



**2020 - 2021**

# **Annual Report**

OEYC- Simcoe North, delivering EarlyON Child and Family  
Centre Programs and Services in Simcoe North.

356 King St, Midland, ON, L4R 3M8  
80 Colborne St. W. Orillia, ON, L3V 2Y6





# Table of Contents

3	Mission - Vision - Values	9	Virtual Programming
4	Chair Report	10	Volunteer Services Report
5	ED Report	11	2020-2021 Programming
6	Referrals	12	30th Anniversary
7	Treasurer's Report	13	Staff & Board of Directors
8	PR Report	14	2020-2021 Highlights



# Mission

Through nurturing relationships, high quality programming, and play-based environments, EarlyON Child and Family Centre - Simcoe North fosters and supports learning, developing, and connecting of children, parents, and caregivers within their community.

# Vision

Better beginnings, Empowering relationships,  
Greater possibilities.

# Values

Families, Respect, Empathy, Inclusion,  
Excellence, Collaboration, Integrity



## WORD FROM THE CHAIR

The annual report provides the opportunity to reflect on the past 12 months. What a challenging year it has been. Every person has been impacted by the pandemic. As we all strive to continue to live our lives and love those we cherish, the EarlyON staff and board members have continued to meet our goal of fostering relationships and optimizing the growth and development of our very young. They have remained steadfast in meeting the EarlyON's mission, goals and values even under adversity. I am very proud of the resilience and compassion they have demonstrated.

I would like to take this opportunity to thank three board members, Sue Gignac, Stephanie Vanier and Suzanne Woodrow, who have recently resigned for all their contributions to the excellent functioning of the board.

The strategic plan that was created in 2019 is nearing completion. The board has passed updated governance policies to increase efficiencies and provide clearer direction. The staff continue to offer programming virtually over the past few months as they follow provincial guidelines as they engage and support the families of North Simcoe.

The board will continue to offer guidance and will plan as needed to address the issues being faced because of the pandemic with the hope that we will soon be able to offer programming in person at some point in the the upcoming year.

**REBECCA DUPUIS**  
CHAIR





# ED REPORT

The 2020-2021 year was another successful and innovative year for our dedicated Board of Directors and motivated staff. I believe the key to our ongoing success is driven by the core belief that parents and caregivers play an important role in the success of a child's wellbeing, even more so during a worldwide pandemic. This past year our staff went above and beyond rethinking and adapting how to connect with families virtually.

Our Strategic Plan took a sharp turn during its final stretch to the goal line, as we pivoted quickly from in-person supports to virtual connections in March of 2020. From online parenting programs to pre-recorded circle times, our team continued to support families and children across Simcoe North.

Our staff reported a dramatic increase in referrals during the pandemic, with families reaching out to us asking for support with their parenting concerns. On page 6 we demonstrate visually the increase and identify our most referred to community partners. Families continue to bounce back and connect with services in the area hoping to find the answers they need.

We would like to thank the Ministry of Education along with the County of Simcoe, for the continued funding and leadership of Family Support Programs across the province. We appreciate the ongoing commitment to children and families.

Thank you everyone who had a hand in making this past year a truly successful journey. You continue to make a difference in the family's and children's lives we connect with.

