ANNUAL REPORT – JUNE 2025

Nurturing Families. Growing Futures.

EAST END CHILDREN'S CENTRE'S mission is to support the development of children 0 - 6, their families and caregivers, through community and inclusive play.



EAST END children's centre

WHEN LESS REALLY IS MORE



In 2025, Toronto area EarlyONs find themselves supporting children and families in a changed environment.

Some families currently attending EECC's programs may remember having to line up early to get a spot before capacity was reached only a few years ago. Evolving dynamics that include fewer births in the Toronto/East York areas and more affordable child care options, mean our programs are no longer jammed to the rafters. Which we think is a good thing!



Community enthusiasm remains high, especially now that our staff have increased opportunities to work with children and families in more responsive ways. **We know that sometimes less is more, and in this case, it's way more.**

Our programs are **more** accessible than ever before. We have always understood that for some children, our spaces may have been too noisy and intense. We were able to offer accommodations (ear protection and hide away cubes) which have helped tremendously. Having fewer bodies in our spaces has contributed to our teams being able to do so much **more**.

Our staff have always prioritized relationships with participants, and can now better see and understand the strengths and needs of each child. They can have **more** attentive personal interactions with adult participants, and be **more** responsive to their priorities and concerns.

We have a calmer work place. Our staff are more focused and enjoy **more** fulfillment in their roles.

For the first time in our organization's history, we are actively outreaching to families in the community who may not know about our free programs. Back when there were stressful line ups and locked doors, it didn't seem fair to invite more people to join that chaos. Now, our staff are ready to hit the streets, outdoor markets and playgrounds to spread the news that EECC has space to welcome everyone. It's a great feeling!

EECC is also using this amazing opportunity to envision what's next for our organization and the community we serve.

NEXT UP: 2024 STATS!

Our programs served 1,115 CHILDREN and 1,104 ADULTS!

The Terry Fox EarlyON received 1,665 visits from CHILDREN and 1,107 visits from ADULTS!

The Kimbourne EarlyON received 6,948 visits from CHILDREN and 6,283 ADULTS.

Yes, our numbers are looking great! What we're especially proud of though, is our IMPACT.



EECC's Baby Time program is one of the most popular in the area. It's welcoming, laid back and casual. Since our space is big, families have room to spread out or huddle, depending on personal preference. The perimeter offers pushing and riding toys for infants who are up on their feet and ready to explore. The Baby Time program caters to our community's preference for social connection over information sessions. All parents have questions of course and our lovely public health nurse, Debbie from TPH, visits regularly, ready to respond.

Morning programs at the Kimbourne and Terry Fox sites are hives of activity and growth for children, parents/caregivers, staff and placement students. EECC's programs are child-led, true to the original vision of founders and the How Does Learning Happen (HDLH) framework. We love what the children love and we strive to always offer what interests them most. The ways in which very young children understand and see the world is a fleeting experience – a short and really wonderful opportunity to offer play that is truly based in the foundations of Belonging, Expression, Wellbeing and Engagement. EECC is here for it!

STEM for Kids seems to continually out-do itself. Three and four year olds are knowledgeable, smart and so very curious. We learn so much from them. In last year's spring and fall series, the children explored seeds, simple chemical mixtures (think BUBBLES!), tie-dye creations and a trip to Riverdale Farm. During one session, a staff member demonstrated a simple catapult, one thing led to another (as it always does), and the following session featured other simple machines like ramps, pulleys and levers. We are always evolving and try to incorporate flexibility into our programs to they are more relevant and speak to our families better.

Special mention here to the kids who struggle with regulation and the kids whose play is on the quirky side or marked by intense interests; the kids who communicate without speech. You are welcome here. We want you and your caregivers in our programs. Bring your whole, perfect or messy selves to our programs. It's our honour to know you and play with you.

PROGRAM EVALUATION

In August 2024, 160 participants engaged in a comprehensive online program evaluation survey. Overall, rates of satisfaction with our programs ranged from 92 to 97%.

While Baby Time hours were expanded three years ago to accommodate wide ranging infant nap times, comments in the 2024 survey indicated there are still scheduling conflicts. There were also requests for more afternoon and weekend hours. EECC's Board of Directors will consider this feedback in our strategic plan and hopes to direct any additional funding to address program expansion needs.

The feedback provided was overwhelmingly positive, with many taking the time to add comments, telling us how much they appreciate our staff, our spaces and our programs. Here are some of those heartfelt comments:

Staff is so nice. I kept going because of their kindness and help.

Again, thanks a million to the staff, board members, everyone that keeps this place going

My toddler is in the spectrum and the staff has been wonderful with him

You are doing a great job! I'm so glad that my neighbour told me about you and we're happy to visit you! Thanks

I brought my child in between 12-18 months. Helping him socialize and get used to a day care setting was a huge help preparing him for day care. The staff really make all the difference.

This is an amazing program. Safe and inclusive and extremely friendly staff.





STREET PARTY 2024

For our fabulous Walk N'Roll Street Party, EECC went all-out to create a truly memorable event: a puppet show, a sports & games centre, a ball pit along with a bouncy castle, raffles & silent auctions and more! The community response was through the roof! It was our most successful fundraising event to date, generating over $22,000 for our FREE programs. We loved seeing how this event brought local families together. Mayor Chow attended, and Counsellor Brad Bradford and MPP Mary Margaret McMahon were on hand to assist with awarding raffle prizes! We're so grateful to Trust Realty Group for sponsoring this event!

