



Rose of Sharon

SERVICES FOR YOUNG MOTHERS



"I have learned the importance of never giving up when things get rough. Rose of Sharon has taught me to be an independent, courageous, and resilient young woman and mother."

— ASHLEY, 19

ANNUAL
REPORT
2016
2017



Executive Director and Board Chair REPORT

Susan La Rosa, Board Chair (left) and Anna Pavan, Executive Director (right)

The 2016–17 Annual Report is a tribute to all the dedicated people who ensure that Rose of Sharon is a place where young mothers and their children grow in confidence, knowledge and emotional well-being.

There is no doubt that it takes an engaged Board of Directors, skilled and dedicated staff, enthusiastic volunteers and committed donors to effectively achieve Rose of Sharon’s vision—Opening Doors, Empowering Futures.

Over this past year we have focused on our three Strategic Directions:

- **CLIENT SERVICES** – enhancing family-strengthening strategies
- **PEOPLE** – being community leaders for young mothers in York Region
- **FINANCIAL SUSTAINABILITY** – building greater agency stability

This past year, we enhanced our client services by embracing a model of trauma-informed care and mindfulness in all of our programs. At the heart of all we do at Rose of Sharon is our commitment

to strengthening families and building resiliency in the young mothers we serve. With a focus on equity, diversity and inclusion, we continue to work toward ensuring a welcoming and safe space for every young person who enters our doors.

Rose of Sharon remains the community leader in the provision of services for prenatal and parenting young mothers in York Region. Over the course of the year, we collaborated with over 18 community agencies to ensure our clients receive the most comprehensive care and service possible to help them along their journey.

In the past year, we made the commitment to actively reach out to members of our communities to share the good work of our agency and to encourage them to be contributors to

the next generation—serving as champions for Rose of Sharon across our community.

We started the 2016-17 year celebrating 100% participation in our Family Giving Campaign by our Board of Directors and all staff, setting the stage for success in our journey toward financial sustainability as an agency. We count on our broader community to ensure we are there for all the young mothers when they reach out to Rose of Sharon for needed support.

Throughout these pages you will see how our Rose of Sharon community has embraced the strengths and resiliency of our moms. It is their success that empowers us and others to strive for excellence in all that we do.

We continue to grow as an agency and look forward to collaborating with all our supporters to further enhance our vital services for young mothers and their families throughout York Region. Thank you to each and everyone who has contributed to opening doors and empowering futures for young mothers and their children.



Anna Pavan
EXECUTIVE DIRECTOR



Susan LaRosa
BOARD CHAIR

Board Members

2016–2017 FISCAL YEAR

Susan LaRosa CHAIR
Lisa Purdy VICE CHAIR
Thomas Reid TREASURER
Kirsten Eastwood SECRETARY
Bob Interbartolo APPOINTED
Paul Campbell DIRECTOR
Fulvia Cantarutti DIRECTOR
Lynn Conforti DIRECTOR
Jonathan Earle DIRECTOR
Andree Vincent DIRECTOR

Rose of Sharon Staff

Anna Pavan EXECUTIVE DIRECTOR
Sharlene Gadsden OFFICE RECEPTIONIST
Rachel Agnoluzzi DIRECTOR OF DEVELOPMENT
Holly Kretschmer DIRECTOR OF FINANCE
Alicia Katsavos FINANCE ASSISTANT
Melene Popa YCDSB HIGH SCHOOL TEACHER
Linda Krepinsky PROGRAM MANAGER
Danielle St. John COUNSELLOR
Marie Kessarar COUNSELLOR
Janice Lewis COUNSELLOR
Mary Charron HIGH SCHOOL COUNSELLOR
(maternity leave until December 2017)
Rachel Hundert HIGH SCHOOL COUNSELLOR
(maternity leave contract)
Jacqueline Stewart GROUP FACILITATOR
Jacquie Dawe GROUP COORDINATOR
Kim Lyall RESOURCE COORDINATOR
Sarah Joy Herzog-Masci
ABC REGIONAL SUPERVISOR
Deb Stephens ABC SITE COORDINATOR
Kelsey Nicholls
CHILD DEVELOPMENT CENTRE SUPERVISOR
Honorata Rum Di Pietro CDC CHILD MINDER
Amanda Crate CDC CHILD MINDER
Tamar Dobner
COMMUNITY ENGAGEMENT COORDINATOR
Caitlin Gladney-Hatcher
FUND DEVELOPMENT COORDINATOR

