



The Children's Foundation

Helping One Child at a Time

ANNUAL REPORT
2022



Ensuring every child and youth in
our communities have equal
opportunities to grow and explore.





Message from Chair of the Board 2022-23

The past year has certainly been an eventful one for The Children's Foundation. Our Board of Directors were asked to participate on a larger scale than ever before to support our small staff team, and they definitely demonstrated their devotion to the foundation through their efforts. I am so proud to be a member of this amazing group of people, who gave so much to ensure the continuation of The Children's Foundation and the important work that it does for our community.

As our 2022 year came to an end, we had found our strong leader in Melanie Cressman, who joined us in January and is building a team that will work together to support our vision. I'm sure I speak for the whole board when I say that Melanie is exactly who we needed to lead our charity and we are so thrilled that she joined us; the Children's Foundation is in excellent hands.

Thanks to the success of our annual Radiothon, once again championed by Cassandra Bonn, The Children's Foundation raised \$68,056 in 2022. The Radiothon has assisted in gaining more awareness of our programs and services and this has resulted in an increase of local families accessing the services that they need.

Along with our Radiothon, 2022 has been a record setting year for fundraising thanks to events including our annual Play A Round for the Kids golf tournament, chaired once again by Sheri Thompson, which raised \$56,628. This was followed by our inaugural Peter Smith Memorial Golf Tournament, which raised \$56,430 for our Bursary and Scholarship program. In June, rather than March, we hosted our annual Guardian Angel Gala, honoring Bernie Oullet. This event looked a little different from past events, but was a huge success, raising a record \$237,621. Our year has been a fundraising success thanks to the volunteers, event committees, sponsors and donors, but also due to the passion and dedication of our Special Events Co-ordinator Zoey Jouvstra, who continues to organize and oversee successful events for our charity.

Our team's ability to fundraise has been so inspiring, and it has enabled The Children's Foundation to add programs including our Scholarship program, which was introduced in 2022 and provided 28 students with scholarships for their post-secondary education. This program, along with the enhanced Bursary Program, are being offered to youth throughout our community and I am sure it will continue to grow, just as our Playing for Keeps, Camps of Hope and Angel Tree programs have developed and increased their scope this year. As awareness of our organization grows, budgets to programs have increased and new program ideas are developing. Our team, under Melanie's leadership and with the support of our active Board, is tasked with ensuring that our foundation meet the various needs of as many children and youth in need as we can in our community.

Thank you to everyone, including Board members, staff, volunteers as well as donors, for their commitment to The Children's Foundation. With all of your support, we truly are making a difference in the lives of children and youth in Hastings, Prince Edward and Northumberland Counties.

Liz Lehtinen

Chair of the Board of Directors
The Children's Foundation



The impact of the pandemic on the children and families in our communities truly began to emerge in earnest in 2022. Mental health challenges because of long periods of isolation, as well as higher numbers of children living in poverty resulting in food security and housing issues have resulted in a greater need than ever for us to pull together to help.

Staff at Highland Shores Children's Aid have relied greatly on the support of the services and staff of The Children's Foundation to address gaps and to help children, youth and families have a semblance of "normal".

In March children and families, as well as youth living independently, were provided with a "Night off from COVID". They received gift packages of items that engaged them in activities they enjoyed as well as comfort items such as hot chocolate and snacks.

We are grateful to the work of The Children's Foundation for those little extras they do while consistently providing regular supports such as a night out for children and families to enjoy a local hockey game, opportunities to participate in camp or extracurricular activities, academic awards, bursaries and scholarships, and cribs for infants.

Tami Callahan

Executive Director of Highland Shores
Children's Aid

— 2022-23 —

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Donna Wood



DONOR RELATIONS COORDINATOR
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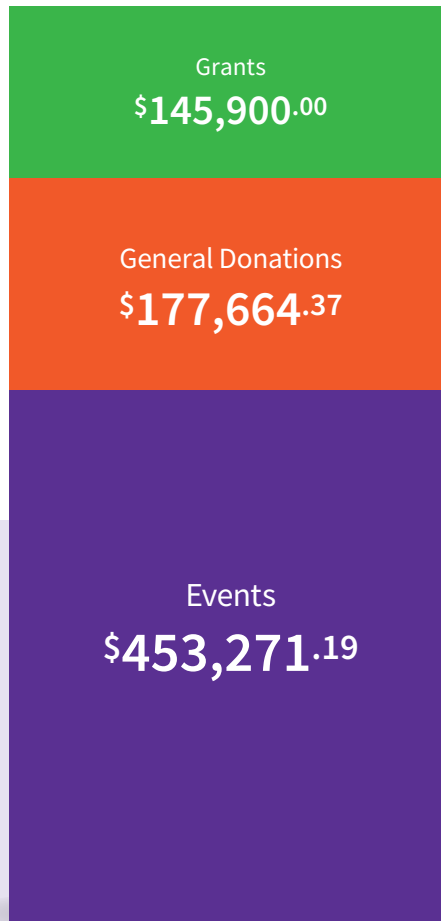


