Funders...28-29



LEAD 15-28



The Mothers Matter Centre (MMC) empowers socially isolated and economically vulnerable mothers including newcomers, refugees, and Indigenous mothers – and their children to live full and productive lives. We create an environment of acceptance, encouragement, and learning through innovative, evidence-based education and supports.

55,000

Since 2001, the MMC has transformed more than 55,000 lives.

**WE'RE HERE FOR
MOTHERS AND CHILDREN**



FROM THE CHAIR

Dear Reader,

The delivery of HIPPY programs in Canada depends on our compassionate and determined partners -- Settlement Serving Social Purpose Organizations (SPOS) and Indigenous communities. Although affected by pandemic lockdowns, our HIPPY sites successfully delivered services virtually to 1,300 families and 1,430 children. A record 85% completed the program.

The evidence shows mothers are significantly more confident in their skills to support their child's learning and are more connected to civil society.

The MMC opened seven new sites in 2021-2022 with generous support from Immigrations, Refugees, Citizenship, Canada (IRCC).

In 2023, the MMC and our partners will continue to offer high-quality programming to vulnerable and isolated women in Canada.

On behalf of the MMC board, I extend my gratitude to our CEO, Deborah Bell, all of the MMC staff, our program partners, funders, and supporters who made the growth and success of our programs possible.

A handwritten signature in black ink, appearing to read 'Bruce Flexman'.

Bruce Flexman, Chair



FROM THE CEO

Dear Reader,

The MMC's innovative cultivation of institutional and community partnerships has expanded our reach in 2021-22.

The MMC identified an institutional home for its professional development program, the Red River College (RRC) Polytech, which has collaborated with us to adapt and deliver training and provide in a micro-credit in home visiting.

Responding to a spike in domestic violence, with the support of Women and Gender Equality, the MMC delivered a multi-level Violence Against Women (VAWS) program.

Offering the HIPPY program to women residing in shelters was realized this year through support from the federal Early Learning and Child Care Department (ELLC).

With the support of private donor, the MMC continued its work with refugees at the ISSofBC.

We thank you for your support underpinning this exciting expansion of the MMC's work.

