

SNAP[®] NATIONAL EXPANSION CAMPAIGN

YOUR SUPPORT IN ACTION: 2015 UPDATE



POWERED BY THE MINDS AT CHILD DEVELOPMENT INSTITUTE



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THANK YOU FOR MAKING A DIFFERENCE

Thank you for your support of the SNAP National Expansion Campaign. We hope you enjoy reading this update on our achievements over the past year — achievements that would not have been possible without your generous philanthropy.

With your investment, we are on track to achieving our goal of bringing SNAP – Stop Now And Plan – to an additional 20,000 children across Canada. We will do this by working with 140 children’s mental health and other community organizations in high-priority areas over the next five years. Reaching these 20,000 children will result in a **social impact of just under \$3 billion of savings** in criminal justice system costs alone. Through a \$12 million fundraising goal, the SNAP Expansion will transform the face of children’s mental health in Canada by addressing unmet service needs in schools and communities.

With the commitment of our donors, the SNAP Campaign Cabinet, CDI’s leadership and the SNAP team, we are now entering the “**Scaling Up**” phase of the Expansion which will see us working with an increasing number of new affiliates over the next few years. Your belief in the value of SNAP at this exciting yet critical stage is greatly appreciated by everyone at CDI — *we would not be able to improve the lives of so many children and their families without your investment.*

On behalf of all of us, thank you for your continued commitment and partnership.