2022 PROGRAMS &
MARKETING COORDINATOR
Kaitlyn Saseniuk-Foreman

Revenue

\$776,835.56

TOTAL

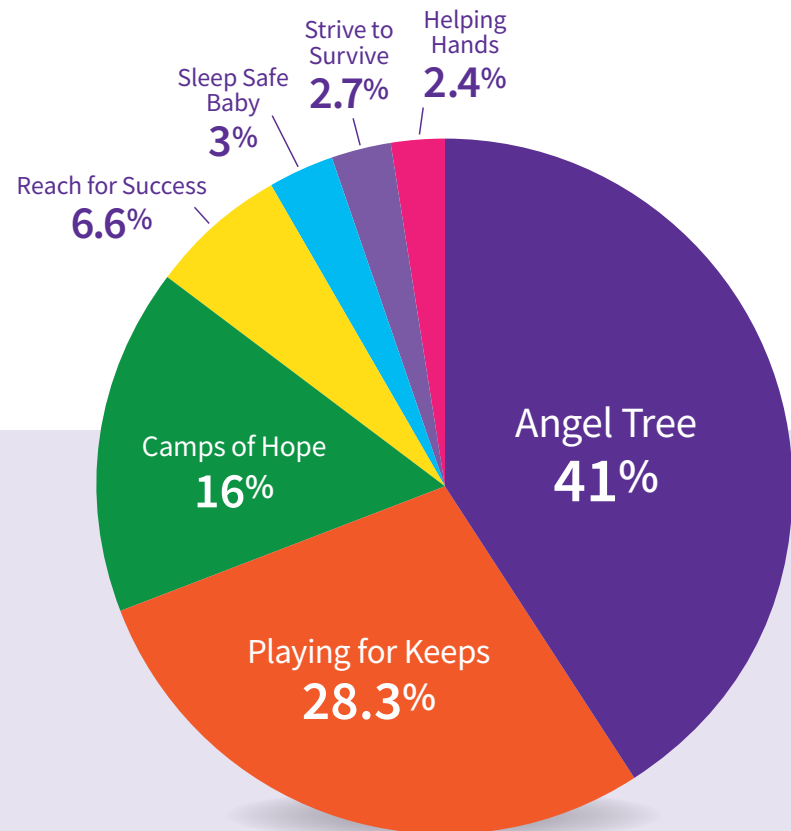


Applications Processed

1,853

TOTAL

Program Participation



Playing *for* Keeps

Sports and recreational activities positively impact the development of a child's body and mind. When kids play sports, they learn to play as a member of a team, developing both physical and social skills all while having fun! The Playing for Keeps program helps to pay registration fees for families who may not otherwise be able to.

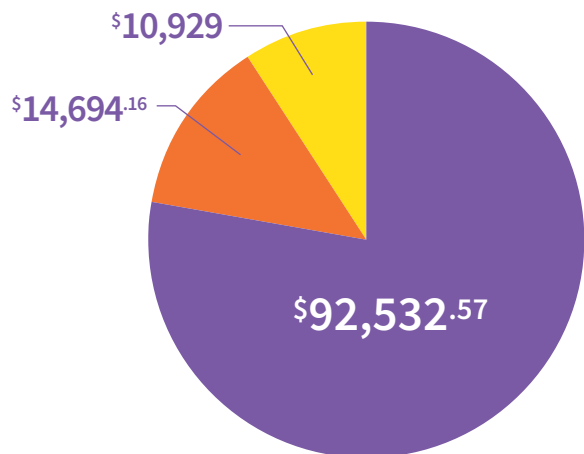


524

Total number of applications in 2022

\$118,155.73

Total investment



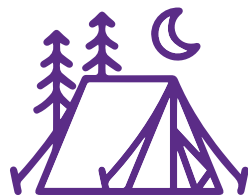
- Hastings (406 applications)
- Northumberland (55 applications)
- PEC (63 applications)

Breakdown by Activity



Camps of Hope

Camp experiences can have a significant impact on a child's well-being.



Benefits include:

- Building a sense of connectedness with others
- Learning to disconnect from technology
- Gaining an appreciation of nature
- Being physically active
- Boosting self esteem
- Promoting independence and leadership
- Enhancing social skills

Additionally, the simple joy of having fun can have a significant impact on a young person's mental health and resilience. As post-covid camp programming began to reappear in 2022, The Children's Foundation provided funding assistance to send almost 300 children to camp.

