



massey  
centre

new lives start here

# THE NEW LIVES NEWSLETTER

Creating new opportunities | Winter 2019



# Message from the CEO

We are off to a great 2019!

Since joining the team at Massey Centre, it became very clear that the expansion of our Preschool spaces in our Early Learning Centre was a priority. Over the years, finding capital funding proved to be a significant challenge. I am very pleased to announce that we were successful in applying for funding from the City of Toronto's Community-based Early Years and Child Care Capital Program. We received \$765,300 to renovate our Early Learning Centre program and to provide additional Preschool spaces.

In November we were short-listed for a contest by the iA Financial Group. As a finalist, we were guaranteed a \$10,000 donation! The agency with the most votes would win \$125,000. Thanks to everyone who voted for us! It was an honor to have been selected for the contest. Unfortunately we did not win.

Power failure on-site is now a thing of the past. Thanks to the support from the Ministry of Children and Youth Services' Partnership Facility Funding, we now have a generator. The electric grid we are on in East York often has power outages. When we have power outages in the winter, this makes living accommodations for our clients very insecure. Thanks to this funding, our young mothers will not have to relocate when we have a power outage.

In the fall of 2018, we launched our first on-site EarlyOn Child and Family program Saturday morning drop-in. This new program will be offered once per month. Despite a soft launch of the new program, the interest in the program is good and continues to grow.

Social Worker roles were added to our already strong staff teams that support the vulnerable pregnant and parenting teens and their infants. One of our priority objectives identified in our 2016-2019 strategic plan states that we are committed to embedding infant and early childhood mental health evidence-based practices in our programs and services. We provided training to our social workers to increase their infant and early childhood mental health competencies so that they can implement the Ages and Stages Questionnaire (ASQ) screening tool for infants and young children. The ASQ screener identifies gaps in the social and emotional development of the babies and young children. In addition, we also provided training to the social workers in the evidence-based preventative intervention—Baby Love. These two training initiatives will help us to continue to prevent the development of disorganized attachment for the infants we serve and build the capacity of the young mothers to successfully parent their children.

On January 31, 2019, I was the keynote at the Racialized Maternal Health Conference that will be held in Toronto. I was very honored to represent the Massey Centre and to have this significant platform to discuss the important work of our agency.

We had a good start at the beginning of the year and I am very confident that the good news will continue to emerge throughout the year. Our funders, donors, supporters, volunteers, and students are all critical elements of this success story. Without you we could not keep the doors open, provide housing, offer critical skills building programs and other community supports to the vulnerable young mothers and their babies. We are forever grateful. Thank you!!!

# Moms on the Move

It was a busy summer for the young moms at Massey Centre as they participated in a month-long recreational and skill building program called Moms on the Move.

Every morning, the young moms participated in educational workshops such as "Financial Literacy", "Cooking with organic herbs and vegetables", "Disposing of Garbage Appropriately/Why We Recycle.", and "Infant Mental Health". The afternoons were reserved for fun as the young moms headed on trips throughout the city including to local pools, the CNE, and Evergreen Brickworks.

One big highlight of the summer program was the planting of a rooftop vegetable garden, thanks to funding from The United Church of Canada Foundation. The young moms planted herbs, tomatoes, peppers, and more! They took turns gardening and watering the plants. They enjoyed picking the vegetables and learning how to use them when cooking. One of their favorite things they made was homemade hot sauce!



# A holiday to remember

Christmas is an exciting time of year at Massey Centre as we're flooded with generous donations and gifts for the young families. Many young moms who live at Massey Centre have nowhere else to go during the holidays so we make Christmastime as special as possible. The young families have a lot of fun at our Board Christmas Breakfast and Annual Christmas Dinner. Children get to meet Santa and everyone receives personal gifts. Thank you very much to our dozens of generous donors who make these special moments possible.



