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# LETTER FROM THE PRESIDENTS

For more than **100 years** Child Development Institute (CDI) has been helping children and families overcome challenges and lead healthy, happy lives. This century-long legacy has made a positive difference in the lives of **thousands of children and families**, and this year was no exception.

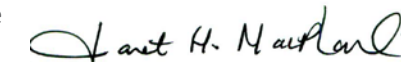


This year has also seen significant progress in the broader children's mental health sector as the Ontario government moves forward with *Open Minds, Healthy Minds: Ontario's Comprehensive Mental Health and Addictions Strategy*, which was announced in 2011. The strategy recognizes that early intervention is the key and calls for service and supports focused on three key areas: fast access to high-quality services, early identification and support, and help for vulnerable kids with unique needs.

All in all, it has been a tremendous first year serving as the Presidents of the Child Development Institute Board and the Child Development Institute Foundation Board respectively. We'd like to thank our Board colleagues, the CDI executive team and staff, and our generous donors for your on-going support and dedication—without you we wouldn't be able to move forward year after year with our mission of promoting and supporting the healthy development of children.

**O**ur slate of innovative, evidence-based programs continues to respond to the unique needs of children and families dealing with mental health issues. We like to call these “big solutions”, meaning solutions that deliver results and have lasting impact. Given that 15% of Canadian children struggle with mental health issues, we know big solutions are what it's going to take to tackle this issue.

That's why we're looking forward to seeing one of our big solutions, SNAP<sup>®</sup>, get even bigger. We spent a lot of time this year laying the foundation for what we're calling the “SNAP<sup>®</sup> Explosion” which is our vision of making SNAP<sup>®</sup> available to all children and families from coast to coast. Now we're ready for the SNAP<sup>®</sup> Explosion to really take off and we couldn't be more excited to see what the next year will bring!



**Janet MacPhail**, President  
Child Development Institute



**Carol Bezaire**, President  
Child Development Institute Foundation

# LETTER FROM THE CEO

I am pleased to report on another banner year at Child Development Institute. As we've done for more than **100 years**, we provided the best possible programs and services to children and families, but we also started down the path on what promises to be an exciting and ground-breaking milestone for CDI—the SNAP® Explosion.



**W**e already know that SNAP® works. It has changed the lives of thousands of children and families in Toronto and other parts of the world, but we also know that SNAP® has the potential to deliver results on a national scale. The SNAP® Advisory Group, along with our strategic partners, spent much of the past year developing the framework for the SNAP® Explosion and we are eagerly anticipating the national debut of SNAP® in 2013/2014.

A unique blend of evidence-based programs, innovative research and proven results are what sets CDI apart. In this Annual Report you will read about several initiatives that highlight this approach in action, including the pilot of a digital app for children to assess their treatment experience and the successful replication of the Mothers in Mind™ program.

Throughout our proud history, CDI has been recognized with many awards and accolades, but we were exceptionally honoured when SNAP® was awarded the inaugural Prime Minister's Volunteer Award for Social Innovation in December 2012.

As we look to the future, we recognize that the delivery of children's mental health will be drastically transformed in the coming years. As part of their long-term mental health and addictions strategy the province has launched a three-year action plan, "Moving on Mental Health – A System that Makes Sense for Children and Youth," to deliver a coordinated, responsive system for children, youth and their families. The plan will result in a system where parents will know where to go for help and have access to services locally, regionally and provincially. We continue to be part of the on-going discussions around this transformation and we look forward to the changes that are on the horizon.

In closing, I would like to thank you for your support of Child Development Institute. Without your support we would not be able to continue changing lives.

A handwritten signature in black ink that reads "Tony Diniz".

**Tony Diniz**  
CEO



# ABOUT CHILD DEVELOPMENT INSTITUTE (CDI)



## MISSION STATEMENT

CDI's mission is to promote and support the healthy development of children and to strengthen the families and communities in which they live.



## VISION STATEMENT

CDI will continue to be recognized for innovation and excellence in child development services and research by collaborating and partnering with others who share our values.

