

ANNUAL REPORT

2023 - 2024

OEYC-SN

**DELIVERING EARLYON CHILD
AND FAMILY CENTRE PROGRAMMING AND
SERVICES**

356 King St, Midland, ON, L4R 3M8
250 West St. Orillia ON, L3V 8M5

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VISION AND MISSION

VISION



*Better Beginnings.
Empowering Relationships.
Greater Possibilities*

MISSION

Through nurturing relationships, high quality programming, and play based environments, EarlyON Simcoe North fosters and supports learning, developing, and well-being of children, families and caregivers within their communities.



MESSAGE FROM THE CHAIR

The 2023-2024 year had our organization complete the final year of our three-year strategic plan and we are actively working on our next three-year plan. The workplan was written and followed with strategic direction objectives for 2023 and 2024. A high priority for the Board will be to look at the Midland location and what we need to do to be in compliance with the accessibility act. We continue to recruit new board members.

We are actively recruiting Board members and have a number who are looking to join and will have them join our September meeting. We welcomed Nicholas as a new Director. We thank Natallie West for her long-standing involvement as a director and will miss her involvement but wish her well as she leaves the Board.

We have incorporated a number of new processes for Board meetings to make the information available in one place and to add in work we did in the previous year with risk management, by-laws, and equity, inclusion and diversity. This work is on going and always evolving.

This year the Board of Directors held a directors retreat at Horseshoe Valley Resort. The Directors looked at a number of issues and provided direction to the Executive Director. The staff and the Executive Director have worked tirelessly throughout the year to incorporate in-person and virtual programming into each centre, and to ensure that we continue to be current on the province's vision for the Early Years and the Early ON Child and Family Centre.

Finally, as we move ahead we look forward to continuing with both in-person and virtual programming to continue meaningful and purposeful connections with our families and communities.

Michele

MICHELE MACDONALD
CHAIR

A photograph showing several children's hands working with colorful clay on a light-colored surface. One child is shaping a purple figure, another is working with yellow and red, and others are in the background with white, pink, and grey clay. A large teal curved graphic element is overlaid on the bottom half of the image.

ED REPORT

As we reflect over the past year, I am filled with the sense of belonging I hope we all have found on this journey together, whether it be finding each other for the first time, long time supporters or reacquaintances of the EarlyON Centres. This year has been a testament to the resilience and strength of the families and children we serve, and I am proud to share our progress and achievements with you.

I am very fortunate to be working with a wonderful Board of Directors and I would like to thank them for their guidance and for sharing their time and expertise with our agency. I appreciate their leadership and support. The stewardship they provide through their enthusiasm, thoughtful discussions and wise decisions make us a valuable resource in Simcoe North.

This past year for much of our staff was one of fulfillment and nurturing. We were supported greatly by the County of Simcoe with many professional development opportunities that enriched our practice. We thank them for their continued support and belief in our mission.

As we move ahead, we are excited to bring closure to our productive 3 year Strategic Plan and transition into another with the help of our team and Board of Directors. None of this would be possible without the dedication of our staff and volunteers, as together we have created a positive change in the lives of many families.

Thank you once again to all, together, we are fostering a sense of belonging in our community, making a difference in the lives of families one step at a time.

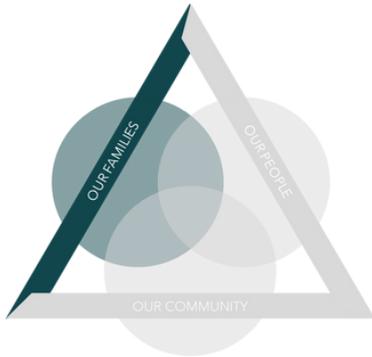
True belonging only happens when we present our imperfect, authentic selves to the world. - Brené Brown

Christine

CHRISTINE VANDERBYL
EXECUTIVE DIRECTOR

Strategic Plan 2022-2025

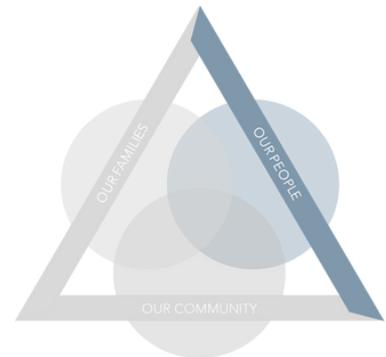
Strategic planning is a continuous on-going exercise that we at EarlyON SN are committed to undertaking on a 3-year basis. This allows us to set direction regularly and proactively, increase focus and efficiency, inspire collective action, and enhance our organization's impact and sustainability. We do this by answering questions along the 5-stepped continuous approach to strategic planning.



