

Annual Report 2020/21



*"We support children and their families
to play, grow, and thrive."*

MESSAGE FROM OUR EXECUTIVE DIRECTOR

It was an uneventful year – NOT the words that will ever be used to describe 2020.

The Annual Report is always a chance to look back on the year that was, and this one will live in our memories forever. We've shifted from seeing closed businesses and schools, barely any cars on the streets, and being fearful of stepping outside our homes to having a multitude of safety precautions in place, delivering service in new and innovative ways, and welcoming the vaccine progress which will help protect us all.

Just eight months before the pandemic hit, we made a purposeful effort to focus on staff mental wellness, and that was a key factor in helping our staff and families through these historic times.

My thanks to our very supportive board for their trust when they said “just do what needs to be done” as we adjusted to the constantly changing needs and updated Covid Safety Plans. Huge thanks to the staff who went above and beyond with their flexibility and creativity, adapting their own personal circumstances, establishing home offices, learning new technology and then helping families connect virtually. We had to purchase additional computers, roll out a digital phone system to replace our outdated analogue one, and join the Zoom/Teams world of virtual meetings.

We were not able to have some annual fundraising events like our Children's Film Festival and McHappy Day, but community members stepped forward in other creative ways, including:

♥ Family testimonials for Giving Day ♥ H&R Block Shredding event and recent quilt raffle
♥ Shuswap Bikers Are Buddies bottle drive ♥ Inclusive Arts button design contest
♥ Lake & Life Apparel's Shuswap Has Heart T-shirt ♥ Dan Meakes' Trekking to Hope for Kids
Individual donors, businesses, non-profit groups, and churches have also been generous with their support.

In a year when many businesses & organizations were just trying to hang on, we were able to grow in some ways. Project Affinity was launched in November, offering small socialization groups for children with autism, and we sponsored another round of childcare training in partnership with Okanagan College to help address the chronic shortage of qualified workers in this oh-so-vital field. The pandemic has brought a welcome spotlight onto the importance of the child care profession.

Planning for my retirement means that the directors on our Human Resources Committee have been very busy with the recruitment process for our new Executive Director. They have done a very careful and thorough job right from our strategic planning session, updating the job description, defining skills and characteristics, posting the job, crafting an interview guide, conducting screening and interviews, keeping staff updated on the progress, and ultimately choosing the successful candidate, Tim Gibson. They will continue to work closely with Tim through his orientation and learning curve as he joins the SCA family. I know he will quickly learn how special and magical this agency is.

My thanks to everyone – co-workers, board members and volunteers, families we serve, community members, and partners. Parenthood is the best/toughest/most rewarding job in the world, and this has been a very close second. Keep on playing, growing, and thriving!



June Stewart, Executive Director

MESSAGE FROM OUR BOARD PRESIDENT

It has been another extraordinary year for the Shuswap Children's Association. Our agency continues to face challenges and successes with providing services and programming during the pandemic and under the COVID 19 restrictions.

One of the highlights of the year is that we earned a CARF three-year accreditation. The CARF report stated, "Shuswap Children's Association provides excellent services that are valued by the community, clients, and other stakeholders." Also, it is noted, the organization benefits from a visionary executive director, creative and innovative staff, and a Board that believes what SCA is best at "caring about our community" as demonstrated by providing high quality services.

Shuswap Children's Association staff continue to provide outstanding services and programs to families and children. Although COVID 19 has posed considerable challenges to both families and staff, our staff have responded with creative adaptations and safe protocols to continue to provide services. The staff connected with families by adapting their programs and service delivery. The staff used ZOOM, Storywalks®, and other innovative strategies to connect with families. In the CARF report, it stated that "families expressed high regard for staff, across programs, for ensuring their communication and connections were maintained during these unprecedented times".

Shuswap Children's Association continues to deal with persistent waitlists for our services and programs. The demands exceed the ability to meet the needs. Our agency developed the *Resource Garden Handbook* to assist families in coping while waiting for services. This booklet was recognized by CARF as being a useful tool for families. Shuswap Children's Association continues to advocate with the government for resources to address the waitlist.

Shuswap Children's Association saw improvements to the work environment. A new ventilation system was installed in the office and new computers/systems were made available for staff to be able to work from home.

The whole Board and Committees did outstanding work in being ambassadors and working on projects throughout the year. The Fund-Raising Committee did a fantastic job by creating videos with family members giving personal testimonies of the services they received from SCA. Not only did these videos pull on the purse strings but most definitely the heart strings of the viewers. As well, these videos had a huge impact on staff, valuing their work and commitment. In addition, the community groups and individuals continue to be generous and providing donations throughout the year. It is truly heartwarming and so appreciated.

Shuswap Children's Association's dynamic Human Resources Committee completed a recruitment and hiring process to hire a new Executive Director, Tim Gibson. SCA welcomes Tim to the agency and looks forward to working with him to continue the high quality service in the community.

Shuswap Children's Association will be wishing a long-time employee, Janie Nelson all the best in her retirement in September. Janie has been a part of SCA for 25 years. With her welcoming smile and never-ending kindness, she been a huge asset both to families and staff.

Finally, our Executive Director June Stewart will be retiring at the end of June. She has been with Shuswap Children's Association for over 10 years. Throughout June's leadership and tenure, she has demonstrated creativity, compassion, wisdom, foresight, and determination, allowing SCA to achieve our Mission Statement; We support children and their families, to play, grow, and thrive. Thank you for all you have done. We wish you all the best in next steps of your journey.