Debbie Bell, CEO & President

BOARD OF DIRECTORS



Bruce Flexman
Chair



Stephen Lindley
Immediate Past Chair



Maureen Boyd
Director



Aanu Adeleye
Treasurer



Wendy Bryans
Director



Suzanne Crawford
Director



Dianne Doyle
Director



Dawn Harvard
Director



Jane Hilderman
Director



Julia Kim
Director



Stephanie Kirkland
Director



Kelly Lendsay
Director



Deanna Louth
Director



Jacquelyn Thayer Scott
Director



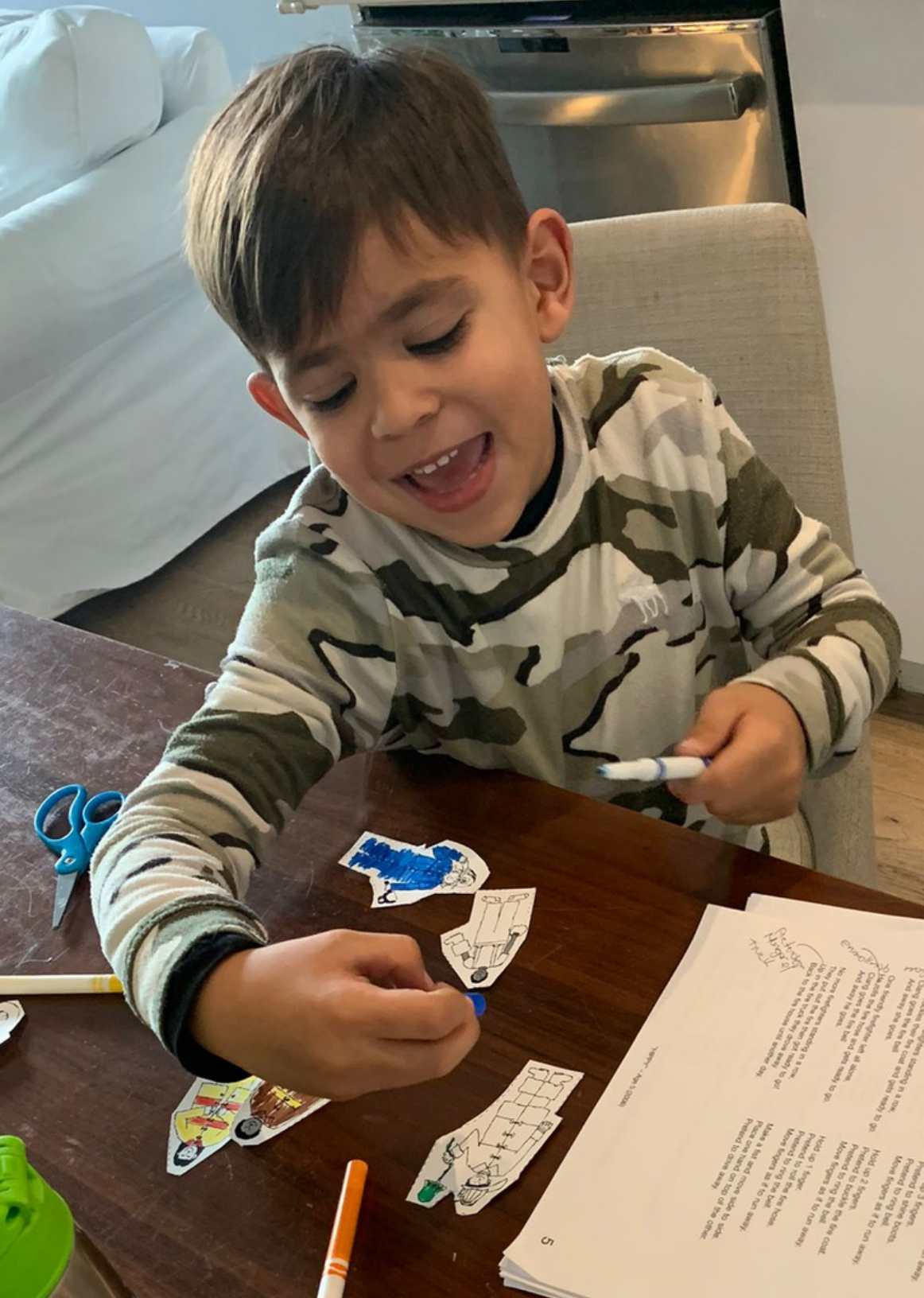
Danielle Takacs
Director



Leen Al Zaibak
Director



THE HIPPIY PROGRAM



**2021-2022
PROGRAM YEAR
1,287
MOTHERS
&
1,430
CHILDREN
STRENGTHENED
THEIR BOND
THROUGH HIPPIY.**

**27 Multicultural
4 Indigenous**



HIPPY PROGRAMS IN CANADA

3 Bond To Literacy
6 SMART (2 and 3 year olds)
2 FLIP (Refugee In-Hotel Program)
3 Women's Insight Project



Squamish
North Vancouver
Saanichton
Vancouver,
2 SMART programs
2 BLT programs
3 WIP Groups

Red Deer

Saskatoon

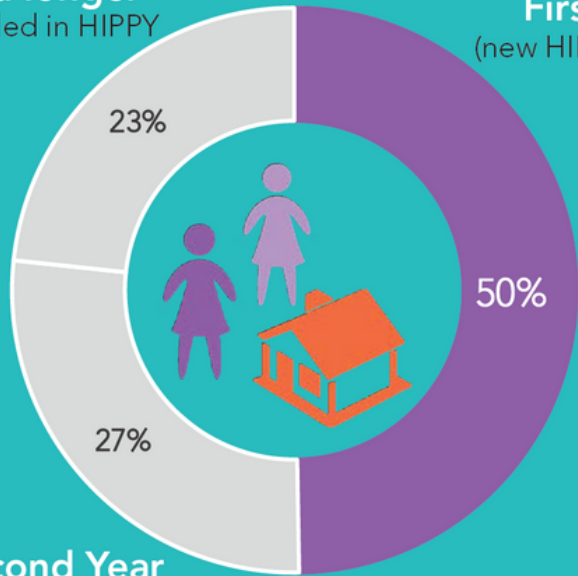
2 FLIP Sites

Halton

HIPPY MOTHERS

Third Year
and longer
enrolled in HIPPY

First Year
(new HIPPY mother)