## VALUES

- Service excellence
- Research and evaluation
- Innovation
- Collaboration
- Continuous learning and sharing knowledge
- Responsiveness
- A family-centred approach
- Diversity
- Social justice
- Accountability

## CDI OFFERS A RANGE OF PROGRAMS AND SERVICES TO MEET THE NEEDS OF CHILDREN AND FAMILIES, INCLUDING:

- Five licensed, not-for-profit early learning (child care) centres in the City of Toronto and the Parkdale-High Park Ontario Early Years Centre
- Individual, family and group counseling
- Parent support and education
- A summer day camp for children (ages 6 – 11) with behavioural problems
- Programs for children and mothers who have experienced abuse
- Specialized classrooms and other school-based services
- Programs for girls and boys (ages 6 – 11) with conduct disorders and disruptive behaviour
- Speech and language assessment and treatment
- Consultation and support for child care centres working with children with special needs

## CDI BOARD OF DIRECTORS

Janet MacPhail, President  
 Kellie Sauriol, Vice-President  
 Steve W. Lee, Treasurer  
 Junior Sirivar, Secretary  
 John Bardawill  
 Steve M. Blake  
 Carole Boivin  
 Vivien Cappe  
 Mario Causarano  
 Vanessa Grant  
 Judith Hinchman  
 Karen Mann  
 Michelle Meneley  
 Robert Morton  
 Nora Spence

## SENIOR MANAGEMENT TEAM

Tony Diniz, CEO  
 Leena Augimeri, Director, Scientific and Program Development  
 Carolee Cain, Director, Healthy Child Development  
 Christeen Frederick, Executive Assistant and Chief Privacy Officer  
 Angelique Jenney, Director, Family Violence Services  
 Shauna Klein, Director, Fund Development, Marketing and Communications  
 Linda Levely, Director, Finance and Administration  
 Kathy Levene, Associate Director and Director of Early Intervention Services

## CDI FOUNDATION BOARD OF DIRECTORS

Carol Bezaire, President  
 Susan Paterson, Vice-President  
 Angie Novachis, Treasurer  
 Colette Barber, Secretary

## CDI ADVISORY COMMITTEE

Lyn Baptist  
 Carol Cowan  
 David Feather  
 Nancy Hamm  
 Margaret McCain  
 Kelly Meighen  
 Linda Pincott Kitchen  
 Eleanor Shen

# NEW PARTNERSHIP FUELS THE “SNAP® EXPLOSION”

Partnerships have always been an integral role in CDI’s success, and we couldn’t be more excited about our new partnership with the Pecaut Centre for Social Impact (PCSI).

Working in collaboration with the Boston Consulting Group, Cossette, Ernst and Young, McCarthy Tetrault and the Offord Group, PCSI combines high-potential charities that have great social return on investment with forward-thinking funders and market leading professionals to create massive social impact in Canada.

After a competitive selection process CDI’s SNAP® program was selected as PCSI’s inaugural partner for social innovation in children’s mental health. With the help and support of PCSI we’re embarking on a “SNAP® Explosion”, with the goal of making SNAP® available to Canadian children and families from coast to coast.

The SNAP® Explosion was officially kicked off at *Big Solutions: Innovation in Children’s Mental Health*, a fundraising breakfast held on May 8, 2013. At the event, held during Children’s Health Week, attendees learned more about SNAP® and what makes it a “big solution” from CDI’s Leena Augimeri. The morning’s guest speakers also included Andrew Steele, CEO of PCSI who talked about the newly-created Pecaut Centre and the role they will play in helping us realize the SNAP® Explosion.

The SNAP® Advisory Committee and CDI staff have been working closely with PCSI and their business sector partners over the past few months to develop the SNAP® Explosion implementation plan, which we expect to roll-out in late 2013. We are looking forward to seeing one of our “big solutions” take centre stage in children’s mental health nationally.

Thanks to all those who attended and supported *Big Solutions: Innovation in Children’s Mental Health*, we raised approximately \$50,000, which will help us to continue providing vital mental health services for children and their families.

**Big Solutions: Innovation in Children’s Mental Health was generously supported by:**

- RBC Royal Bank, Presenting Sponsor
- Mackenzie Investments, Breakfast Sponsor
- Colette and Tom Barber, Breakfast Sponsor
- Ernst and Young, VIP Table
- KPMG, VIP Table
- McCarthy Tetrault, VIP Table
- Medcan, VIP Table



# EARLY LEARNING CENTRE QUICK FACTS

CDI operates five Early Learning Centres in the City of Toronto. The Centres provide licensed child care in an inclusive, child-focused play-based early learning environment.