Our Families experience inclusivity, community and enhanced well-being. Inclusive of all children, caregivers, and families in Simcoe North now and into the future.

Enhance programming to reflect the current and future needs of all our families
Increase access to high-quality programming and resources for all our families
Increase inclusivity of high-quality programming and resources for all our families
Increase reach of our programs and services among existing and new families

Enhance engagement and well-being of our people
Increase capabilities and competencies of our people
Enhance governance effectiveness and decision making



Our People feel engaged, motivated and safe in their work environments. Inclusive of our staff, volunteers, community partners, and Board members.



Our community thrives with opportunity and belonging. Inclusive of the natural environment in which we work, live and play in Simcoe North as well as the broader collective of agencies, institutions and people within and around it.

Increase brand visibility, presence, and influence in the community
Foster inclusivity in our organization and across the community
Enhance partnership effectiveness
Increase environmental stewardship and sustainability of our business processes and practices

We will be reviewing the Strategic Plan regularly, collecting data to support our work, and adjusting where necessary. We will be purposeful in our conversations and collaborate with each other to make our vision a reality. We look forward to celebrating the milestones we reach along the way with all of you.



TREASURER REPORT

The EarlyON Child and Family Centre Simcoe North has managed a balanced budget for the 2023-2024 fiscal year. Our many thanks to Christine VanderByl, our Executive Director, who manages to balance the budget through her careful planning and use of resources.

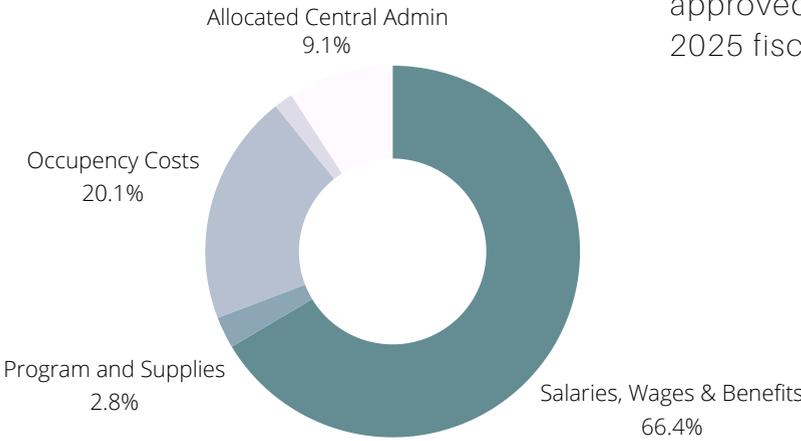
Again, a big thank you to Dave Anderson, CPA, CGA, for his expertise and support in the financial matters of the agency.

A service contract was signed for the 2024 calendar year with a small increase to help with increase pressures in administration costs such as the audit and IT costs.

The following financial activities were completed this past year:

- Exited our Orillia Lease and signed a new lease for our new Orillia location at 250 West St N with a small increase.
- March 2024 - packed and moved the Orillia location, therefore added costs of move and new materials, some of which was supported by the County of Simcoe with a one time grant.

A balanced budget has been prepared and approved for the 2024-2025 fiscal year



Natalie
NATALIE WEST
TREASURER

PR COMMITTEE REPORT

For the last 9 years the Public Relations (PR) Committee has strived to increase communications with families and the community of Simcoe North. The committee consists of Caitlin Hnatiw (Committee Chair), Christine VanderByl, Katie Heffernan, and Natallie West.

This past year the PR committee launched a campaign, Unplugged Parenting. The campaign was launched through our Facebook and Instagram as well as on site through stickers and connecting directly with families. We believe the campaign was able to encourage all participants at the EarlyON Simcoe North locations to be more present and engaged, allowing even more impactful connections to be made.