Second Year
enrolled in HIPPY



84%

of mothers successfully
completed the program year

30,557

hours of parent-child
time (HIPPY)



OUTCOMES

Feel confident using the HIPPY materials to teach their child.



Read to their child four days per week or more.



Express cultural pride in both their own as well as Canadian culture.



Feel connected to the larger community and are not isolated.





PROFESSIONAL DEVELOPMENT

“I will be a better HV because after learning this training I can make more connections with my HIPPY moms and kids because I understand them more and I am knowledgeable to answer their questions and help them more.”



PROFESSIONAL DEVELOPMENT

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

45

STUDENTS

3

COHORTS

42

HOURS OF
LEARNING

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.

98% of participants felt that the program helped them



Funded by:



Immigration, Refugees
and Citizenship Canada

Financé par :

Immigration, Réfugiés
et Citoyenneté Canada

HOME VISITOR PROFESSIONAL MICRO-CREDENTIAL

LEVEL 1

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



DIGITAL BADGE

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



DIGITAL BADGE



BLOOM LEADERSHIP

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, as well as seek higher education in the context of leadership.

“Reminding myself why I am doing something helps to go on. To embrace failure as a teacher and not something that defines me. Growth mindset and fixed mind set.”

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

100%

Participants gained greater confidence and will actively pursue leadership activities within their communities



MENTAL HEALTH AND WELLNESS

MENTAL HEALTH FIRST AID

HIPPY Home Visitors and Coordinators received Mental Health First Aid (MHFA) training, with the option of English or French. MHFA is the support provided to a person who may be experiencing a decline in their mental well-being or a mental health crisis.



Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada

Mental Health
First Aid Canada



LIVING LIFE TO THE FULL

Participants acquire everyday life challenges and learn self-management skills using Cognitive Behavioural Therapy principles, growing self-empowerment skills and confidence.



Canadian Mental
Health Association
Mental health for all

PARTNER

**LIVING LIFE
TO THE FULL**
helping you to help yourself



PROGRAM INNOVATIONS





LINKING THE DIVIDED

Three new francophone organizations joined the HIPPY family to provide equitable and accessible services to francophone immigrant and refugee mothers and their children in rural communities.

3 SITES

- 📍 PIA — Portail de l'Immigrant Association (AB)
- 📍 FPFM — Fédération des parents de la francophonie manitobaine (MB)
- 📍 SAIF-SK — Service d'accueil et d'inclusion francophone (SK)

BY 2024

- All existing HIPPY curriculum and training materials will be available in French
- New French-language material to support online program delivery will be available
- A new online HIPPY app (HIPPY 3.0) will have been tested.

Funded by:



Immigration, Refugees
and Citizenship Canada

Financé par :

Immigration, Réfugiés
et Citoyenneté Canada



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 still residing in hotels or in transition to long-term housing. Launching in Saskatchewan, FLIP will continue until March 2023.

2 SITES

- 📍 **Saskatoon Open Door Society**
- 📍 **Regina Open Door Society**

Parents receive a weekly activity package with easy-to-follow activity cards, books, audiobooks, educational toys, and craft supplies.