Lyn Baptist
Campaign Co-Chair

Janet MacPhail
Campaign Co-Chair

CAMPAIGN MILESTONES: 2015 AT A GLANCE

**\$3.5 MILLION +
RAISED**
**30%
OF THE
\$12M
GOAL**



**800
CHILDREN
SERVED**

**27 MAJOR
PHILANTHROPIC
INVESTMENTS**



**10 NEW
AFFILIATES
WITH
PROJECTED
SITES**



**ENDORSED BY
MCYS
MIDDLE YEARS
STRATEGY**



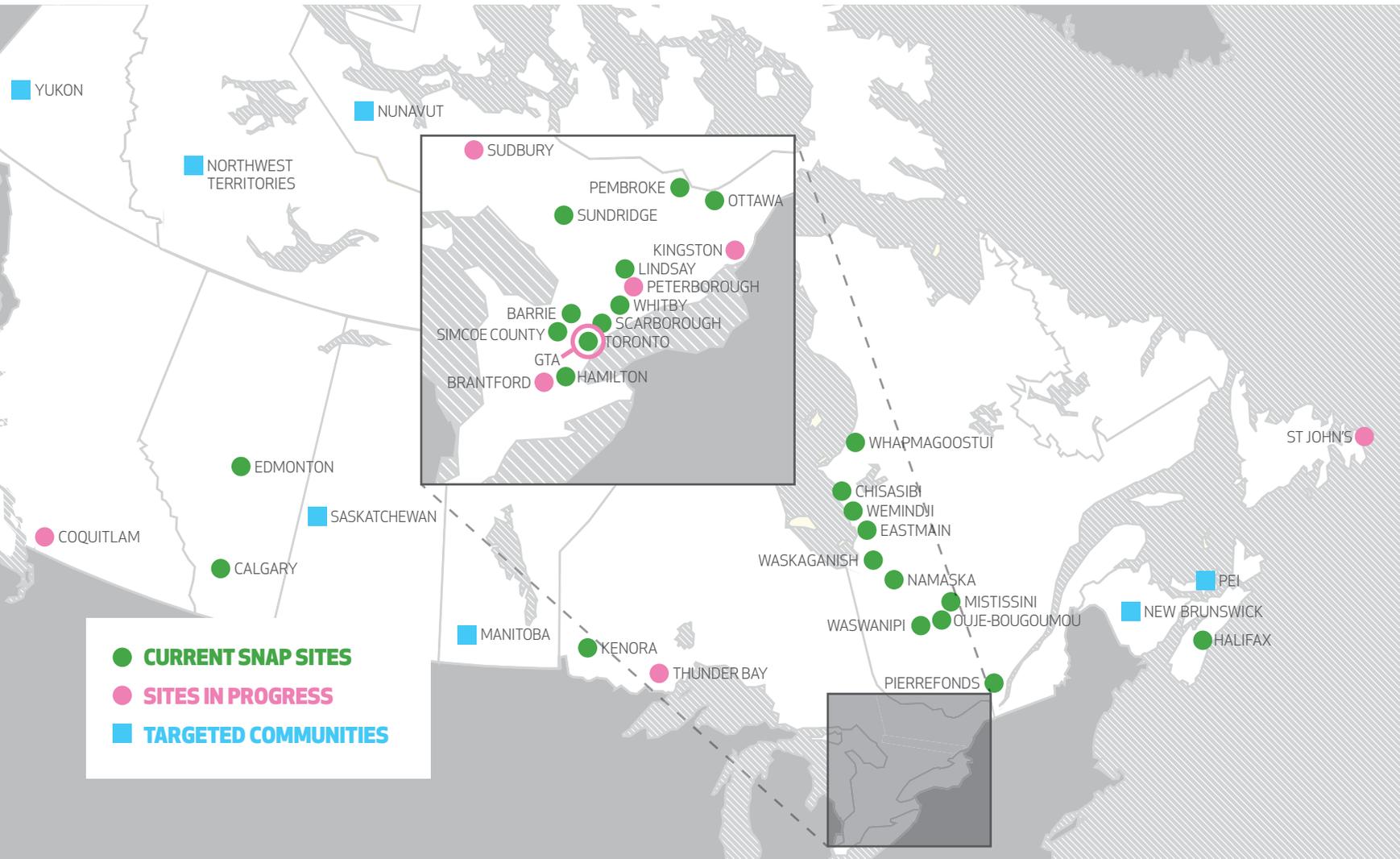
**70+
THOUGHT
LEADERSHIP
ACTIVITIES**



- SNAP was the proud recipient of an **Ontario Trillium Foundation** grant which, over three years, will enable the team to build capacity and deliver SNAP in several vulnerable Ontario communities.
- In May 2015, SNAP was the recipient of **The Ruth Atkinson Hindmarsh Award** for outstanding service to children and families.
- In June 2015, the Ontario Ministry of Children and Youth Services (MCYS) endorsed SNAP as a key component of their Youth Action Plan. MCYS has committed to funding **seven sites in six high-risk communities** across Ontario, SNAP's home province.
- CDI partnered with three **Boys & Girls Clubs** in East and West Scarborough and Regent Park to deliver SNAP to Toronto's highest risk children.
- SNAP was featured in several media and academic platforms including: a TVO interview and Toronto Star article, publications in three academic journals, and presentations to the International Congress of Law and Mental Health, and the SNAP International Panel, Vienna.
- The SNAP Implementation Tool – **SNAPiT** – will be completed in 2016. This program will enable seamless implementation, data collection and fidelity monitoring for all SNAP sites.



SNAP SCALES UP



Ontario, Quebec and British Columbia account for 80% of the need across the country. To date, SNAP Expansion efforts have primarily targeted high-risk communities within Ontario and Quebec, including Indigenous communities whose children and families will benefit from the program.





Staff at Pembroke's Phoenix Centre and the Ottawa Inuit Children's Centre are trained to deliver SNAP to their client base.

“Without your support this program would not have been possible.”

Philanthropy is often a catalyst for social action, spurring collaboration between individuals and organizations to create real systemic change. In 2015 CDI's SNAP team was fortunate to have the visionary support of two Ottawa-based change-makers who, after seeing SNAP in action in Toronto, wished to see similar impact in the vulnerable neighbourhoods of their home city. Following a series of introductions to local organizations made possible through the Community Foundation of Ottawa, CDI was able to onboard a network of stakeholders to provide SNAP to children and families facing serious challenges in Ottawa and the surrounding area.

In December 2015, partnerships were finalized with **The Phoenix Centre for Children and Families** in Pembroke and the **Ottawa Inuit Children's Centre**, with a plan for local schools to begin to identify and

refer their highest-risk students to the program. The generosity and community connections of one couple have not only helped establish these two new SNAP sites, but have also generated the support of other local organizations, including a local **Boys & Girls Club** which will provide extra programming for children in SNAP, and the **Parents' Lifeline of Eastern Ontario** which is set to deliver the parents' component of the program. In the words of The Phoenix Centre's Clinical Manager, Sandra Browne-Kealey, "We look forward to seeing many positive changes for our families who face serious challenges. We would like to thank the funder for their very generous donation that allows us to bring SNAP to Renfrew County. Without your support this program would not have been possible."

By investing in SNAP together, we are making a better tomorrow for our children, our families and our society.

“This program saved my son and my family's life.”

For young people who suffer from poverty, live in domestic discord or have families, siblings or peers who engage in criminal behaviour, acquiring the ability to **Stop Now And Plan** has the potential to change their life trajectory.