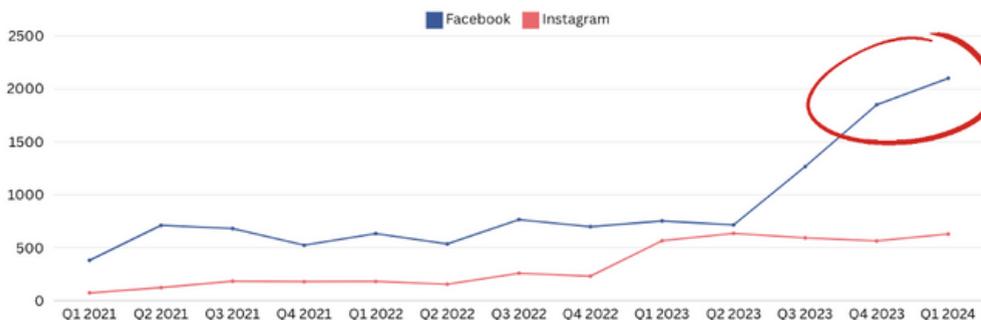


Our website, Facebook and Instagram continue to receive great feedback from families and community partners. The last three quarters has seen a substantial increase of families viewing our Facebook page. The EarlyON Simcoe-North bi-weekly newsletter strives to continue sharing important parenting tips, as well as updates for upcoming programs, weather updates and center closures.

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

Page and profile visits

** Last quarter data vs this quarter data.



Caitlin

CAITLIN HNATIW
PR COMMITTEE CHAIR

DIVERSITY, EQUITY, INCLUSION.

and Belonging

CULTURAL COMPETENCE

Cultural competence is the ability to effectively interact with people from cultures different from one's own, especially through knowledge and appreciation of cultural differences. In EarlyON Child and Family Centres across Simcoe North, we believe this creates an opportunity to increase the sense of belonging of our participants while recognizing the value of diverse worldviews and cultures of our communities.

We recognize that all families belong to a culture that may involve traditional practices, values and knowledge. This culture is also informed by their experiences as a family, as individuals and within various communities. By understanding the unique sense of belonging that each family experiences within their cultural community, EarlyON Child and Family Centres in Simcoe North can create an environment that offers a similar sense of belonging.



VOLUNTEER REPORT

From April 2023 to March 2024 the EarlyON Simcoe North was able to welcome three Georgian College Students into our locations (2 in Orillia, 1 in Midland) for in-person programming. The Midland student also did regular volunteering, providing us with a total of 672 hours of volunteer hours, before heading off to her new job. The Orillia students did approximately 280 volunteer hours each. We were extremely lucky to have our dedicated Board of Directors assist our Executive Director. They provided us with extra energy and vitality; priceless expertise and new insights. They helped to spread the word in their own circles about the resources and services we were able to support the community with.

We provided 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 pages
- Community meetings and networking opportunities

We look forward to continuing our partnership with Georgian College "Early Childhood Education" and "Child and Youth Care" program students. Students are made aware of the application process and the length of time it can take to complete. 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

ALLISON WALKER
SENIOR ADMINISTRATIVE ASSISTANT



OUR TEAM

- Christine VanderByl
- Alex Cosford
- Julie Watson
- Allison Walker
- Hélène Asselin-Thorne
- Desirée Watters
- Margaret O'Leary
- Maggie Leonard
- Shannon Lortie
- Becky Richards
- Shannon Clarke - *welcome to the team*
- Paulette Wentzell
- Marie McMenemy
- Marlene Barton



2023-2024

Programming

INFANT PROGRAMMING

A very successful year of offering many infant programs.

- Parent Child Mother Goose
- Baby Signs
- Wonderplay
- Grow with Your Baby

We now offer infant programming at our Satellite Sites.

EARLY YEARS

- Stay, Play and Learn
- Getting Ready for K
- EarlyON Explorers
- Mother Goose in the Park
- In the Know
- Rainbow Music and Fun

We understand the value of play-based learning and parent/caregivers and child positive interactions. That's why we offer Stay, Play and Learn opportunities 8 times a week at our main sites.

PARENTING PROGRAMS

We continue to offer Triple P Parenting virtually, as we find it very successful for participation and attendance.

- Triple P Select Seminars
- Triple P Discussion Groups
- Circle of Security Parenting (with NewPath)