4 LANGUAGES

Dari, Pashto, Ukrainian, and English

Funded by:



Immigration, Refugees
and Citizenship Canada

Financé par :

Immigration, Réfugiés
et Citoyenneté Canada



FLIP PILOT

"We knew it will be difficult, but we can also see the need and we know we need to do something that will help our community and our future generations. We draw strength from knowing that we will do what we plan together. We have responsibilities, people to take care of, manage our homes, attend to our kids and support other family members, but we are united in wanting to create a change. What we do for young people will help them live a better life - we can stop them from getting lost in the Downtown East side." -Justina Salas, SAGE Nation



WOMEN'S INSIGHT PROJECT (WIP)

The WIP follows an inclusive, community-centred, and participatory approach to advance Canada's progress toward the Sustainable Development Goals (SDGs). WIP works with isolated and vulnerable women in Indigenous, newcomer, and racialized communities to support them by building their capacity and confidence to lead the change they want to see at the community level.

3 GROUPS & 19 CHANGE-MAKERS

SAGE Nation

A not for profit registered by the women mobilized at grassroots, supporting Indigenous youth aging out of care with life skills training and mentoring to lead a dignified and fulfilling life.

Melange - Facilitated by ISSofBC

Offers opportunities for refugee and immigrant women in Canada to break social isolation and 'find their people'. Supports community-building through various activities offered at Mount Pleasant Neighbourhood House like Inside Art, dance, Canadiana Movie Night, Self-Love etc.

Muslima Society - Facilitated by Al Mustafa Society

Offers opportunities for Muslim girls in Surrey, BC to participate in culturally appropriate health, fitness and sports activities. They will also receive mentoring to communicate effectively and become leaders within their community.



"I learn that there is no honour in silence so
shine your light and be loud about it"
- (Workshop Participant)



VIOLENCE AGAINST WOMEN

During COVID-19, Canada witnessed a spike in the rates of Violence Against Women (VAW). Women who were already vulnerable and isolated were at greater risk of experiencing violence for the first time or suffering from increased or more severe violence.

76



Women received tablets

68



Women stayed connected
through support to pay their
phone and internet bills

The VAW project seeks to build the capacity of 120 HIPPY staff (immigrant, refugee, and Indigenous women) who deliver the HIPPY program to 1,200 vulnerable and isolated HIPPY partner sites across Canada to identify and direct cases of VAW effectively. Vulnerable immigrant and Indigenous mothers can access resources to stay connected to essential services to reduce their vulnerability to VAW.



Women and Gender
Equality Canada

Femmes et Égalité
des genres Canada



RESEARCH AND COMMUNITY ENGAGEMENT

Men like me know the difference between strength and violence.

Men like me know that abuse isn't always physical.

Men like me don't let our feelings control us.

Men like me don't hurt the women around us.

Men like me believe in men like you.

Violence Against Women happens everywhere. Men like us can prevent it. For resources on how you can help, visit www.whiteribbon.ca

MEN LIKE ME

'Men Like Me' used a strength-based approach to reinforce positive ideas of masculinity. It challenged men and boys to realize their full potential by understanding that violence does not equal strength.

The 'Men Like Me' was a social media campaign in partnership with the MMC, White Ribbon, and various ethnic media outlets, running from February 1 to March 31, 2022.