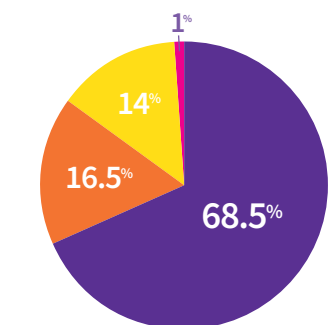
295

Total number of applications in 2022

\$76,284.21

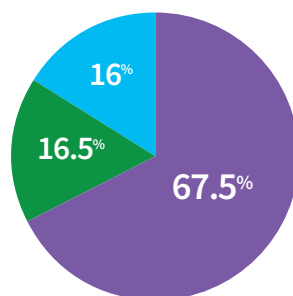
Total investment

By Age



● Under 5 yrs ● 11-15 yrs
● 6-10 yrs ● 16-21 yrs

By Region



● Hastings
● PEC
● Northumberland

Strive to Thrive



Strive to Thrive was formed out of the pandemic – where all youth were affected by the sudden onset of isolation, online learning, missed celebrations like birthdays and graduations, absence of physical activity and separation from friends.

What began as “personal care kits” and “activity kits” for youth at home, evolved into regular budgeted TCF funding for activities that assists therapeutic activities that bolster mental health and help build mental resiliency to stressors that youth encounter. Activities like art therapy, equine therapy and counselling are all supported, through referrals from teachers, therapists, HSCA workers and parents.

Last year, **87%** of applicants to The Foundation were granted approval for mental wellness counseling, while **13%** were approved for life skills training. The program supported the youth's pursuit of development, wellness, and independence, helping them Strive To Thrive.



“ Healthy emotional and social development in our early years lay the foundation for mental health and resilience throughout the lifespan. Yet, 70 per cent of persons living with a mental illness see their symptoms begin before age 18. Mental illness affects some 1.2 million of our children and youth. By age 25, that number rises to 7.5 million (about one in five Canadians). ”

— Mental Health Commission of Canada

Reach *for* Success

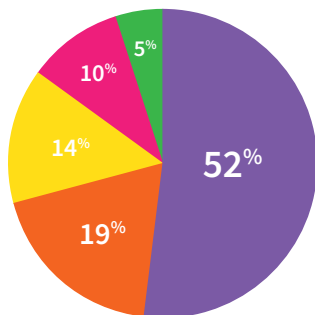
The Reach for Success program has evolved over the years. In its original form, it was a program where kids were nominated by their Highland Shores Childrens' Aid worker to receive awards in a variety of categories. From there, bursaries for post-secondary education were added and most recently, in 2022, scholarships were awarded for the first time. With referrals from HSCA, school counselors and other community agencies, The Children's Foundation Reach for Success program has grown to include youth from across our communities.

Scholarships

Financial support given to a student to offset the cost of tuition. Payments are made twice per year and issued directly to the institution. Scholarships are typically awarded based on academic achievement. Amounts range from \$2500/yr and up – depending on funding available.

\$50,750

awarded in 2022 for the following areas of study:



- Health Sciences or Social Services
- Public or Professional Services
- Arts
- Business
- Trades

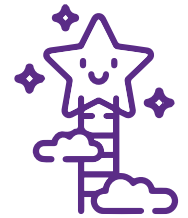


21

Recipients

Bursaries

Financial support given to a student to offset the cost of textbooks, school supplies, rent, groceries and other living expenses. Payments are issued twice per year and made directly to the student. Bursaries are typically awarded based on financial need. Amounts range from \$2000/yr and up, depending on funding available.



\$49,000

awarded
in 2022

23

Recipients

Youth Awards

Academic Achievement - For demonstrating regular attendance in their program, demonstrating measurable improvements in their academic program and/or, demonstrating academic excellence in any subject area.

Personal Best - For achieving personal or professional goals that they identified or participated in identifying for themselves.

Culture & Heritage - For demonstrating commitment to and/or expressing a strong knowledge of diverse cultural heritages.

Sports & Recreation - For demonstrating active participation, leadership, and/or skill in a sport or organized recreational or social group.

\$2,800

awarded

28

Recipients

Sleep Safe Baby



53

Cribs

57

Crib
mattresses

*Distributed to
infants in need
in 2022*

The relationship between unsafe sleeping practices and unexplained infant deaths is proven. Data published by Stats Canada shows that more than 90% of infants who died in their sleep between 2015 and 2020 were “in an unsafe sleep environment”. 61% of those who died were bed sharing with one or more people. Sleep Safe Baby ensures that any infant needing a safe crib to sleep in, has one.

The Sleep Safe Baby program works closely with Highland Shores Children's Aid and other community referral agencies to supply cribs and mattresses to young parents who can't afford them.