Supporting early learning and development



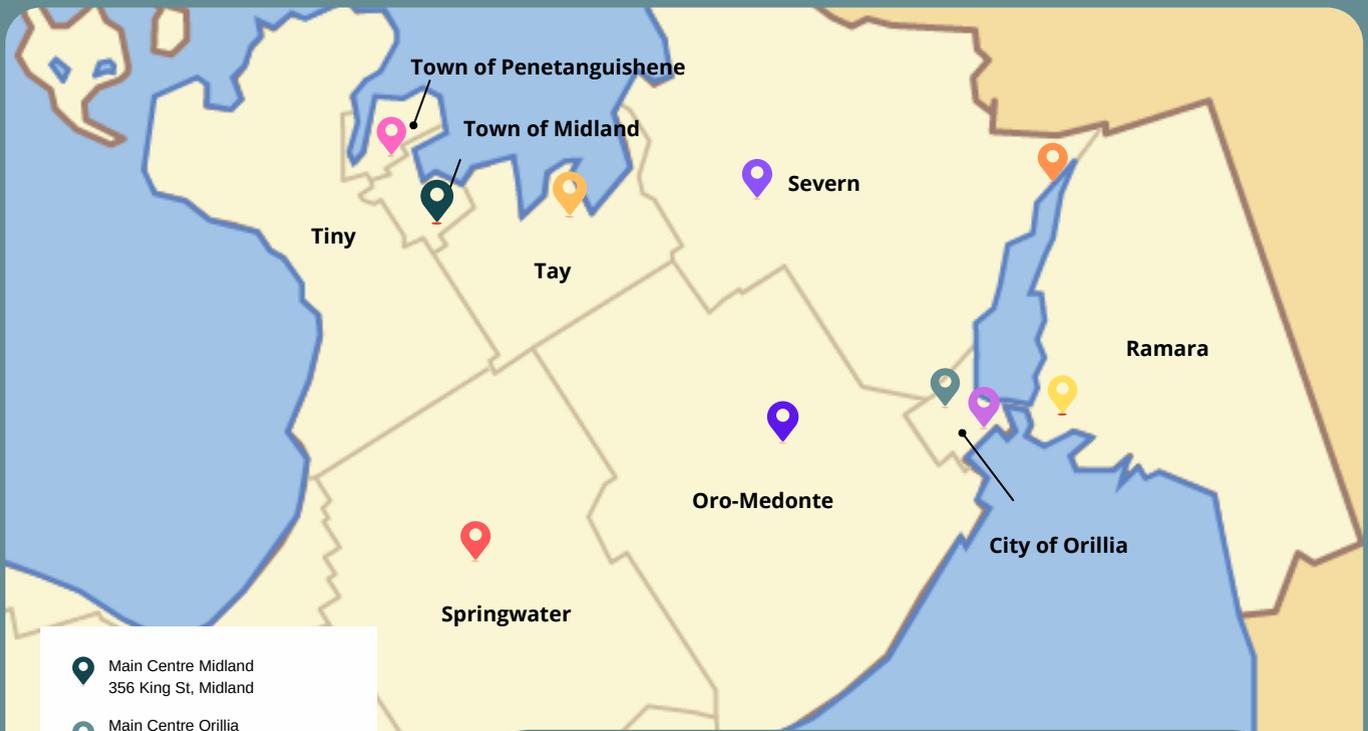
Engaging parents and caregivers



Making connections for families

2023-2024

Locations



- Main Centre Midland
356 King St, Midland
- Main Centre Orillia
250 West St. N., Orillia
- Satellite Site Jarratt
837 Horseshoe Valley Rd.
- Satellite Site Coldwater
11 Michael Anne Dr,
- Satellite Site St. Bernard's
255 Oxford St.
- Satellite Site Penetanguishene
95 Robert Street East
- Satellite Site Elmvale
50 Queen St
- Satellite Site Washago
4361 Hamilton St
- Satellite Site Victoria Harbour
145 Albert Street
- Satellite Site Ramara
5482 Hwy 12 South

| | | |
|---|---|--|
| Coldwater Satellite Coldwater Community Centre 11 Michael Anne Dr, Coldwater | Washago Satellite Washago Community Centre 4361 Hamilton St, Washago, ON L2K 2B2 | Ramara Satellite Ramara Community Centre (Programs run in the library) 5482 Hwy 12 South, Ramara, ON L3V 0S2 |
| Penetanguishene Satellite Covenant Christian Community Church 95 Robert St. E, Penetanguishene, ON L2M 1K1 | Elmvale Satellite Springwater Library Elmvalle Branch 50 Queen St, Elmvalle | Victoria Harbour Satellite Harbour Shore Community Room 145 Albert St, Victoria Harbour, ON L2V 2K2 |

Families continue to register through our website to get to OCCMS for all programming throughout the County.

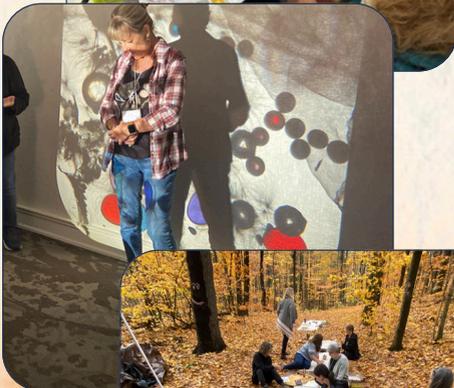
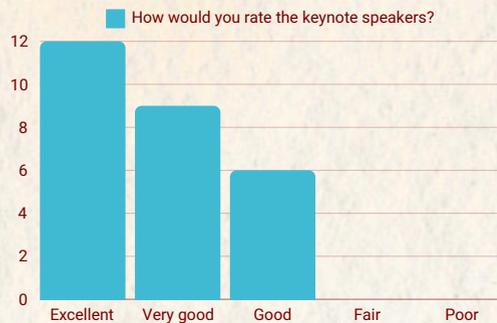
With 2 main sites and 8 satellite locations, we offer services and programs in most of Simcoe North.