The campaign received over

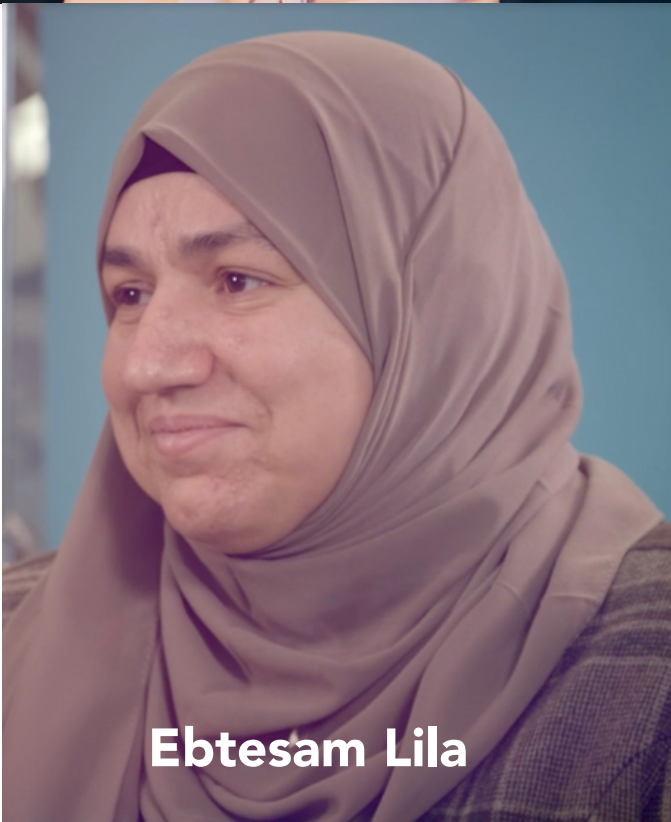
**628,000
VIEWS**



Dowaa Ismail
Interviewer



Alaa Al Bargash



Ebtessam Lila



Lubna Shaker

LOSS TO LANDING

Refugee mothers and their families arrive in Canada after unspeakably arduous journeys replete with violence, loss, and extreme uncertainty. The process of landing and settling presents yet another new and unforeseen set of challenges. The MMC film, "From Loss to Landing," provided a rare insight into the refugee family experience, the trials of settlement, and the accomplishment of settling in their new home.

To watch, please go to:
<https://tinyurl.com/29mfwnha>




From Loss to Landing



Copy link



And when I was upset, they listened to me.

Watch on  YouTube



ADOPT-A-READER

Adopt-a-Reader, a three-week parent-child reading campaign, is a partnership between the MMC 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 ten minutes a day.

3,000 FREE BOOKS

15 HIPPY SITES

IN

5 PROVINCES

=

1,268 FAMILIES

TOTAL TIME: 6,694 HOURS





Gloria Macarenko
CBC Host
Master of Ceremonies



Chief RoseAnne Archibald
Mother of the Year



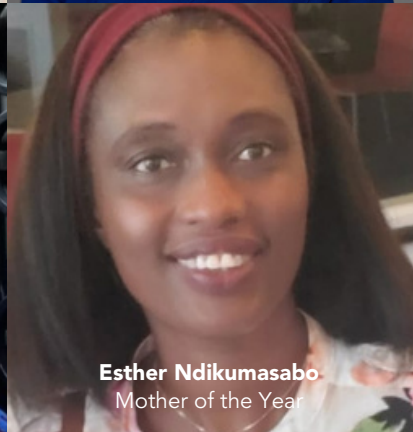
Dr. Alaa Murabit
Mother of the Year



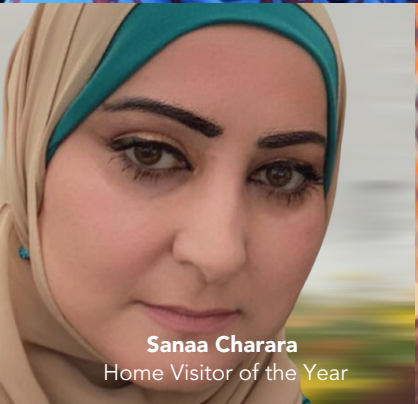
Maureen Boyd
Trailblazer Award



Corinne Prince
Keynote Speaker



Esther Ndikumasabo
Mother of the Year



Sanaa Charara
Home Visitor of the Year



Christina Pierre
Mother of the Year

BECAUSE MOTHERS MATTER AWARDS

The Mothers Matter Centre (MMC) celebrates women’s everyday — yet extraordinary — achievements with our annual Because Mothers Matter Awards. 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.

\$80,000

We raised over **\$80,000** to support HIPPY sites in Canada serving refugee families

The MMC, York University, and Demeter Press collaborated to translate knowledge into social change through the conference, "Learning from the Pandemic: Possibilities and Challenges for Mothers and Families."

3-DAY CONFERENCE
87 SPEAKERS
160 ATTENDEES

With 160 speakers comprising artists, researchers, and academics, we explored how to build back better for mothers. The MMC fostered a safe space for attendees to engage in meaningful discussion about what effective and inclusive post-pandemic recovery entails while networking on a unique cross-functional virtual platform.