## FIVE LOCATIONS IN TORONTO'S DIVERSE NEIGHBOURHOODS –

**1** ANNEX EARLY LEARNING CENTRE  
161 Madison Avenue – serves the Annex neighbourhood

**2** CABBAGETOWN EARLY LEARNING CENTRE  
162 Parliament Street – serves the Cabbagetown and Regent Park neighbourhoods

**3** PARKDALE EARLY LEARNING CENTRE  
119 Close Avenue – serves the Parkdale neighbourhood

**4** WELLESLEY EARLY LEARNING CENTRE  
495 Sherbourne Street – serves the St. Jamestown neighbourhood

**5** WINDERMERE EARLY LEARNING CENTRE  
103 The Queensway – serves the Queensway/Windermere neighbourhood



THE CENTRES PROVIDE CHILD CARE FOR 296 CHILDREN

**119** GIRLS & **177** BOYS



OR 40% GIRLS, 60% BOYS

At the Cabbagetown and Wellesley Centres, there are twice as many boys as girls



## MOST POPULAR NAMES AT THE CENTRES:

ANNEX: Mateo (boy)  
Sophie (girl)

CABBAGETOWN: Mohammed (boy)  
Sarah (girl)

PARKDALE: Tenzin (boy)  
Tsering (girl)

WELLESLEY: Mohammed (boy)  
Samara (girl)

WINDERMERE: Benjamin (boy)  
Madison (girl)

*mohammed*

*Samara*

*mateo*

*sarah*

*tenzin*

## FAVOURITES:



### ACTIVITY –

Sand and water play, painting



### SONG –

Bumble Bee, Wheels on the Bus



### BOOK –

Brown Bear Brown Bear, The Very Hungry Caterpillar and anything by Robert Munsch



### SNACK –

Cheese and crackers, fruit, yogurt



EVERY DAY THE CENTRES CHANGE

**652**

DIAPERS, OR AN AVERAGE OF



**130**

PER CENTRE



# KEEPING MOTHERS IN MIND ACROSS ONTARIO

For Farah, CDI's Mothers in Mind™ (MIM™) program changed her life. After a difficult childhood and an abusive relationship with her partner, she had **trouble connecting** with her son.

**W**hen I became a mother I was overwhelmed. MIM™ helped me learn to connect with my baby and become the mom I have always wanted to be," said Farrah.

MIM™ is an innovative relationship-based therapeutic group for women who have experienced domestic violence and/or trauma and are parenting children under the age of four. The group program focuses on strengthening the parent-child relationship, enhancing parenting skills and reducing parenting stress.

While many agencies across Ontario offer witness to violence programming for children ages 4 – 16, many identified a service gap for children under the age of four. As a result, the Ministry of Community and Social Services selected the MIM™ program for provincial expansion. In 2012/13, 37 agencies throughout Ontario obtained licences to run the MIM™ program.

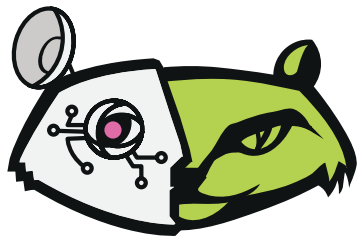
**W**ith the expansion of service delivery came the need to ensure MIM™ implementation

sites had the necessary resources to ensure quality programming and effective program evaluation. CDI developed support materials specifically for the implementation sites, including a revised Sessional Guide and a Facilitators Guide. A program evaluation framework and revamped MIM™ Program Evaluation Guide was also developed to ensure it was comprehensive enough to support the province-wide roll-out.

This increase in service delivery also provided a unique and timely opportunity to enhance program evaluation methods and solidify evidence-based practices for this intervention program. External funding was awarded by two private foundations in June 2012 to support the continued evaluation of the province-wide implementation of MIM™.

The provincial roll-out of MIM™ continues to move forward and is another step in CDI's strategy to develop big solutions that deliver results and have lasting impact.

# GOING DIGITAL: CDI'S FIRST APP



## CommunicAT-CS

Using and adopting technology is second nature for children and youth today, so it's only natural that CDI turned to technology to learn more about children's treatment experiences.

CommunicAT-CS (Client Assessment Tool – Client Satisfaction), a digital app that allows children to provide feedback about their treatment in a fun and interactive way, was developed after CDI received a grant from the Ministry of Children and Youth Services to explore client satisfaction tools.

"The digital platform allows children to provide first-hand responses about their treatment, rather than obtaining their feedback through a case worker or their parents," says Angelique Jenney, CDI's Director of Family Violence Services.