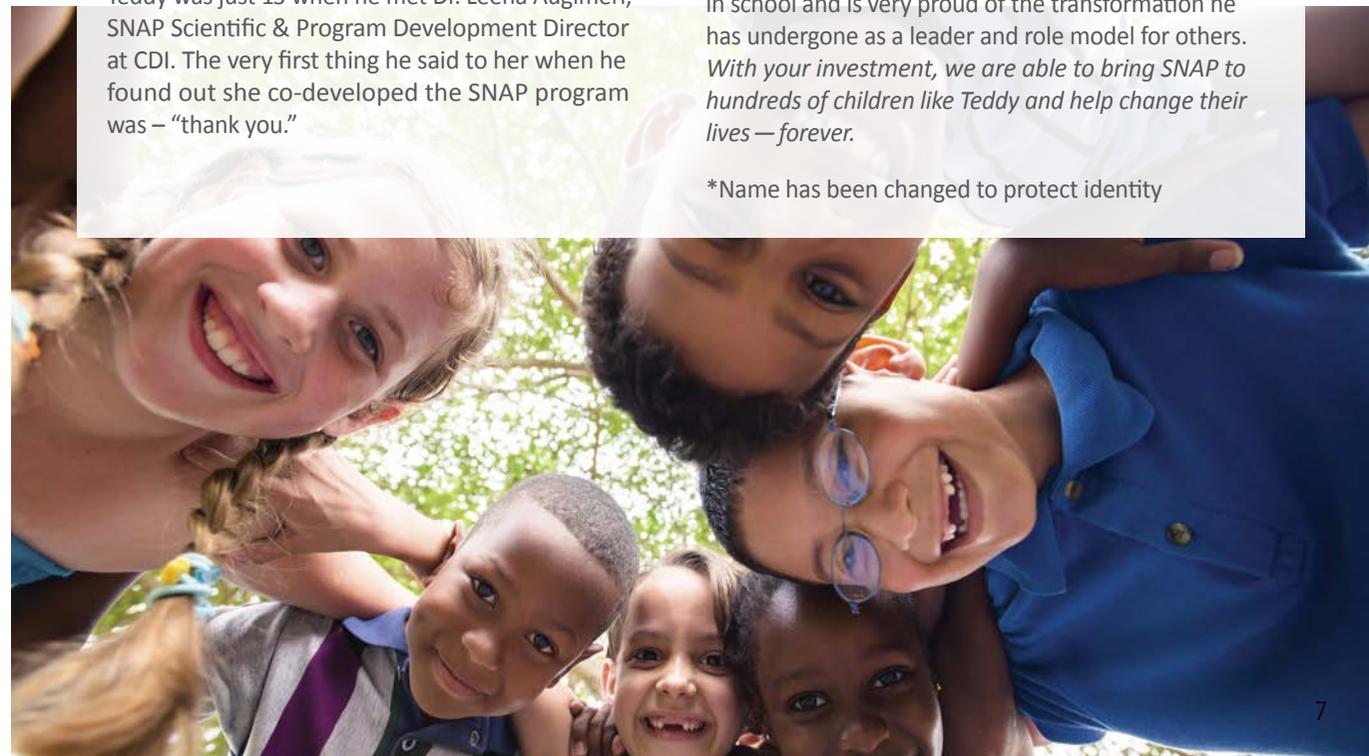
Teddy* was originally referred to SNAP at age 11 after experiencing some serious behavioural challenges at school. Once he and his mom completed the 13-week program, the facilitators referred him to SNAP's Youth Leadership Program, where he learned how to co-mentor younger boys in the program.

Teddy was just 13 when he met Dr. Leena Augimeri, SNAP Scientific & Program Development Director at CDI. The very first thing he said to her when he found out she co-developed the SNAP program was – “thank you.”

The SNAP team had no idea of the magnitude of change in Teddy's life after completing SNAP until his mother told Leena, “This program saved my son and my family's life.” Until their conversation that day, no one had known that a very close family member had recently been charged with a serious criminal offence, and was now in prison. According to Teddy's mom, Teddy was travelling down a similar path until he entered SNAP.

Thanks to SNAP, Teddy is just one of the many young people who embarked on a new life journey in 2015. He is now a confident young man who is doing well in school and is very proud of the transformation he has undergone as a leader and role model for others. *With your investment, we are able to bring SNAP to hundreds of children like Teddy and help change their lives — forever.*

*Name has been changed to protect identity



THANK YOU TO OUR GENEROUS PARTNERS FOR SOCIAL CHANGE

- Atkinson Foundation
- Canada Post Foundation
- CIBC
- CIBC Children's Foundation
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- Community Foundation of Ottawa
- D & G Estey Foundation
- E. W. Bickle Foundation
- Hourigan Foundation
- J.W. McConnell Family Foundation
- Krembil Foundation
- LEAP: The Centre for Social Impact
- Nixon Charitable Foundation (Janet and Gordon Nixon)
- Ontario Trillium Foundation
- Ontario Ministry of Children and Youth Services
- RBC Foundation
- The Gordon and Ruth Gooder Charitable Foundation
- The McLean Foundation
- The Shen Family Charitable Foundation (Eleanor and Francis Shen)
- Toronto Centre for Advanced Reproductive Technologies (Jennifer Wardrop)
- Lyn and Sandy Baptist
- Colette and Thomas Barber
- John Bardawill and Audrey Vermeer
- Carol Bezaire
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- Vivien and Les Cappe
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- Frank and Tina Giordano
- Vanessa Grant and Philip Street
- Susan and Greg Guichon
- Patricia and John Gouinlock
- Judith Hinchman and Patrick Garver
- George and Fanny Klas
- Shauna Klein
- Karen and Donald Lang
- Steve and Miseon Lee
- Janet and Stephen MacPhail
- The Honourable Margaret McCain
- Robert Morton
- Susan Paterson
- Chip Pitfield and Michelle Savoy
- Jill Price
- Kellie Sauriol
- Ricki and Steven Sharpe
- Nora and Tim Spence
- Susan Weedon

All donations listed are over \$1,000 and in alphabetical order.

ON BEHALF OF EVERYONE AT SNAP, **THANK YOU**



SNAP – Stop Now And Plan – is a proven program that teaches children with behavioural issues, and their parents, how to make better choices ‘in the moment’.

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