



Building a Brighter Future

ANNUAL
REPORT
2020
/2021

Heidy hadn't been living in Canada for long when she came to Jessie's in 2016, 17 years old and eight months pregnant. She had immigrated from Ecuador to live with her father and his family, but almost immediately, that living situation became toxic and abusive. As a result, she struggled with her mental health.

We immediately connected her with Spanish-speaking counsellors and support groups to help her deal with the trauma so she could begin building a new future with her newborn, Gabriela. "I had nothing when I arrived. Jessie's counsellors were the first to let me know my rights, giving me the opportunity to choose the best way for me and my daughter," says Heidy.

Heidy and Gabriela began regularly visiting our Parent-Child Centre for pre-natal, post-natal and personal development programs, while also enrolling in an ESL program and working toward her high school diploma. It wasn't long before we began to see her change—by visiting Jessie's every day, she was building friendships and becoming a part

of our community. Jessie's had become her place of positivity, where she could dream and heal.

But since leaving her father's home, Heidy and Gabriela lived in transitional housing and she was terrified of the idea that they could lose their home. Our staff checked on her mental health and well-being often, while working hard to find them a place to live. When an apartment unit became available at Jessie's, we were overjoyed to welcome mom and daughter into the centre.

"From the first moment, I knew that Jessie's would help me with every step and decision. They knew how to open the doors I felt had been closed. They gave me the correct support in each difficult moment," says Heidy, who has now almost completed Grade 12 and hopes to continue on to become a social worker. "They restored my trust and hope that there is a place out there for me, and that opportunities come full of blessings. And behind it all, there are these wonderful people who are working to bring back hope and give back life."



Letter from the Chair and Executive Director

For almost 40 years, Jessie's has always been a drop-in centre offering support and services for pregnant young women, as well as for young parents and their children. However, when the COVID-19 pandemic began, we had no choice but to pivot from in-person gatherings to offering modified services in line with the "new normal." By transitioning our programs to remote services, we have been able to continue helping young women reach their full potential as adults and new mothers. We are proud of how everyone has been flexible and creative in order to deliver the same level of care and support as in past years.

Transitioning to virtual and remote platforms had an unexpected impact: we could now better reach those who faced barriers to receiving in-person services. With the economic and social isolation hardships brought on by the pandemic, young pregnant women, as well as young parents and their children, in areas such as Scarborough, Etobicoke, and North York could now easily connect with our community. It was important to us to come together to lift one another up, so that no one felt left behind.

As we look to the future, we are driven to find innovative ways to continue supporting those in our community. Our newly refreshed case for support ensures we are telling the best possible story about Jessie's in the community to help us move into new funding environments. And our newly created Scholarship Investment Fund allows us to receive gifts of securities, while enabling our school program graduates to take on further studies in their pursuit of brighter futures for themselves and their young families.

We will also continue to prioritize making Jessie's a space where everyone feels welcome. This includes revising Jessie's messaging, mission and vision to ensure it is inclusive, working on new ways to support those in marginalized communities, and expanding our internal knowledge of how to be an ally and a voice for those who face discrimination and racism. Only when we use our voices to be a part of the larger conversation can we make meaningful improvements that are inclusive for all.

Thank you to our innovative staff who have worked with determination over the past year to continue providing stability, advice and support to those in the Jessie's community. Thank you to our loyal volunteers who have graciously stepped up to create change in the community, and to our dedicated Board of Directors who have helped make Jessie's a place where brighter futures are always possible.

At Jessie's, our services act as the building blocks toward fostering lifelong positive outcomes. For the young pregnant women, as well as the young parents and their children who come to us, these programs are essential to achieving their goals. We know these steps wouldn't be possible without our generous funding partners and donors. Thank you. Your support has allowed us to create futures for young mothers that are filled with hope and opportunity.



Lindsay Brent
Board Chair



Maritza Sanchez
Executive Director



Programs that Build our Community

COUNSELLING SERVICES

When COVID-19 public health measures forced shutdowns across the country, we focused all of our energy and resources on ensuring that no one in the Jessie's community felt cut off from our centre and the services they needed.

Our team of counsellors moved Jessie's Counselling Program online, offering virtual one-on-one support through phone, email and video sessions. From goal planning to education referrals, emotional support to advocacy, our team continued to help young pregnant women and young moms rise and reach their full potential. Our virtual peer support groups also helped promote community connection and reduce feelings of isolation.

Alongside our remote programming, we also offered emergency practical support for participants who required help and food assistance. Curbside pick-up, electronic food vouchers and door deliveries were arranged for those in need.

HOUSING PROGRAM

The pandemic has had a huge economic impact, putting many people out of work and impacting food and housing security for thousands across the country. At Jessie's, we quickly adapted our Housing Program to help lessen the impact for those in our community.

Where we once only met with people in-person at our centre, we now offer virtual support to help those in our community find a place to live and stay in their homes. This change in service delivery means we have now been able to reach even more people in Toronto, and beyond, because transportation to our downtown centre is no longer a barrier to access, as is the need to arrange childcare and time off work.

As businesses and services reopen across the city, Jessie's will continue to offer this expanded remote service to reach the young pregnant women, as well as young parents and their children who need us.