Administered on an iPad, the app walks children through a series of age-appropriate questions with the help of a customizable avatar. Questions are asked in various formats including sliding scales, games and drag and drop questions, and children have the opportunity to record themselves talking to the avatar about their feelings. This information can then be incorporated into treatment planning and outcome evaluation.

The app has been tested with CDI clients and the response was overwhelmingly positive! Here's what a few of the testers had to say:

"I liked that I was able to pick a character and make him look the way I wanted. I also liked that I could pick his voice. It's cool."

"It was easy to answer the questions and I liked playing the game at the end."

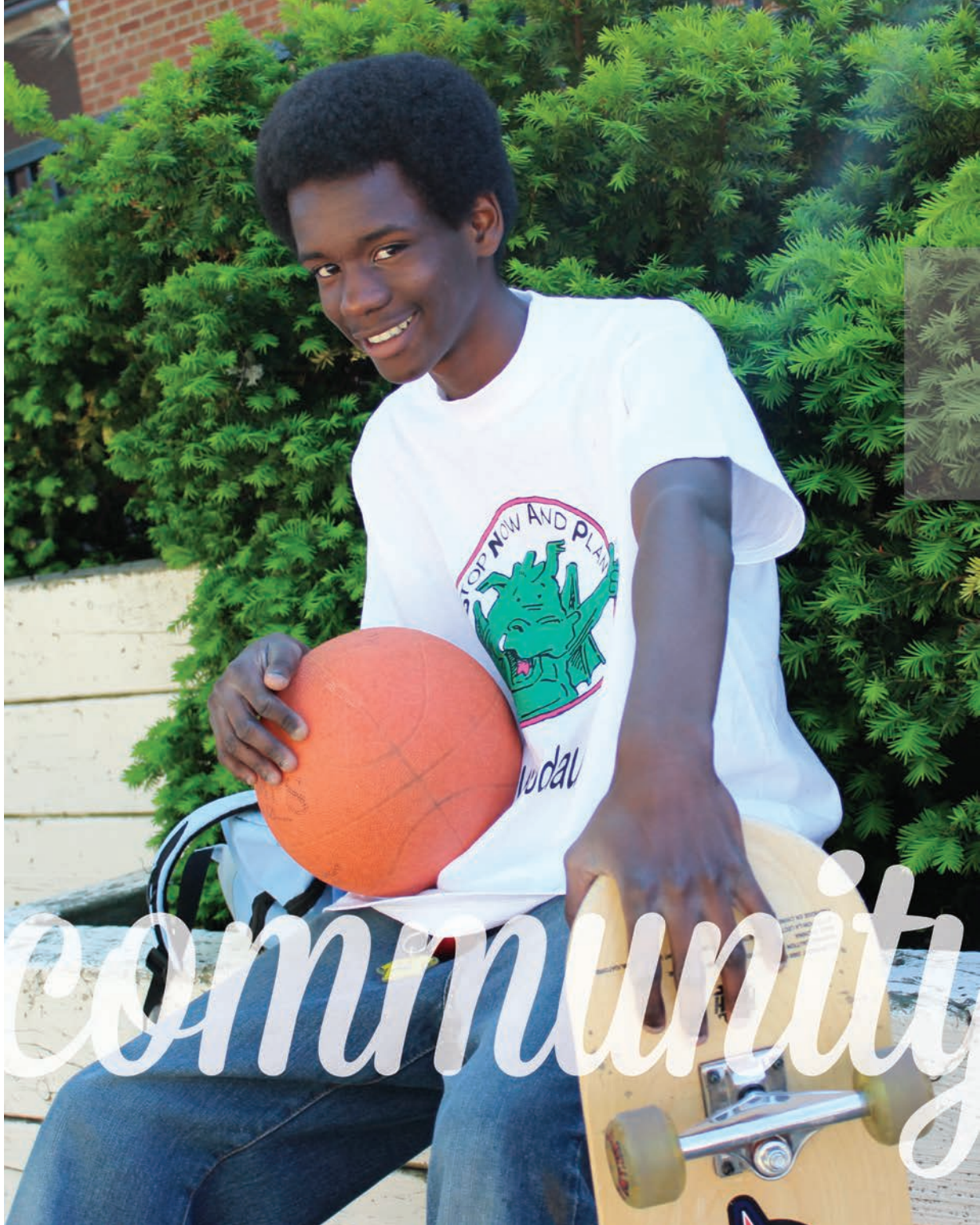
"It helped me a lot to do this because you get to tell the tablet personal things and how they make you feel."