Client Impact and Outcomes

In our 2016 client survey, Rose of Sharon clients reported the following improvements in their lives:



92%

improved
family stability



87%

improved
parenting capacity



96%

improved decision
making skills for
themselves and
their children



88%

improved
interpersonal
relationships



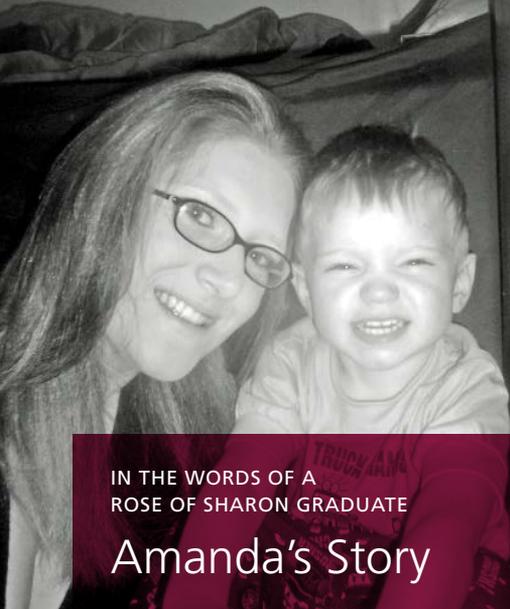
93%

improved sense of
self-worth (agency)



91%

increased hope
for the future



IN THE WORDS OF A
ROSE OF SHARON GRADUATE

Amanda's Story

Left: Amanda after graduation | Right: Amanda and her son today

“I decided to do everything in my power to give my child the best life possible.”

I was 16 years old when I found out I was pregnant. I was terrified and unsure about what was going to happen, but I knew I had to make a choice.

I decided to do everything in my power to give my child the best life possible. I knew I had to get back to school, and work really hard if I wanted to graduate on time. I went back to my regular high school thinking I could do it, because I was focused and determined.

Was I ever in for a shock. My morning sickness became all-day sickness, the other students had lots of views and opinions about my situation without speaking to me, and most of the teachers weren't understanding. It all became too overwhelming and I dropped out.

From the moment I walked into Rose of Sharon, it felt different—everybody was so friendly and welcoming. The staff gave me a place to feel safe and gain the confidence I needed to grow as a young mom, provided parenting programs that helped me become a competent, confident mother, encouraged my goals, and gave me strength to continue when I was feeling low.

Today I am a College graduate, and have a successful career that I thoroughly enjoy. My son is now 11 years old. He's happy, healthy and growing up to be a very amazing young man. He has a dream to be a paleontologist, and I will support that dream with everything that I have. I believe truly and honestly that if it weren't for Rose of Sharon, I would not be where I am today.

A CLOSER LOOK AT the Young Moms We Serve

With your support, we have been able to make an impact in so many young lives.



In the 2016/2017 fiscal year, Rose of Sharon served

288 + **274**
moms children



17

scholarships awarded for moms attending post-secondary education



87%

more new outreach clients accessing Rose of Sharon in 2016/17 fiscal year



75%

rely on Rose of Sharon for vital food support



For our parenting programs, there was an

85% increase in registrations and

70% increase in attendance



42

students attended our on-site high school program and more than

90%

say they would have dropped out if not for our program

Programs and Services

AT ROSE OF SHARON

Providing support on a young mom's journey.

HIGH SCHOOL EDUCATION

- Healthy Relationships
- Mommy & Me
- Nobody's Perfect Parenting Program

INDIVIDUAL COUNSELLING

ALL BABIES COUNT (ABC) PRENATAL NUTRITION

OUTREACH PROGRAMS

- Nutrition Workshops
- Gender in the Media Workshops
- Healthy Relationships Group Program
- Cooking and Nutrition Workshops
- Me, My Baby, Our World Parenting Program
- Baby Sign Language Workshops
- Triple P Positive Parenting Program
- Bounce Back and Thrive! Parenting Program
- Building Better Boundaries Group Program

CHILDMINDING AND CHILD DEVELOPMENT CENTRE

PRACTICAL SUPPORTS

- Holiday Baskets
- Transportation aid
- Food Support
- Rosie's Closet (help with Basic Needs)



WHY I GIVE TO ROSE OF SHARON

Diana's Story

“Rose of Sharon “walks the talk” by addressing the social determinants of health.”

As a monthly donor, it is important for me to choose a community agency that provides a comprehensive approach to client care, and is committed to making a difference!