Programs by the Numbers

This pandemic has gone on far longer than anyone expected. It's because of generous donors like you that we were able to quickly pivot our programs to virtual and remote services and continue supporting pregnant young women, as well as young parents and their children in Toronto. Today, we have transformed all of our services to provide both virtual and in-person programming.

11 YOUNG WOMEN ENROLLED IN OUR SCHOOL PROGRAM

2,715 COUNSELLING SESSIONS CONDUCTED

620 EMERGENCY REQUESTS FOR PRACTICAL SUPPORTS FULFILLED

112 VIRTUAL WELL WOMAN & WELL BABY VISITS

42 VIRTUAL INFANT-FEEDING GROUP SESSIONS WITH APPROXIMATELY 7 YOUTH ATTENDING EACH SESSION

241 YOUTH RECEIVED SERVICES AT JESSIE'S

60 YOUTH RECEIVED HOUSING STABILIZATION SUPPORTS

38 VIRTUAL PRENATAL GROUP SESSIONS WITH APPROXIMATELY 6 YOUTH ATTENDING EACH SESSION

87 VIRTUAL CHILD DEVELOPMENT ASSESSMENT (ASQ-3® & ASQ-SE) SCREENINGS COMPLETED

Thank You to Our Generous Donors

On behalf of everyone at Jessie's, thank you to our very kind donors—your generous support ensures we can give young women the tools they need to succeed.

\$50,000 +

Cornelis van de Graaff and Terence Clarkson Foundation at Toronto Foundation

The Peter Gilgan Foundation

Wellington Management Foundation

\$10,000 - \$50,000

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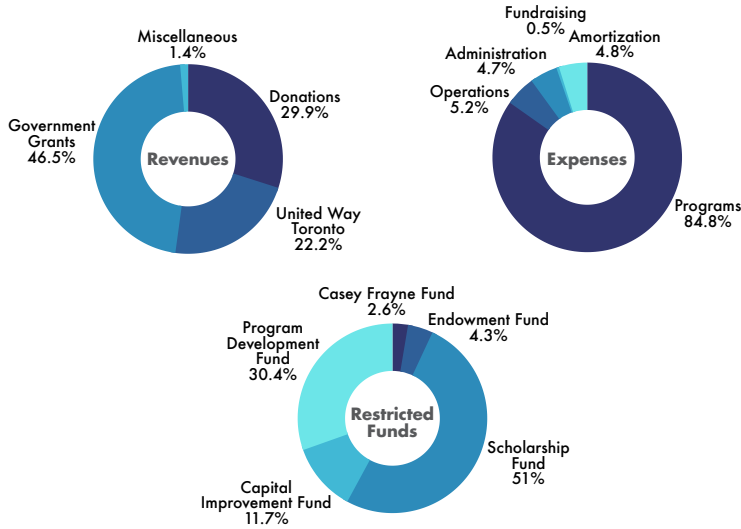
Mary Bottle

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Financials

Summary of Revenue and Expenses April 1, 2020 - March 31, 2021



FOR COMPLETE AUDITED STATEMENTS, VISIT JESSIESCENTRE.ORG

Revenues

| | |
|--------------------|--------------------|
| Donations | \$538,930 |
| United Way Toronto | \$400,254 |
| Government Grants | \$837,393 |
| Miscellaneous | \$24,382 |
| Total | \$1,800,959 |

Expenses

| | |
|----------------|--------------------|
| Programs | \$1,063,930 |
| Operations | \$65,258 |
| Administration | \$59,279 |
| Fundraising | \$5,747 |
| Amortization | \$60,667 |
| Total | \$1,254,881 |

Restricted Funds

| | |
|--------------------------|------------------|
| Casey Frayne Fund | \$20,521 |
| Endowment Fund | \$33,402 |
| Scholarship Fund | \$396,000 |
| Capital Improvement Fund | \$90,585 |
| Program Development Fund | \$236,470 |
| Total | \$776,978 |

Building for Tomorrow

It's because of generous donors like you that Jessie's is able to foster lifelong positive outcomes for young pregnant women, as well as young parents and their children, not only during a global pandemic, but every day. Our three-year Strategic Plan strengthens our commitment to our community, including becoming a stronger ally to marginalized communities and learning to adopt a trauma-informed lens to all interactions.

To support this, every Jessie's staff member participated in *Combating Anti-Black Racism*, a training program on cultivating practices and policies that challenge systemic racism. Staff members also participated in *Blanket Exercise* and *San'yas Indigenous Cultural Safety*, two training modules that shared advice on creating safe experiences for Indigenous people accessing services.

Our program staff participated in *Trauma-Informed Counselling*, a six-day workshop; management experienced *Trauma-Informed Leadership* training; and the entire staff participated in *Building a Culture of Strength*, a one-day course. Training helped our staff better comprehend the effects of trauma, while also providing guidance on creating a comfortable work environment that supports the well-being of both staff and those in our community.

It's because of your generous support that we can continue cultivating an empathetic and inclusive culture at Jessie's for all of our community and staff members.

Help us build brighter futures for pregnant young women, as well as young parents and their children!

To learn more about Jessie's Centre, please visit jessiescentre.org



THE JUNE CALLWOOD CENTRE
FOR YOUNG WOMEN

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United Way
Greater Toronto