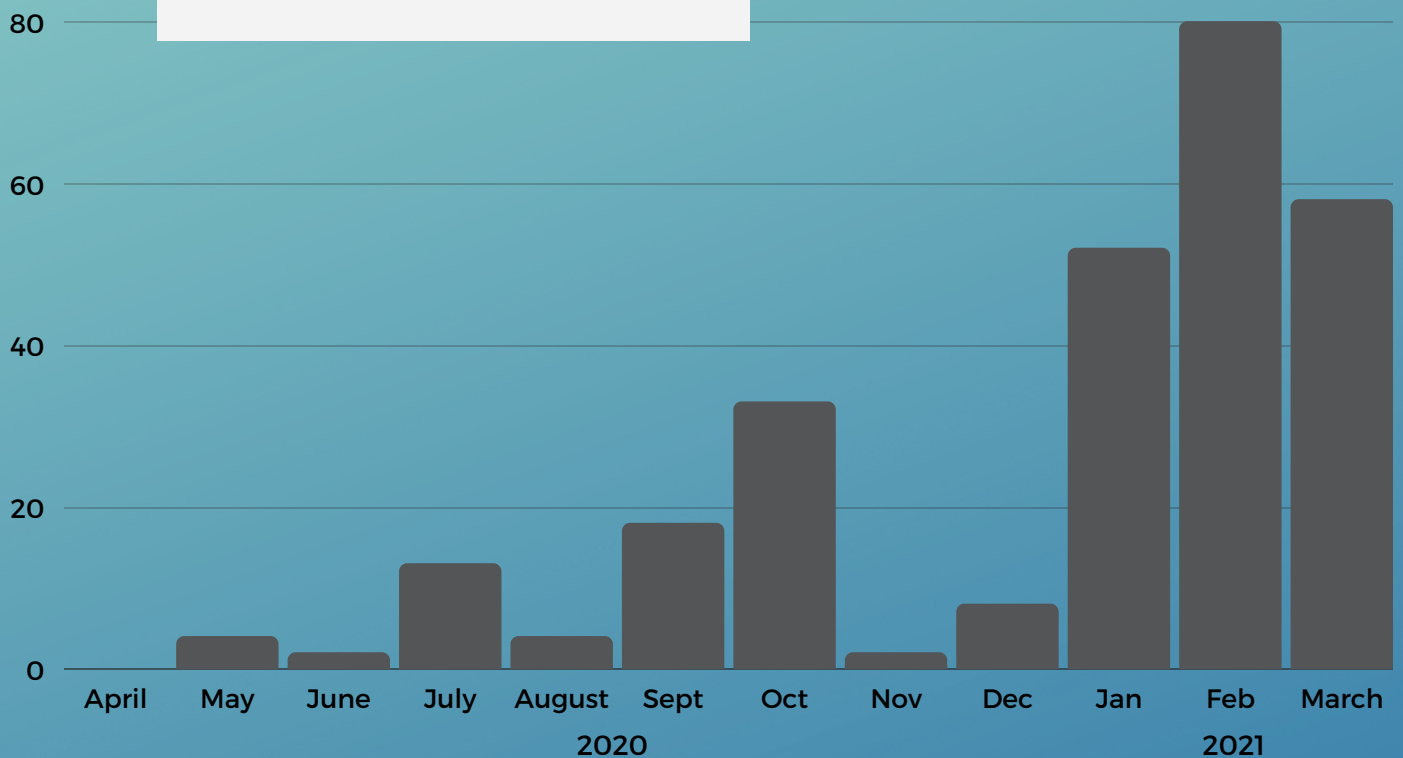
**CHRISTINE VANDERBYL, RECE**  
EXECUTIVE DIRECTOR

# REFERRALS

Increasing research and clinical evidence is demonstrating that:

- the early years of life have a unique and formative impact on development, relationships and functioning throughout life
- many adverse outcomes can be prevented when parents are provided with support and information that enables them to be optimally responsive to their infants and young children
- when there are identified risks and disorders in young children or in family functioning well-planned early intervention can promote optimal outcomes.

<https://www.imhpromotion.ca/Resources/Best-Practice-Guidelines/Core-Prevention-Intervention.aspx>



## Top agency referrals:

- New Path Youth and Family Services
- CAPC/CPNP (MotherCare & Next Step Programs)
- RVH Children's Development Services
- CSC Chigamik CHC

## Top program referrals:

- Triple P Positive Parenting Program
- Food Security Programs
- Perinatal Mood Disorder Support
- Dad's Central (website)



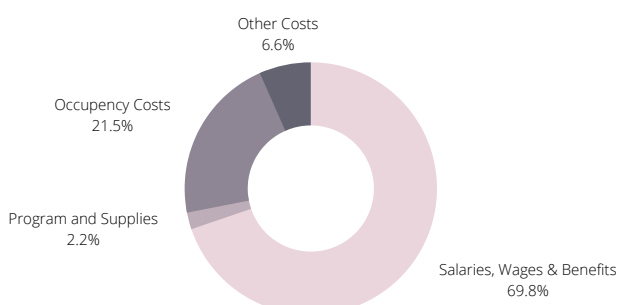


## TREASURER REPORT

The EarlyON Child and Family Centre Simcoe North has managed a balanced budget for the 2020-2021 fiscal year with some creative balancing. Due to COVID-19 we had to return to the Ministry of Education \$34,450.20 which the Ministry called the Recovery 2020 Funding. The 2020-2021 year continued to be a challenge with the COVID-19 shutdown. Our incredible team was able to continue engaging with our families through creative and inventive ways with the help and guidance from Christine VanderByl, our Executive Director, the services we provided throughout the provincial shutdown were well received by our participants. Also, to Dave Anderson for his continued support with all the challenges COVID-19 had on our financial matters of the agency.

