

sustain-ability redefined.

Human connection. Engagement. Confidence. Inspiration. Our approach to sustain-ability revolves around fostering the development of sustain-able skills. Sustain-able relationships. Sustain-able employment. Our mission is to build the foundation of a vibrant, prosperous future. It's a future that starts at home, with mothers who have the right tools at their fingertips. At HIPPY Canada, we know that our children are our most valuable resource. With your support, we can continue to set them up for success with powerful, effective programming.

This year, we're reflecting on how our work empowers mothers to empower each other. We're thinking about how that cycle creates more resilient communities. And we're sharing with you how that resilience will build a robust and sustain-able future for us all.



HIPPY Canada
2015 Annual Report

sustainable growth.

2015 marks HIPPY's 15th year serving families across Canada. We count ourselves lucky to have worked over that time with more than 15,000 individuals – children, parents, and home visitors — who are leading us all to a more sustainable future, everyday. In thanks to them, we spent the year celebrating their milestones in many ways, from coast to coast.

We exceeded expectations through our inaugural *Adopt-A-Reader* program, encouraging HIPPY families to work with non-HIPPY families and support them in reading to their children for at least 10 minutes a day over a three-week period. The 2,000 families involved in the campaign collectively clocked more than 180,000 minutes of reading, and helped us distribute 6,000 books to families in need.

We honoured Her Excellency Sharon Johnston, C.C. and Toronto youth case worker Nagham Fawaz at our inaugural *Because Mothers Matter Awards* for their work in creating catalytic social change at the family and community levels. We also raised awareness of the incredible accomplishments of mothers globally through our Vancouver conference *Mothers as a Catalyst of Change: Inspiration from Around the World*.

We enhanced the capacity of our home visitors to meet the complex needs of isolated Canadian families through a newly developed online and face-to-face professional education program.

We finalized a significant quasi-experimental study, the HIPPY Program Impact Study. After two years of collecting data, the results have offered us incredible insight into the efficacy of our programming, rooted in clear, quantitative evidence.



Moving forward, we will continue to build on our online professional education offerings. We will scale up our evidence-based program to reach even more Canadian mothers, and we will begin to expand the principles of our programming into the areas of health, employment, and economic development.

This year's annual report is crafted to emphasize the evidence-based outcomes you've come to expect from HIPPY. There are many to choose from, but we've selected six that are particularly near and dear to our hearts... the six that we feel play the most significant role in ensuring a successful and sustainable future for us all.

Finally, we want to thank you for believing in the possibility of change, for sharing our passion, and for providing every Canadian mother with the opportunity to ensure that her children enjoy the best possible future. It takes a village, after all. We couldn't do it without you.

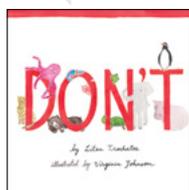
Maureen Boyd
Chair / HIPPY Canada

Debbie Bell
President and Chief Executive Officer / HIPPY Canada

sustain a reader.

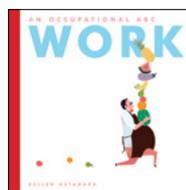
HIPPY holiday picks

Life is better with books! Here's your opportunity to access the books from our programs and at the same time, ensure every child has one. With each purchase of one of our Canadian-published titles, you'll be directly helping a HIPPY mother be their child's best teacher. To buy, learn more, or see more titles, visit hippycanadabookclub.ca.



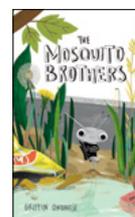
Don't
By Litsa Trochatos

24 pp. (8.75" x 8.75")
Ideal for ages up to 3
\$9.95



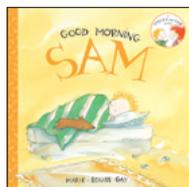
Work
By Kellen Hatanaka

40 pp. (9" x 9")
Ideal for ages 3 to 8
\$16.95



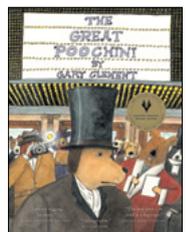
The Mosquito Brothers
By Griffin Ondaatje

128 pp. (8.5" x 5.5")
Ideal for ages 7 to 9
\$14.95



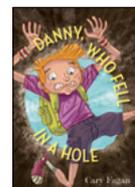
Good Morning, Sam
By Marie-Louise Gay

32 pp. (8.310" x 8.380")
Ideal for ages 2 to 5
\$14.95



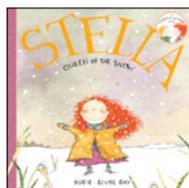
The Great Poochini
By Gary Clement

32 pp. (9" x 6.875")
Ideal for ages 4 to 7
\$9.95



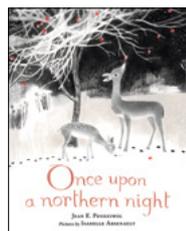
Danny, Who Fell in a Hole
By Cary Fagan

120 pp. (7.5" x 5")
Ideal for ages 8 to 12
\$14.95



Stella, Queen of the Snow
By Marie-Louise Gay

32 pp. (9.310" x 9.310")
Ideal for ages 2 to 5
\$15.95



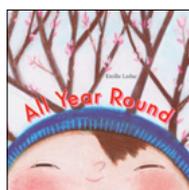
Once Upon a Northern Night
By Jean E. Pendziwol