Feedback from the testers has been incorporated into the app and CDI is looking forward to expanding the app both within CDI and across the broader children's mental health sector.



innovation





community

# SHEMAR CHARTS A NEW PATH 🧑

Shemar was angry from a young age. He was getting suspended as early as kindergarten for acting out and fighting. His mom **tried everything to help her son**, and they finally met a doctor who told them Shemar had oppositional defiant disorder.

**I** was always mad, threw temper tantrums to get what I wanted and wouldn't co-operate with anyone," said Shemar.

After a long history of suspensions and problems at school Shemar entered CDI's Intensive Community and Home Services program in 2009 where, among other things, he learned to use SNAP® to control his anger.

"I knew I had two options: keep being a bully and fighting and probably end up being in a gang or jail, or find a new way of life. SNAP® helped me learn how to control my anger and got me on the path I'm on today."

At 13, the path Shemar is on today is a positive one. He attends weekly SNAP® Boys Youth Leadership Services sessions, and just completed his first year as a peer mentor in the SNAP® Boys treatment group. Last summer he volunteered as a Leader in Training at Camp Wimodausis and this summer he's excited to take on a paid role as a Junior Counsellor.

Shemar is also excelling at school. He is the class representative on student council and in May he ran for Area Representative for SuperCouncil, the student council that represents all Toronto District School Board student councils. Although he didn't win, Shemar is determined to take an active role in his school's student council and SuperCouncil.

Although it might seem that Shemar is headed for a career in politics, he has loftier goals: joining the NBA, having a family and selling hover cars—we're talking about flying cars so that might be well into the future! These are all big goals, but Shemar has his eye on the prize.

"I'm looking forward to beating Wilt Chamberlain's 100 point game record."

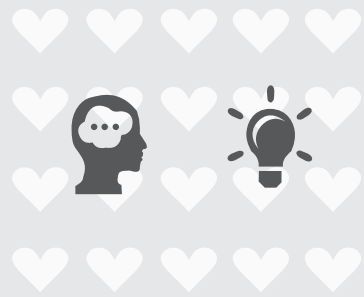
*SNAP® Boys is a family-focused, early intervention program for boys ages 6–11 who are engaging in aggressive, antisocial behaviour and/or have come into contact with the police.*