Jo Ann Fowler, Board President

OUR STRATEGIC PLAN AND BOARD

STRATEGIC PLAN

PRIORITIES and OBJECTIVES for 2021-2023

COMMUNITY

1. Provide educational development to improve effectiveness of Board function.
2. Increase Board member understanding of diversity and social issues affecting children and families.
3. Plan opportunities and recruit volunteers to help SCA achieve its goals.
4. Nurture and grow collaborative relationships.
5. Increase the number of partnerships in planning and provision of services.
6. Increase the public's awareness of SCA's vision and services.
7. Increase awareness of SCA's services to physicians and other referral sources.

PEOPLE

1. Implement an effective ED recruitment and transition to new leadership.
2. Support staff through the transition to new leadership.
3. Support staff wellness and mental health.
4. Maintain a safe and respectful workplace.
5. Encourage an open atmosphere for the exchange and development of new ideas.
6. Support staff to develop and achieve their desired professional goals.

PROGRAMS & SERVICES

1. Achieve and maintain maximum CARF accreditation through a commitment to quality and impact.
2. Offer quality services that contribute to healthy families.
3. Increase diversity and inclusiveness of programs and services.
4. Build inclusivity through strategic relationships with diverse organizations and communities.
5. Continue open and transparent communication about program capacity and waitlists.
6. Grow our programs and services to families.
7. Develop a facility plan to meet our program, service, and operational needs.

FINANCES

1. Ensure effective management of cash, assets, and reserves.
2. Position the organization for growth.
3. Achieve security of government funding by meeting all contract obligations.
4. Advocate for increased funding for programs and services.
5. Diversify funding sources.

YEAR 1: Take Care of Our People

YEAR 2: Build our Capacity

YEAR 3: Enhance our Impact

MISSION:

We support children
and their
families to play,
grow, and thrive.

every
child
belongs



OUR VOLUNTEER BOARD OF DIRECTORS

President, JoAnn Fowler

Vice President, Cathy Meakes

Treasurer, Beth Teece

Secretary, Mary Scheidegger

Directors:

Kathie Aitken, Carolyn Iker, Lindsay Blackstock

Monica Kriese, Robyn Jespersen, Trudi Hobson

Thank you for
helping me grow



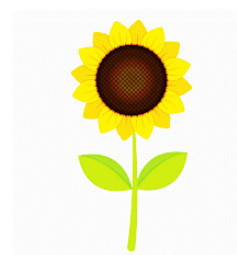
OUR PROGRAMS

MCFD Funded Programs Referrals made by CYSN only	# of Referrals per Year	# of Youth Served	MCFD Funded Hours per Week
Respite Care	0	12	7 (coordinator)
The Loft	3	26	21 (coordinator)
Behaviour Support Services	9	8	10.5 (coordinator)
Total	12	46	45.5

MCFD Funded Programs Referrals made by Parents/Professionals	# of Referrals per Year	Average Wait (Days)	# of Children Served	MCFD Funded Hours per Week
Infant Development	45	35	88	56 (consultants)
Occupational Therapy	33	108	65	15 (therapist)
Physiotherapy	59	42	108	15 (therapist)
Supported Child Development	46	474	92	70 (consultant/coordinator)
FASD Keyworker	5	17	39	21 (keyworker)
Total	188	Average 135 d	392	177

SCA Funded Program Referrals made by SCA staff	# of Referrals per Year	Average Wait (Days)	# of Youth Served	SCA Funded Hours per Week
Family Support Worker	9	113	27	14

Fee for Service Programs Referrals made by Parents	# of Referrals per Year	# of Youth Served
Project Affinity	12	12
The Nest	11	16
Total	23	28



Total Individual Children Served 448

OUR COMMUNITY PROGRAMS

Child Care Resource & Referral & Family Navigator Partnership



StoryWalks® all around the community



Children's outdoor yoga held in Salmon Arm, Canoe, Blind Bay & Silver Creek



Free waterslide day for our clients



Free pumpkin patch visit for our clients



And they had numerous online contests that encouraged outdoor play

Little Caboose Playgroup



Virtual Little Caboose was held in March, April, May, and June



We got to see everybody in person for a short time in October

Family Navigator



Free access to Motoring Munchkins



Monthly book delivery program (outreach)



Coffee and Kids (supporting new moms and their babies)



Silver Creek Playgroup

Child Care Resource & Referral



Chalk drawing to keep everybody smiling



We gave out 105 childcare referrals throughout the community



We were so happy to open our toy library up again and we had 235 visits



We hosted numerous virtual workshops with almost 750 people attending



We had 2 new licensed child care centres open



PLAY IS MORE IMPORTANT THAN EVER

With early intervention agencies already facing large waitlists, the impacts of the pandemic will be felt this coming year. Play is more important than ever and is children's natural way to communicate, connect and develop. Play not only brings fun and joy, it also allows children to develop physically, cognitively and use their imaginative skills. Through play children also learn to process and manage their emotions. Our children's social, developmental, emotional, and mental well-being has been impacted by the pandemic. So, let's get down with our children and PLAY!



- Paint or draw together or paint each other's faces.
- Create a fort in your living room out of blankets or cardboard boxes.
- Play board or card games.
- Play hide-and-seek or have a scavenger hunt.
- Garden together or make mud pies.
- Make play dough or bake cookies (let the kids help).
- Create a treasure hunt for them (leaving clues around the house or yard).
- Do a science experiment or learn magic tricks.
- Learn and tell each other jokes or do shadow puppets.
- Create an obstacle course or compete in a three-legged race.
- Play loud music and dance crazy or sing songs.
- Have a water balloon fight, play with squirt guns, or blow bubbles.
- Explore your yard and look for insects or have a picnic.
- Decorate the house with decorations you make.
- Play school, play dress up or build stuff with Lego. Build paper airplanes and have a flying contest or fly a kite.