**Check out some of the generous support we received this year!**



**Light Generation**



**SickKids Finance Team**



**Hudson's Bay Employees**

# Become a member

**Want to help shape the future of Massey Centre? We're looking for you!**

Membership is free and easy and you don't have to be a participant in our programs or services to become a Massey Centre member. You must be at least 18 years old and support the Mission, Vision and Values of the Centre.

## **As a member, you'll:**

- serve from April 1 to March 31 (you must renew annually)
- be invited to the Annual General Meeting, BBQ, and other fun events
- vote on the election of the new Board of Directors
- appoint the Auditors
- receive our newsletter and annual report
- help the board set organization priorities

**To become a member, please visit [www.massey.ca](http://www.massey.ca) and click on Get Involved.**



# School is in Session

Our School Treatment program is in full swing for the year and we've seen some great results! Since September, 5 credits have been earned and we have 12 students enrolled! The most popular classes this year have been math and science!

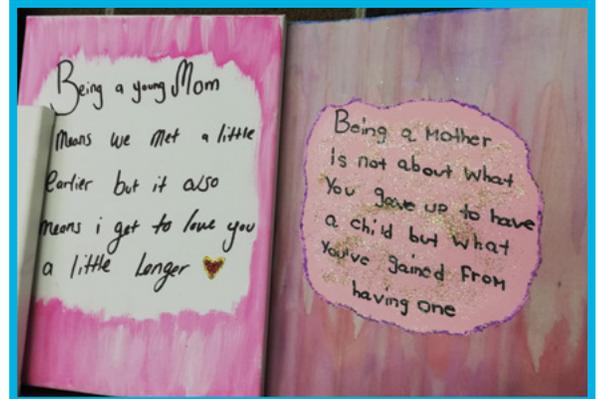
Pregnant and parenting adolescents can attend our school whether they live at our centre or in the community. At intake, over 90% of our clients have already dropped out of high school. Having a specialized school program allows these young moms to continue their education, graduate high school, and pursue postsecondary education.

Our students attend up to three academic classes a day, and participate in a variety of treatment options including life skills groups, and social and emotional support programs.

**Popular workshops they have participated in this year are the RISE Initiative, and the P.E.A.C.E Project:**

Founded by former teen mom and current Massey Centre board member, Rhonelle Bruder, the RISE Initiative applies a holistic approach of health and wellness to support at-risk youth.

P.E.A.C.E. Project is a 12-week, peer-led program that offers supportive networking and activities relevant to gender-based issues and health. Youth shape each group into an engaging and a relaxed environment by sharing their knowledge, learning new skills and building confidence.



# An Evening to Remember

Our 2nd annual VIP Donor Cocktail Party was held on November 1, 2018. Guests were treated to a tour of the centre with our CEO, and heard from amazing speakers including Dr. Chaya Kulkarni and two young moms who live at Massey Centre. For those who missed it—below is an excerpt from one of the young mom's speeches.

*"I am 19 years old. I came to the Massey Centre because I was 6 months pregnant at the time and was looking for a safe environment and a stable place to raise my child. Before I came to Massey I was living with a friend and I was going to school. When I found out I was pregnant I could no longer stay with them. Also, I was not able to finish school due to morning sickness. I was 1 credit short from obtaining my Ontario Secondary School Diploma. I tried summer school but things fell through. By now, I was getting pressured from my friend to move out, my Child and Youth Worker connected me to a shelter in downtown Toronto. My experience at the shelter was unhealthy. I was bullied, I was pushed down stairs, I was robbed of my food and I was haunted while I was living there. AND I was very scared of bedbugs.*

*At the shelter, I was connected to a Public Health Nurse. The nurse connected me to residential programs. I applied to several, but space was limited. One day I got a call from Massey Centre and I was asked to come*

*in for an intake interview. In my interview I received a tour of the place and I was blown away by the space. I thought this could really be a safe and stable place for me and my daughter.*