## The numbers may *surprise* you...

AN **ESTIMATED**

# 14%

OF **CANADIAN** CHILDREN EXPERIENCE **MENTAL HEALTH** ISSUES



APPROXIMATELY

# 15,000

**CHILDREN** UNDER 12 IN TORONTO ARE EXPERIENCING SERIOUS **MENTAL HEALTH** ISSUES

## Early *behaviour issues* can lead to a troubled future...

**CONDUCT** PROBLEMS ARE THE MOST REFERRED **MENTAL HEALTH** ISSUE FOR **CHILDREN** UNDER 12

# 12

APPROXIMATELY

# 60%

OF **INCARCERATED** MALES HAVE A HISTORY OF **CONDUCT** PROBLEMS

THERE ARE **7** YEARS OF WARNING BEFORE A **TROUBLED** CHILD MAY BECOME A SERIOUS **VIOLENT OFFENDER**

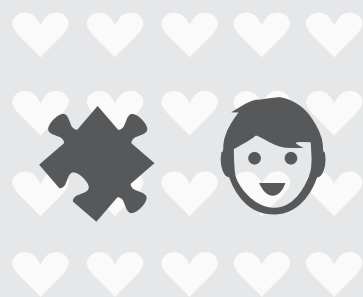
# 7

## Early *intervention* is the solution...

APPROXIMATELY

# 75%

OF **CHILDREN** WHO START OFFENDING BEFORE AGE **12** ARE AT **CONSIDERABLE RISK** OF CONTINUING DOWN THIS PATH



**CHILDREN** AGES

# 6-12

ARE GOOD CANDIDATES FOR LEARNING **SELF-CONTROL** STRATEGIES

## The *costs* to society are staggering...

IT COSTS APPROXIMATELY

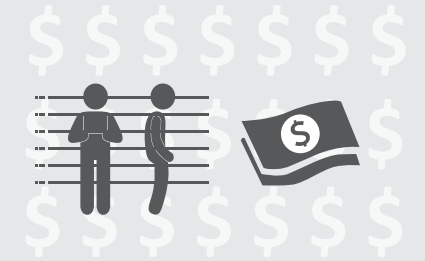
# \$110,000

A YEAR TO KEEP A **YOUTH** IN A **SECURE** CUSTODY FACILITY IN **CANADA**

IT'S ESTIMATED THAT FUTURE **COSTS** FOR A **CAREER CRIMINAL** WILL BE

# \$1,143,604

IF NO **EARLY INTERVENTION** TAKES PLACE

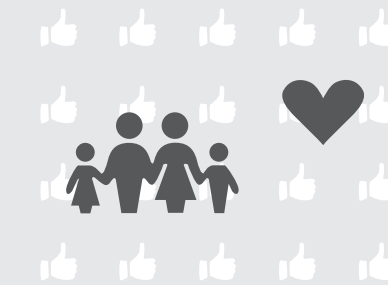


IN **CONTRAST**, IT COSTS APPROXIMATELY

FOR A **CHILD** AND THEIR **FAMILY** TO PARTICIPATE IN **SNAP**

# \$6,000

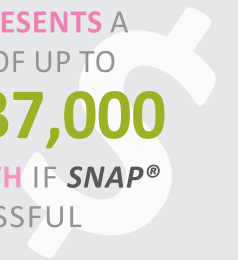
FOR A **CHILD** AND THEIR **FAMILY** TO PARTICIPATE IN **SNAP**



THIS **REPRESENTS** A **SAVINGS** OF UP TO

# \$1,137,000

PER **YOUTH** IF **SNAP** IS SUCCESSFUL



## SNAP<sup>®</sup> delivers *results*...

RECENT **RESEARCH** INDICATES THAT

# 68%

OF SNAP<sup>®</sup> **PARTICIPANTS** WILL NOT HAVE A **CRIMINAL RECORD** BY AGE **19**

EARLY **COST SAVINGS** FOR SNAP<sup>®</sup> ARE SHOWING AN AVERAGE RETURN OF \$7 FOR EVERY \$1 SPENT IN THE **FIRST YEAR**



# JALAYNA FINDS HER WAY

Jalayna came to CDI when she was in grade five and she hasn't **looked back since**. Jalayna was angry and creating problems at home; her mom was also angry and **wanted to make change**. SNAP® Girls was the answer.

Over the last three years Jalayna has participated in various components of the SNAP® Girls program, including SNAP® groups, Girls Growing up Healthy, a mother-daughter group, family and individual counselling, and the Leaders in Training (LIT) program.

"SNAP® has had a huge impact on my life," said Jalayna. "Before I came here I was super angry all the time, passive aggressive and sad. SNAP® helped me learn how to deal with my problems and be more independent."

Through the LIT program, Jalayna has had the opportunity to develop and strengthen her leadership skills—an area where she clearly excels. The strong leadership Jalayna demonstrated volunteering with various activity groups and Camp Wimodausis helped her land a job with CDI's Here to Help program. Jalayna now has her sights set on being a Junior Counsellor at Camp Wimodausis this summer.

"I'm very proud that I can help people and be a strong leader and role model for others. It's also nice to be appreciated for doing a good job. Sometimes I don't get that at school or home and it's nice to know that I'm being helpful here. I don't think I would feel proud of myself if I didn't come here."

SNAP® has also helped Jalayna gain a feeling of independence, and that's what excites her most about the future.

"I really like feeling independent, having a job and doing well in school. I think I'll be taken more seriously by others if I can be more independent."

As for the future, Jalayna hopes to pursue more volunteer and work opportunities and stay involved with CDI as a leader. Beyond that, it seems the sky is the limit for Jalayna!

*SNAP® Girls is a family-focused, gender-specific early intervention program for girls ages 6 – 11 exhibiting early disruptive behaviour problems at home, school and in the community.*



Leadership



confidence

## CALEB STARTS RIGHT

For Caleb, the biggest issue he faced in school wasn't reading or math; it was recess. He worried about **who he would play with** at lunch and **how to make friends**. In short, he dreaded going to school. His anxiety started to affect his behaviour in class and he had trouble paying attention.

Caleb's teacher suggested he become involved with Start Right Social Skills, an early intervention program for children in kindergarten that helps them socialize and problem-solve. Supported by United Way Toronto's "Success by 6" funding, the program provides structured opportunities for healthy social, emotional and behavioural learning, and helps children develop the confidence and skills to deal more effectively with challenges in the classroom, on the playground and at home.