87%

Would recommend the conference



"I made some amazing connections with people... and it was very validating to hear their experiences and results."



**LEARNING FROM
THE PANDEMIC**



COVID-19 IMPACTS: NEWCOMER AND REFUGEE MOTHERS IN CANADA

The COVID-19 pandemic changed the lives of people around the world, but it disproportionately affected vulnerable communities. Central among those negatively impacted are newcomer and refugee families.

The public health measures enacted to mitigate the spread of the virus carried significant consequences, particularly for families undergoing the arduous resettlement process. To enhance our understanding of how the COVID-19 pandemic impacts newcomer and refugee mothers, the MMC partnered with the Vanier Institute to explore the impacts of the pandemic on mothers' wellbeing, daily activities, work and finances, access to programs and supports, and more.

[Read Full Report](#)



A SPECIAL THANK-YOU TO OUR FUNDERS



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.

FINANCIALS

Mothers Matter Centre Statement of Financial Position At March 31, 2022

	2022	2021
Assets		
<i>Current</i>		
Cash	\$ 1,119,894	\$ 706,893
Accounts receivable	225,936	235,026
Inventory	13,665	14,486
Prepaid expenses	22,430	20,078
	1,381,925	976,483
Equipment	8,699	12,800
	\$ 1,390,624	\$ 989,283
Liabilities and Net Assets		
<i>Current</i>		
Bank indebtedness	\$ -	\$ 43,000
Accounts payable and liabilities	550,384	196,931
Deferred income	435,643	492,501
	986,027	732,432
Net Assets		
General fund	404,597	239,042
Restricted scholarship funds	-	17,809
	404,597	256,851
	\$ 1,390,624	\$ 989,283

The accompanying summary financial statements are derived from the audited financial statements of the Mothers Matter Centre as of March 31, 2022.

Mothers Matter Centre Statement of Revenues and Expenses Year Ended March 31, 2022

	2022	2021
Revenues		
<i>Program revenues</i>		
IRCC - At Home in Canada	\$ 900,000	\$ 1,029,994
IRCC - Linking the Divided	700,602	-
HIPPY Plus Project	417,659	60,895
Women's Insight Project	193,854	29,169
Violence Against Women Project	111,886	32,425
East Vancouver HIPPY Project	100,639	102,940
Navigation Project	55,635	70,012
Indigenous HIPPY Project - Tsleil-Waututh & Squamish	54,796	64,215
IRCC - Reviving Hope & Home	-	486,882
Indigenous HIPPY Governance Restructuring Project	-	17,649
Community Worker Leadership Certificate	-	2,500
	2,535,071	1,896,681
<i>Other revenues</i>		
Site licence fees	142,220	98,206
Donation revenue	132,523	147,019
Event revenue	99,510	114,920
Curriculum revenue	40,447	29,475
Other revenue	21,912	11,669
Wage subsidies	11,511	109,516
	448,123	510,805
Total revenues	2,983,194	2,407,486
Expenses		
<i>Program expenses</i>		
IRCC - At Home in Canada	900,000	1,029,994
IRCC - Linking the Divided	700,602	-
HIPPY Plus Project	417,659	60,895
Women's Insight Project	193,854	29,169
Violence Against Women Project	111,886	32,425
East Vancouver HIPPY Project	100,639	70,891
Navigation Project	55,635	70,012
Indigenous HIPPY Project - Tsleil-Waututh & Squamish	54,796	64,215
IRCC - Reviving Hope & Home	-	486,882
Indigenous HIPPY Governance Restructuring Project	-	17,649
Community Worker Leadership Certificate	-	2,500
	2,535,071	1,864,632
<i>Other expenses</i>		
Administrative and office	283,247	333,116
Event expenses	17,130	47,277
	300,377	380,393
Total expenses	2,835,448	2,245,025
Excess of revenues over expenses	\$ 147,746	\$ 162,461



I Love
U
Mom

DONATE NOW





**MOTHERS
MATTER *Centre***

PROUD HOME OF THE HIPPIY PROGRAM IN CANADA