PARTNERSHIPS

EarlyON operators East of the Don Valley have a long history of collaboration and mutual support. EECC links to all of them in our website. They are important and very capable contributors to the family support sector. When there is a tough question, we ask these partners first. We share program calendars, programming and administrative approaches, so that every organization can do their best work with families.

Student placements with Toronto Metropolitan University have brought young people into our programs, to learn from our seasoned staff and contribute new ideas and skills. Our placement students made lovely connections with the children and contributed to the quality of our programs.

Toronto EarlyON provides wonderful guidance and support, as they have always done. EECC is lucky to have a funder who values our work with families and appreciates our staff.

We would also like to take this opportunity to acknowledge the ongoing support of Kimbourne Park United Church, its staff and stewards, as well as the administrative team at Gledhill Junior Public School where our Terry Fox EarlyON program is run.

We're grateful to Pegasus Dance Studio, who partnered with our STEM for Kids program last year, offering sessions on movement that were highly enjoyed by all.

LOOKING TO THE FUTURE

EECC looks forward to the completion of the kitchen renovation this summer! Kimbourne Park United Church was successful in its application for a grant from the Ontario Trillium Foundation, which will support KPUC's mission to address local food insecurity through projects and partnerships. Our snack program at Kimbourne will resume in September.

East End Children's Centre is in the process of creating our next Strategic Plan! Board members and staff got together on a Saturday in April to think together about what we're doing as an organization, how we're doing it, and what's next for this small organization that was originally founded by local parents. Stay tuned!



ANNUAL FINANCIAL REPORT: **In 2024, EECC received funding from Toronto EarlyON, private donations (donation jars, Tip Tap, online donations through CanadaHelps, Benevity and United Way directed donations), events and event sponsorships. Federal support was accessed through Canada Summer Jobs.**

EAST END CHILD-PARENT DEVELOPMENT CENTRE OF METRO TORONTO

	2024	2023
REVENUE		
City of Toronto – Children's Services Division	$ 276,764	$ 268,300
Canada Summer Jobs	6,725	11,895
Grants	———	13,319
Donations	28,468	23,012
Fundraising	5,322	12,755
Miscellaneous Income	3,632	2,445
TOTAL INCOME	**320,911**	**331,726**
EXPENSES		
Salaries and Benefits	255,473	238,646
Occupancy	47,999	45,440
Professional Fees	3,400	3,324
Program	11,404	27,162
Office and General	3,412	1,688
Training and Travel	320	2,039
Insurance	3,873	3,888
Communications	3,412	2,788
Fundraising	3,663	3,545
Memberships	100	100
TOTAL EXPENSES	**333,056**	**328,620**
EXCESS OF REVENUE OVER EXPENSES	**(12,145)**	**3,106**

WE THANK:

THANK YOU TO OUR COMMUNITY FOR SUPPORTING OUR WORK!

- **Intact Insurance** for employer-matched donations through Benevity and Silver event sponsor **Trust Realty Group**.
- **Monthly online donors!!**
- **Community members** who: "tapped" our Tip Tap device, contributed cash or sent us donations through CanadaHelps; and directed payroll-deducted contributions through United Way of Greater Toronto
- Everyone who fundraised through **Mabel's Labels** and bought tickets for the **Year End 50/50 Draw!**
- **All the people who supported our street party!**

Our Teams!

2024-25 BOARD OF DIRECTORS:

Chair: Grace Patenall
Secretary: Kelly Aizicowitz
Treasurer: Tina Lines
Mandy Vaughan
Anastasia Zaver
Maureen Chow
Shivani Lahar
Katee Hui
Anna Novak
Kathryn Rutherford

EECC TEAM:

Manager: Cathy Wright

Program Co-ordinators: Rashida Yashmin, Anna Wu, Saliha Sunderji

Program Assistants: Aisha Bhiwandiwalla, Carlijn Heart-Balinoy, Abigail Harder, Roshnik Sheikh, Tahera "Jenny" Jahan

Bookkeeper: Spiro Nika











THANK YOU AND FAREWELL TO TWO VERY LONG SERVING BOARD MEMBERS

Grace Patenall is the longest serving board member in EECC's 39 year history. In her 13 years with EECC, Grace has served as Treasurer and Chair and worked on the Governance and Fundraising Committees. She also tended bar on many occasions at EECC's gala events! It's a cliché but it's also true that Grace most definitely put the FUN in fundraising, and exactly the right balance of formality and irreverence in our board meetings.

Tina Lines joined EECC's board 11 years ago. She has played a strong role guiding EECC's planning and governance processes and most recently served as EECC's Treasurer. Our organization often looked to Tina for advice on grant writing. She helped EECC strengthen our protocols and continually moved our Board's performance forward. Always positive and kind, Tina could be counted on to set the tone for discussions.

Grace and Tina have collectively attended 192 board meetings! Their enormous commitment has shaped our organization, kept our ship steady through the pandemic years, and during other difficult transitions. As community focused moms, they understand families in the East End and have always brought those perspectives to EECC. While it's true that they will be missed immensely, their legacies will be felt for years to come.

ANNUAL GENERAL MEETING:

This year's AGM will be held at 5 pm on June 11th at our Kimbourne EarlyON site. We're looking forward to a drag story time performance by Fay & Fluffy!

A Project of the East End Child-Parent Development Centre of Metro Toronto
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