EarlyON Conference 2023

Horseshoe Valley Resort



Another successful year for our conference with 47 EarlyON staff in attendance. We really are doing some great work in Simcoe for families.



KEY HIGHLIGHTS

2023 - 2024

Children Served



18%

2829

Parents Served



35%

2715

Largest Facebook Engagement Post

1,300 - October 2023 Literacy Calendar

Newsletter Subscribers



36%

300

Emergency Baby Needs



34%

983 individuals

Website Views



10%

50,593

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|--|---|--|--|
| <p>1 Take me on a Fall Citrus walk. We can look about the leaves. How many different colors of leaves can we find?</p> <p>2 Teach me about gratitude. Can we name three things we are grateful for?</p> <p>3 Laugh with me! Tell me a joke or act. I love having fun with you.</p> <p>4 I love my friends! All the Groovy Shivers & the board books in the shopping cart or the in cloth book to the shopping cart so you're not checking out books. Run the Race so you get All About Family members always help build confidence like books and stories to build me and my family to be a family!</p> <p>5 I love my friends! All the Groovy Shivers & the board books in the shopping cart or the in cloth book to the shopping cart so you're not checking out books. Run the Race so you get All About Family members always help build confidence like books and stories to build me and my family to be a family!</p> <p>6 Let's read our screen time booky and play together.</p> | <p>7 Play flashlight tag with me. Turn the light down and catch each other by playing our knowledge on each other.</p> <p>8 Can we line up four items in a row? What could this become? Let's pretend play together!</p> <p>9 Can we mix like colors? Making my body in different ways. What are you ready to learn?</p> <p>10 I love my friends! All the Groovy Shivers & the board books in the shopping cart or the in cloth book to the shopping cart so you're not checking out books. Run the Race so you get All About Family members always help build confidence like books and stories to build me and my family to be a family!</p> <p>11 Let's read our screen time booky and play together.</p> | <p>12 Find new ways to encourage me! Children learn best in a positive environment. Encourage and praise effort as well as success.</p> <p>13 Can we line up four items in a row? What could this become? Let's pretend play together!</p> <p>14 Let's incorporate numbers into a game of I Spy. I spy something with two red circles.</p> <p>15 Can we mix like colors? Making my body in different ways. What are you ready to learn?</p> <p>16 Can we come to a pumpkin? I can explain the different traditions. Let me play with the groovy book!</p> | <p>14 Women & engaging relationships, not things. Build healthy brain!</p> <p>15 All bedtime read me one story. I will be surprised and we will get five extra minutes of cuddling.</p> <p>16 Can I have some sponges for both time? I like to separate them, soak them and pretend to clean.</p> <p>17 Let's change the world to bring About the Book, "Sing around the moon. The yellow like that happens."</p> <p>18 Can I have some sponges for both time? I like to separate them, soak them and pretend to clean.</p> <p>19 Let's read our screen time booky and play together.</p> | <p>6 Can I help you with a chore today?</p> <p>7 Learning, "My Girl" Always teach me a song about friendship! Let me choose my fruit for snack time.</p> <p>8 Can we mix like colors? Making my body in different ways. What are you ready to learn?</p> <p>9 Can we mix like colors? Making my body in different ways. What are you ready to learn?</p> <p>10 Before the snow arrives, can you make me a Fall sensory bag? Fill a box with beans, popcorn, rice, pipe cleaners, and pipe sticks. Help me explore Fall!</p> | <p>7 Let's go to the library today. We can choose a special bedtime story.</p> <p>8 Play to the important words of childhood. I learn as much when I play with you for snack time.</p> <p>9 Take time for yourself today to relax, meditate, read a book, or whatever brings you peace. Adults need time to recharge too.</p> <p>10 Family Fun Time!</p> |

**Increases show from previous year's numbers



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[@earlyonsimcoenorth](https://www.instagram.com/earlyonsimcoenorth)



EarlyON Child and Family Centre - Simcoe North



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