Throughout the 12-week program, Caleb attended special "play and learn" sessions with his peers who faced similar challenges. This gave Caleb the chance to demonstrate his strengths and he blossomed as a natural leader.

Caleb is now thriving and making friends. According to his mother, he's even become an ambassador for the Start Right program and regularly tells his friends they would have a great time in Start Right.

Caleb's future looks bright thanks to the Start Right Social Skills program.

*The Start Right Social Skills program is offered in partnership with the Toronto District and Toronto Catholic District School Boards and is available in over 20 schools in Toronto.*

# THE “FORCE” IS WITH THE PARKDALE ELC

On December 18, 2012, the Parkdale Early Learning Centre (ELC) received a special delivery from a galaxy far, far away. For the second year in a row Tucows Inc., a global Internet services company, selected the Parkdale ELC as the recipient of their Tucows Elves Project, but this year there was a Star Wars connection.

Through their work, Tucows acquired the domain name DarthVader.com, and donated it to Lucasfilm. In exchange, Lucasfilm agreed to make a donation to the Tucows Elves Project, an annual employee charity initiative.

In addition to the donation from Lucasfilm, the employees at Tucows donated more than \$3,000 worth of toys and gift cards—raised through bake sales, barbecues and interoffice carolling—to the children and families at the Parkdale ELC.

The 49 children at the Centre were kept busy while the toys were discreetly delivered so parents could take gifts home to keep as a surprise for Christmas morning. Gift cards were also provided for siblings to ensure everyone had an extra special holiday.

This heart-warming story even made the front page of the local newspaper, the Parkdale Villager!

## “FORCE” IS STRONG WITH PARKDALE TOY DRIVE

BY ERIN HATFIELD

**The force was with them when an employee at Tucows noticed earlier this year the domain name DarthVader.com was set to expire and the company grabbed it up.**

“Domain names come up that should rightfully belong to a particular brand or intellectual property,” said Michael Goldstein of Tucows Inc., a global Internet services company. They contacted George Lucas’ Lucasfilm Ltd. and gave them the DarthVader.com domain name, free of charge, in exchange for a donation to the Tucows’s annual Elves Project.

“It was cool. We have such sci-fi geeks at our company that everyone was just thrilled that we were such heroes,” Goldstein said. “It is a good example of global industries working together for local causes.”

Each year employees at Tucows host a toy drive for the Parkdale Early Learning Centre on Close Avenue.

They raise the money to purchase toys through the regular channels: bake sales, barbecues and interoffice carolling. But this year, the toy drive got a major boost thanks to the donation by Lucasfilm.

“We’re thrilled to be the new owners of DarthVader.com,” said Miles Perkins, spokesperson for Lucasfilm, “and we are even more excited about supporting such a worthy cause.”

On Dec. 18, Goldstein and his co-worker Debbie Browning delivered about \$3,000 worth of toys to the Parkdale Early Learning Centre.

There were nearly 200 toys, bags of action figures, stuffed animals, board games, gift cards and, of course, lots of Star Wars merchandise.

“There is something special about being able to come over to the centre and interact and bring the toys. It makes it more meaningful,” Goldstein said.

The Parkdale Early Learning Centre is one of five early learning centres run by Child Development Institute. It provides subsidized child care for families in need of assistance in the Parkdale neighbourhood.

Sophia Creary, the child-care director at the Parkdale Early Learning Centre, explained the centre is a not-for profit centre that offers high quality care for 49 children, from birth to six years of age.

The children are from the diverse neighbourhood of south Parkdale and Creary said it is traditionally a higher need community.

“The parents take the gifts home and many of them save them for Christmas morning because they want it to be a surprise,” she said.

“They are all very grateful for (the toys). For some of the families it is the main gift the children will receive,” Creary added.

Where possible, the children’s siblings are also given a gift and gift cards so they too will have a nice present on Christmas morning.

“Child Development Institute is pleased to once again be chosen as a recipient for the Tucows Elves Project, and we are very grateful for their support,” said Tony Diniz, CEO of CDI. “The toys and gifts delivered today will help make the holiday season brighter for the children and families at our Parkdale Early Learning Centre.”

STAFF PHOTO/ERIN HATFIELD

*A group of 3-year-olds from the Parkdale Early Learning Centre (left to right ascending the steps) Brooklyn, Joanne, Elijah, Mikayla, Shamar, Tyson and Lara, get a sneak peek at the toys delivered to them by the Tucows Elves Project, run by a Liberty Village a global Internet services company.*



As originally printed in the Parkdale Villager, December 26, 2012

# AWARDS

On November 21, 2012, Dr. Leena Augimeri, CDI's Director of Scientific & Program Development, was awarded the 2012 Elizabeth Manson Award for Community Service in Children's Mental Health for her on-going work on our award-winning SNAP® program.