*Since I have been here, I graduated. I was valedictorian. I completed the Baby Love Program. My daughter is now 7 months and she is developing. She just got her first two teeth. I am planning to apply for the Nursing Program at George Brown this December and I am hoping that by September 2019 I will start a new chapter in my life."*



## Donor Spotlight—Bomb Fitness



Massey Centre is thankful to have supportive donors whose contributions continue to make a difference in so many lives. Bomb Fitness is one of our most creative supporters! They are an inclusive local gym with three Toronto locations—one is right across the street from Massey Centre! Every few months they organize a transformation challenge with their clients and donate the proceeds to Massey Centre! That's not all – their members and staff also donate in-kind items such as clothing to our centre. Thank you Bomb Fitness for all of your support!

# EarlyON Saturdays are a hit!



Our EarlyON Child and Family Centre is one of our most fun programs! It is a place where children age 0–6 and parents/caregivers can participate in drop-in programs, receive answers to questions, access information about other community programs, talk to early childhood professionals and network with parents and caregivers in the community.

We're thrilled to announce that we've expanded our service and now have drop-in programs on the last Saturday each month! This allows working parents to attend and participate with their children.

Our EarlyON staff are always busy planning activities, outings, and celebrations! Check out some of our parties from the last few months.





# Get Involved

## Volunteer

Give the gift of time. Our moms and babies benefit from the participation of volunteers across our programs. Each year, Massey Centre volunteers contribute more than 3,000 hours to support our programs alongside our staff.

## Make a Donation

By making a donation today, you can bring real help and hope to thousands of moms, babies, and caregivers served by Massey Centre. Every dollar counts!

## Donate Items for our Young Moms and Babies

The young moms and babies in our programs rely on your in-kind donations. Diapers, baby clothes, personal care items, and grocery store gift cards are always needed.

## Host an Event in Support of Massey Centre

Commit to being a leader in your community by organizing a fundraising event for Massey Centre! Organizing an event is a lot of fun! Your fundraiser can be as modest or ambitious as you choose. Dinner parties, toonie drives, raffles, and bake sales are all great ideas to start with.

## Leave Massey Centre a Gift in Your Will

Create a legacy while maximizing tax and other financial benefits. Give a pre-determined or residual amount of your estate to ensure that support services needed by young moms and babies are available in the future. Visit [www.massey.ca](http://www.massey.ca) or email [giving@massey.ca](mailto:giving@massey.ca) to learn more about how you can get involved

# Donation Form

YES! I want to help new young moms and their babies because they need me!

Here is my gift of:  \$50  \$100  \$250  \$500  I will give \$\_\_\_\_\_

YES! I will join the **Best Start** Monthly Giving Program\* with my gift on the **last** day of each month of:  \$10  \$20  \$25  \$50  I will give \$\_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Phone No. \_\_\_\_\_

Please add me to your email list. I understand I can unsubscribe at anytime.

## Payment Options

I would like to give by:  Cheque

My cheque payable to **Massey Centre** is enclosed.

Please charge my      

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_/\_\_\_\_

Name exactly as shown on card: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Name for Acknowledgement Purposes (if applicable): \_\_\_\_\_

I would like this donation to be Anonymous.

I am interested in learning more about how to leave a gift in my Will to Massey Centre.

\* I can revoke or change my authorization at any time in writing or by calling 416-425-6348 x 224, subject to providing 30 days' notice.

\* I have certain recourse rights if any debit does not comply with this agreement. For example, I have the right to be reimbursed for any debit that is not authorized or is not consistent with this Pre-authorization Debit (PAD) Agreement.

\* To obtain a cancellation form, or for more information on my right to cancel a PAD Agreement or my recourse rights, I may contact my financial institution or visit [www.cdnpay.ca](http://www.cdnpay.ca).

Massey Centre protects your private information and complies with all legislative requirements. We will send you information from time to time. If you wish to limit, or not receive any correspondence in the future, please contact us at 416-425-6348 x 224.

## Thank you for your support!



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