Our service contract with the County of Simcoe has been signed for the 2021 calendar year with the same budget as 2019. The agency received two funding grants, the **Provincial Reinvestment Funding** and the **Federal Safe Restart Funding**, both to support increased costs of operating during COVID-19. These funds were used to purchase additional personal protective equipment, enhanced cleaning costs, and minor capital expenses required in accordance with Ministry's reopening operational guidance or local public health requirements.

A balanced budget has been prepared and approved for the 2021-2022 fiscal year.



**MICHELE MACDONALD**  
TREASURER



## PR REPORT

Since 2016 the Public Relations Committee has strived to increase communications with participants and the community of Simcoe North. The committee consists of Katie Heffernan (Committee Chair) Christine VanderByl, Eran Devine (staff), and Natallie West.

The Early Edition monthly newsletter evolved into bi-weekly newsletters to support pandemic changes and programming. It is emailed to families/community agencies with Mailchimp which allows much needed insight on the use of our newsletter. It is also posted on our website, Facebook and Instagram. The newsletter and calendars communicate with families and community partners what is happening at the Centres, and with online programming.

EarlyON Simcoe-North has expanded it's online presence to meet the needs of the community during COVID times.

The website continues to give families and community partners access to up-to-date information about what is happening at the centres and virtually. Facebook and Instagram (launched April 7, 2020) are also used to communicate program changes, COVID protocols, advertise programs and share parenting tips. They are used to share virtual programming.

To further virtual program delivery, a YouTube Channel was launched in February 2021. The website, Facebook, Instagram and YouTube pages continue to receive great feedback from parents/caregivers and community partners. Program evaluations, sent after every virtual program for feedback, continue to be positive.

The PR Committee thanks all staff for their commitment, hard work, and dedication to newsletters/calendars, social media, virtual delivery and their positive representation of the agency.

**KATIE HEFFERNAN**  
PR COMMITTEE CHAIR



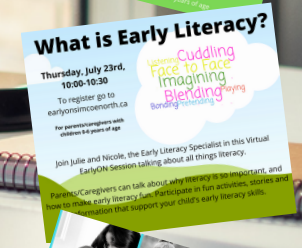
# Virtual Connections

The virtual component continues to be part of our menu of services as we see the benefits for our families.

Virtual programs reduce barriers such as transportation, child minding and isolation, all while keeping families safe.

We strive to ensure that our online programs, services, resources, and information for children, parents and caregivers support early learning and development, engage parents and caregivers, and make connections for families.

Participants were surveyed early in the pandemic as well as in the winter 2020. While there were few responses, the feedback was productive and influential (such as where families are hearing about programs and what barriers exist for attendance).





# VOLUNTEER SERVICES REPORT

From April 2020 to March 2021 the EarlyON Simcoe North was extremely lucky to have a dedicated board of volunteers assist our Executive Director as we navigated our way through a worldwide COVID-19 pandemic. They helped to provide us with extra energy and vitality; priceless expertise or new insights. They also helped to spread the word in their own circles about the resources and services we were able to continue to support the community with.

Once it is safe to welcome back volunteers we will provide information about volunteer opportunities in the following ways:

- EarlyON Child and Family Centre, Simcoe North newsletter
- Postings within the centres and satellite sites

- EarlyON Child and Family Centre, Simcoe North website and Facebook and Instagram pages
- 211 Information database
- Community Reach database
- Community meetings and networking opportunities

We look forward to partnering again with Georgian College “Early Childhood Education” program students. Students are made aware of the application process and the length of time it can take to complete (ie. getting a Criminal Reference Check). Directions within the “Screening and Intake Process” manual helps to ensure the success of staff involvement with the student application process. Thus, allowing the staff and student to gain knowledge of and become more acquainted prior to commencement of the placement.