Angel Tree



For over thirty-five years, the Holiday Angel Tree campaign has assisted local families in need during the holidays. The success and longevity of the program has been made possible by the generous donations of food, clothing, toys, and financial contributions from the local community. Each year businesses and individuals come together to help ensure that no child goes without a memorable holiday season. 2022 was record breaking, with 760 children receiving support of clothing, food, toys and personal items.

274

families
supported



760

children and youth
received gifts



434

food hampers
provided

Helping Hands



Helping hands is a program that works with marginalized expectant mothers who are often at risk of becoming involved with the child welfare system upon the birth of their baby. Community judgment, ridicule, and fear are often real barriers for people as they embark on their journey into parenthood.

Through both prenatal and postnatal supports, Helping Hands ensures that at-risk parents are prepared for the birth of their baby and helps them form a positive and healthy attachment to their newborn. Referrals come from Highland Shores Children's Aid, and other community agencies when they believe a parent could use additional supports or intervention. Personal action plans are developed to address potential child protection risk(s).

Helping Hands also provides service to a number of youth in care, as well as mothers already receiving child protection services who have become pregnant.

45

young moms
were
supported

33

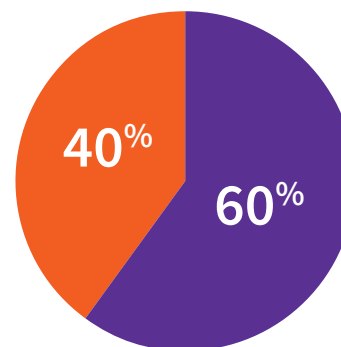
families from
Hastings
County

11

families from
Prince Edward
County

1

other



- from Quinte Midwives, Hospital Social Workers, indigenous CAS and Picton Family Health Team
- referred by Highland Shores Children's Aid

Guardian Angel Gala

The Guardian Angel Gala is The Children's Foundation largest fundraiser. This premier event recognizes individuals in our community who are philanthropic leaders; people who are committed to ensuring children and youth have equal opportunities and who set an example through their volunteerism, their influence in the community, as well as contributions to the foundation.

2021-22 (the gala had been postponed in 2021 because of covid-restrictions)
Theme was The Rat Pack Gala – a Swinging Affair



2022 saw Bernie Ouellet join the Guardian Angel family and be celebrated for his many years of dedication to TCF and many other organizations in our region. Thank you, Bernie!



PRESENTED BY



\$237,621 raised, breaking
a Foundation record!

McHappy Day



\$20,000 raised,
providing
funds for

50 kids to attend
summer
camp.



18th Annual Play A Round for The Kids Golf Tournament



PRESENTED BY



\$56,628 raised

100+ kids were given the opportunity to join a sports team through Playing for Keeps

Peter Smith Memorial Charity Golf Tournament

It was a beautiful day to remember our dear friend and dedicated supporter of the Children's Foundation, Peter Smith.

Friends gathered at Black Bear Ridge in fellowship to play a round in tribute to Peter and reminisce about the many ways that he touched our lives.



PRESENTED BY



\$56,430

raised in support of Reach For Success Scholarship and bursaries program which supported

12 Youth

in their pursuit of post-secondary education.



Radiothon

The funds raised from this event were enough to help hundreds of local at-risk children and youth, through the various programs offered by The Children's Foundation.

\$68,056 raised



PRESENTED BY



MEDIA SPONSORS



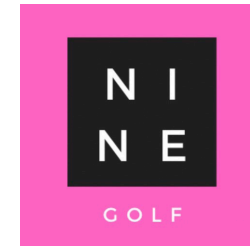
Woodland North 62 Lavender Farm Experience

Woodland North 62 Lavender Farm Experience – where children spent the day learning about all the uses of lavender and exploring the great outdoors.



Nine Golf Day for Kids

In conjunction with the annual Rotary Loves Kids Golf Tournament, Nine Golf hosted 20 children for an afternoon of mini putt, crafts, food and fun!



Thank you!

We are grateful for the support of the following community foundations.

John M. & Bernice Parrott Foundation Inc.

The Corporation of the County of Hastings

Highland Shores Children's Aid

The Catherine and Maxwell Meighen Foundation

Rotary Club of Belleville

Rotary Club of Wellington

Belleville Senators/Ottawa Senators Community Foundation

Moses and Temara Tobe Foundation Inc.

Kinsmen Club of Brighton Inc

CIBC Children's Foundation

Picton Kinnettes/Kinsman Super TVBingo

**A special thank you to all of our donors and volunteers,
who are the backbone of the Foundation.**

We truly can't do it without you!

Helping one child at a time.





The Children's Foundation

Helping One Child at a Time

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