On December 17, 2012, CDI was proud to receive the inaugural Prime Minister's Volunteer Award for Social Innovation in honour of our work in the children's mental health field. This award recognizes the success of CDI's world-renowned SNAP® program.



(from L to R) Tony Diniz, Elizabeth Manson, Leena Augimeri and Kathy Levene



(from L to R) Prime Minister Stephen Harper, Leena Augimeri and the Honourable Diane Finley



◀ CDI's Angelique Jenney (right) thanks Crave organizers Catherine Barber, Francesca Feldman and Arielle Goodman

## FASHION FOR A CAUSE

Every year a group of students from the Bishop Strachan School undertake a **charitable initiative** in support of a local organization, and CDI was thrilled to have been chosen as the charity of choice this year.

This year's event, the Crave Fashion Show, was headed up by students Catherine Barber, Francesca Feldman and Arielle Goodman. Along with a committee of peer volunteers, these three outstanding young women organized a spectacular fashion show that took place at the Art Gallery of Ontario on May 3, 2013.

The event was a huge success, raising approximately \$40,000 for CDI, which will be directed to our Family Violence Services programs. The hard work, dedication and generosity demonstrated by Catherine, Francesca and Arielle is truly inspirational and we are confident they have very bright futures ahead of them!

# CDI GETS SOCIAL



**3** FACEBOOK  
TWITTER  
YOUTUBE

**f** FACEBOOK  
Our Facebook likes increased by **513%**

**9:20 AM**  
is the **average time** when posts are made to the CDI Facebook page

**8** **8 STAFF MEMBERS** BELONG TO THE CDI SOCIAL MEDIA COMMITTEE REPRESENTING ALL PROGRAM AREAS

We added **38** pictures 

We made **118** status updates

OUTSIDE OF CANADA, the top three countries where our likes are coming from:



OUTSIDE OF TORONTO, the top three cities where our likes are coming from:



THE AREAS MOST VIEWED ON OUR FACEBOOK PAGE ARE:

-  TIMELINE
-  PROFILE INFORMATION
-  PHOTOS

**70%** of our Facebook likes come from **females**

**You Tube**

**889** views of our SNAP® Boys video

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- THE NORMAN AND MARIAN ROBERTSON CHARITABLE FOUNDATION
- RBC FOUNDATION
- TD SECURITIES UNDERWRITING HOPE CHARITY AUCTION





# FINANCIALS

## REVENUE

	OPERATING	SPECIAL	CAPITAL	2013 TOTAL	2012 TOTAL
Grants	\$7,555,260	\$	\$	\$7,555,260	\$7,118,721
Childcare	4,403,820			4,403,820	4,480,832
Donations from CDI Foundation	630,013			630,013	486,257
United Way	389,142			389,142	389,644
Donations and other	355,282	5,594	6,180	367,056	505,398
Earned income	236,101			236,101	229,863
	<b>13,569,618</b>	<b>5,594</b>	<b>6,180</b>	<b>13,581,392</b>	<b>13,210,715</b>

## EXPENSES

Salaries	9,644,854			9,644,854	9,274,549
Employee benefits	1,339,956			1,339,956	1,284,195
Program	1,271,880			1,271,880	1,207,615
Building occupancy	865,678			865,678	886,207
Administration	255,178	287		255,465	225,596
Staff training and travel	170,193			170,193	197,734
Donation to CDI Foundation					100,000
Amortization	21,879		23,180	45,059	44,571
	<b>13,569,618</b>	<b>287</b>	<b>23,180</b>	<b>13,593,085</b>	<b>13,220,467</b>

<b>EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR</b>	<b>\$ nil</b>	<b>\$ 5,307</b>	<b>\$ (17,000)</b>	<b>\$ (11,693)</b>	<b>\$ (9,752)</b>
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**FOR ALL INQUIRIES, PLEASE  
CONTACT OUR MAIN OFFICE AT:**

Child Development Institute  
197 Euclid Avenue  
Toronto, Ontario M6J 2J8

**T** 416-603-1827

**F** 416-603-6655

**[www.childdevelop.ca](http://www.childdevelop.ca)**

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