Throughout the year, EarlyON Child and Family Centre, showed appreciation to our board volunteers in the following ways:

- Recognition on our Facebook page during National Volunteer Recognition Week
- Holiday cards

**ALLISON WALKER, RECE**  
SENIOR ADMINISTRATIVE ASSISTANT



2020-2021

# Programming

*Recognizing that service delivery methods may have shifted as a result of COVID-19, we continue to deliver programs and services that support early learning and development, engage parents and caregivers and make connections for families through a variety of methods that support the health, safety and well-being of children and families.*

## VIRTUAL INFANT PROGRAMMING

- Baby Signs - online live
- Grow with Your Baby - online live
- Wonderplay - prerecorded
- Parent Child Mother Goose - prerecorded

## VIRTUAL PARENTING PROGRAMS

- Triple P - online live
- Nobody's Perfect- online live
- In the Know - online live
- Let's Talk Food - online live
- From Words to Sentences - online live

## VIRTUAL EARLY YEARS PROGRAMMING

- Shake, Rattle and Roll - online live
- Ready to Learn - online live
- Rainbow, Music and Fun - online live
- PJ Story Time - online live
- Fun Kids Activities - prerecorded
- Toddler Time - prerecorded
- Circle and Story Time - online live and prerecorded

## IN-PERSON IN-CENTRE PROGRAMMING (SEPT - DEC)

- Midland and Orillia locations
- Pre-registered Stay, Play and Learn
- Program open from September 28, 2020 to December 11, 2020.