Rose of Sharon “walks the talk” by addressing the social determinants of health, including education, poverty, access to healthcare, and housing. Rose of Sharon staff understand that engaging young moms is about more than providing parenting classes or counselling in isolation; it’s about ensuring that every client is provided with the opportunity to reach their full potential. There is nothing more satisfying than listening to a proud high-school aged mom tell her story

about graduation, diploma in hand, and the beginnings of hers and her child’s bright future.

Staff are professional, kind, compassionate, and committed to their clients. As a community nurse who works with young moms and babies, I’m impressed with the creative programming, motivated staff, warm and receptive environment and commitment to excellence in care. Rose of Sharon engages in partnerships to support the needs of their clients, recognizing that a collaborative approach is key. It is a pleasure to support this agency!

A HUGE THANK YOU TO All of Our Donors

Rose of Sharon, a charitable organization, relies on the generosity of our community to help fulfil our mission.

ShareLife



York Region



Thank you to all of our individual donors, community groups, local businesses, private foundations and corporate partners—at all levels of giving—for your support throughout the year. We couldn't do this work without you. You make a tremendous difference in the lives and futures of young families.

Note: We have not included individual donors in this list out of respect for their privacy.

\$20,000+

BGCC Charity Drive for Children

Mary & Gordon Christopher Foundation

Spring of Hope Gala

Telus Corporation

\$10,000 to \$19,999

The Frank Scarpitti Foundation

RBC Foundation

Robert Kerr Foundation

Scotiabank

\$5,000 to \$9,999

Aurora Mayor's Charity Golf Classic

Completely Wired Corp.

J.P. Bickell Foundation

JBS Foundation Inc.

Kylemore Home Ltd.

Our Lady of Grace Parish

Vaughan Mayor's Spirit of Generosity Fund



WHY I VOLUNTEER AT
ROSE OF SHARON

Janet's Story

"I have seen hope replace fear."

Shortly after I started volunteering at Rose of Sharon, a toddler threw up all over me! And not just a bit of spit up. That was over 20 years ago.

I had heard many stories of girls who discovered they were pregnant and felt they had no choice except to abort the baby or give it up for adoption. Rose of Sharon offers another choice—have your baby and we will support you! I admire the bravery of the young women willing to take on the daunting task of raising their babies.

Over the years, I have seen many young women benefit from the opportunities provided at Rose of Sharon, which include the chance to participate in parenting and life skills programs, receive counselling,

finish high school, and be part of a peer group that relates to what is happening in their lives.

I have witnessed, firsthand, the transition young women have made on the path towards becoming competent and caring mothers. I have seen them gain confidence in their ability to parent and continue their education. I have seen hope replace fear.

Because of Rose of Sharon, hundreds of young mothers and their babies have a better chance to live happy and fulfilling lives. Along with seeing young mothers learn and grow, I love volunteering at Rose of Sharon because I can cuddle their sweet little babies (even if they do spit up on me sometimes!).

Rose of Sharon would like to thank all of our volunteers for their dedication to our mission and invaluable support to all aspects of the agency.

Financial REPORT

April 1, 2016 to
March 31, 2017

Revenues

Catholic Charities	\$357,334
Donations	\$300,759
Events	\$44,028
Federal Government	\$182,746
Municipal Government	\$316,888
Other revenue	\$9,797
Provincial Government	\$49,315
United Way	\$11,858
	\$1,272,725

Expenses

Administrative salaries and benefits	\$170,529
Advertising and promotion	\$7,536
Amortization	\$623
Fund development expenses	\$172,202
Office and related expenses	\$35,995
Program expenses	\$785,977
Rental	\$50,987
Repairs and maintenance	\$11,889
Staff development administrative	\$2,527
Sub-contracts	\$47,089
	\$1,285,354

DEFICIENCY OF REVENUE OVER EXPENSES

(\$12,629)



Get In Touch!

Rose of Sharon Services For Young Mothers

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Newmarket, ON L3Y 1K5

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FAX: 905-853-5949

TOLL FREE: 1-877-516-3715

EMAIL: information@roseofsharon.com

WEBSITE: www.roseofsharon.com



INSTAGRAM

[@roseofsharon_85](https://www.instagram.com/roseofsharon_85)



FACEBOOK

Rose of Sharon Services
for Young Mothers



TWITTER

[@roseofsharon_85](https://www.twitter.com/roseofsharon_85)



Rose of Sharon

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Charitable Registration No.
13323 5903 RR0001