Supporting early learning and development



Engaging parents and caregivers



Making connections for families



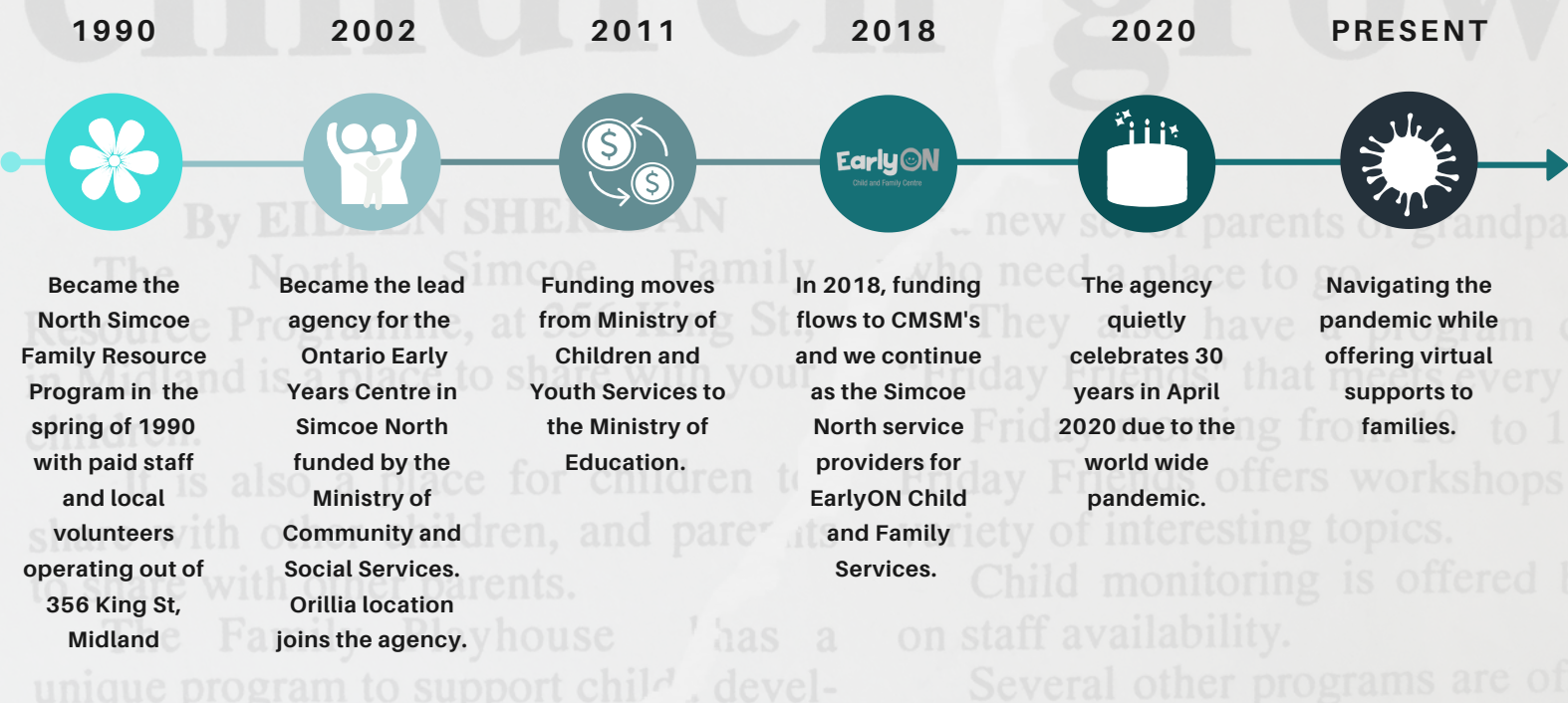
# 30

YEARS OF FAMILY SUPPORTS

## The family support services at 356 King St. in Midland quietly celebrated 30 years in 2020.

In April 1990, a small group of dedicated volunteers were able to secure funding to open the **North Simcoe Family & Play Resource Centre** in order to support and enhance the nurturing of children and reaffirm the value of parenting.

This small agency's journey to get us here today is portrayed below.

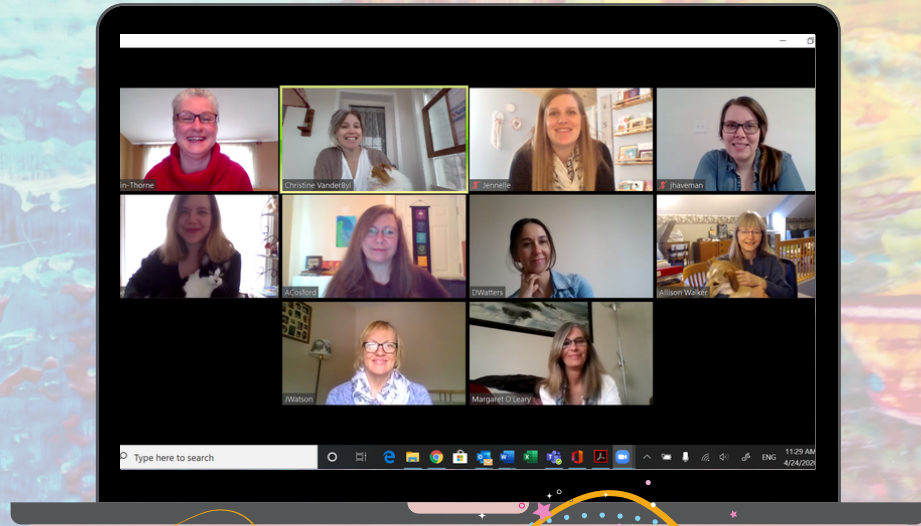




# 2020-2021

## Staff

Christine VanderByl  
Alex Cosford  
Julie Watson  
Allison Walker  
Hélène Asselin-Thorne  
Jennelle Giesbrecht  
Jenna Haveman  
Eran Devine  
Desirée Watters  
Margaret O'Leary  
Maggie Leonard (contract)  
Caitlin Hampton (contract)  
Becky Richards  
Paulette Wentzell  
Marie McMenemy - Celebrating 10 years!  
Marlene Barton  
Carol Mallion (retired 2021)  
Sue Thorburn (retired 2020)  
Linda Seager (retired 2020)



## BOARD OF *Directors*

Rebecca Dupuis - Chair  
Mellissa Marchand - Vice Chair  
Katie Heffernan - Secretary  
Michele MacDonald - Treasurer  
Natallie West  
Juliette Charlebois  
Lyndsay Steele  
Susan Gignac  
Suzanne Woodrow  
Stephanie Vainer



# 2020-2021 Highlights

**286 / 1624**  
FOLLOWERS



Our social media reach  
continues to grow every year.

**211**

INDIVIDUALS SUPPORTED WITH  
EMERGENCY BABY NEEDS

Some of our families counted on our centre for  
baby needs during the pandemic.

**140**

AND COUNTING...  
PRERECORDED EARLY  
YEARS VIDEOS

Program Facilitators were busy during the  
pandemic recording videos for families to  
view in the comforts of their home.

**1,900+**

FACEBOOK REACH ON THE  
GETTING READY FOR K PROGRAM

Families were excited about the County wide  
offerings of Getting Ready for K programs,  
offered by EarlyON's across Simcoe in  
collaboration with CLH Developmental Services.

**362**

CHILDREN SERVED

&

**428**

PARENTS/CAREGIVERS SERVED

We've seen much higher numbers in the past,  
yet in a worldwide pandemic, we value every  
one of these connections. Thank you.



@earlyonsimcoenorth



EarlyON Child and Family Centre - Simcoe North



midland@earlyonsimcoenorth.ca



www.earlyonsimcoenorth.ca