32 pp. (10.5" x 8.5")
Ideal for ages 4 to 7
\$17.95



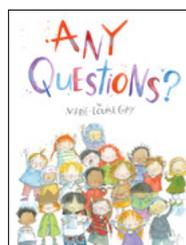
The Elevator Ghost
By Glen Huser

168 pp. (7.5" x 5")
Ideal for ages 8 to 12
\$14.95



All Year Round
By Emilie Leduc

36 pp. (8" x 8")
Ideal for ages 3 to 6
\$14.95



Any Questions?
By Marie-Louise Gay

60 pp. (12" x 9")
Ideal for ages 6 to 9
\$19.95



Blue Mountain
By Martine Leavitt

176 pp. (8.25" x 5.5")
Ideal for ages 8 to 12
\$14.95

motivate.

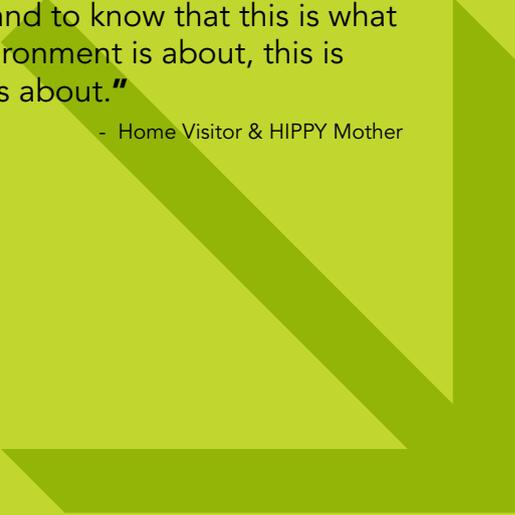
By showing mothers how to lay a strong foundation early on, we instill a lifelong love of learning that keeps kids in school.

A substantial portion of HIPPY participants (**42%**) indicated that they hardly ever or never missed school. In contrast, only **17%** of non-HIPPY participants were able to make the same claim.

(Data sourced from the HIPPY Program Impact Study, September 2015)

"If you're teaching children the HIPPY program, they start to get used to understanding concepts and learning and being in a social environment for later when they go into school. And it broadens their learning capacity. It allows them to not be afraid, and to know that this is what the school environment is about, this is what learning is about."

- Home Visitor & HIPPY Mother



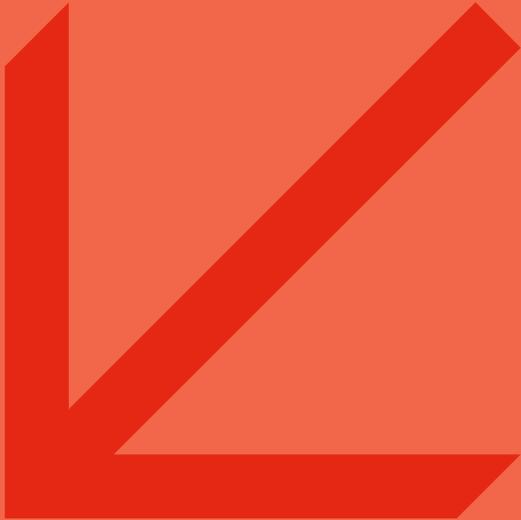
prepare.

By giving mothers the knowledge and tools they need to develop their children's literacy and communication skills, our curriculum ensures kids are ready for and can make the most of school.

After participating in the curriculum for three years, **74%** of HIPPY parents claim that they are very confident teaching their child new things (as compared to **25%** of new HIPPY parents).

"She was very confident in kindergarten because everyday I read and did the curriculum with her. The teacher knew about HIPPY because my daughter read the books with her classmates and talked about HIPPY with her teacher."

- Home Visitor & HIPPY Mother



engage.

By connecting mothers with their community, their children's school, and other local resources, we encourage them to participate in civic life.

After participating in the HIPPY Program for three years, **73%** of HIPPY parents described a strong sense of belonging to their community (as compared to **38%** of new HIPPY parents).

"HIPPY helped me to help other families, so I feel more connected. I'm always looking for resources in the community, for what they need. And because I have to help other families, I am more connected to my community, to programs. HIPPY was my first job when I came to Canada. I have to say... 'Thank you HIPPY. Thank you!'"

- Home Visitor & HIPPY Mother

develop.

By training mothers as home visitors to work with other mothers, we support them in building leadership and communication skills and forming positive relationships at home, at school, and in daily life.

During the past program year, **82%** of HIPPY home visitors had improved their skills to teach and support mothers through the HIPPY curriculum (as compared to **56%** at the beginning of the program year).

“Working with this program has given me the courage, the confidence, the knowledge, and the confirmation that I can be successful here. Not only in helping other families, but HIPPY gives me wonderful educational tools for my kids and for all the kids. And I see development in my self esteem. I see the development with a lot of skills. I learned how to use the computer, how to do... everything. And before HIPPY I was afraid, that’s the thing. I was alone. But I know now I can do it. I am confident now.”

- Home Visitor & HIPPY Mother

financials

Home Instruction for Parents of Preschool Youngsters Canada Statement of Financial Position - Audited Year Ended March 31, 2015

	2015	2014
Assets		
Current		
Cash	\$ 157,981	-
Term deposits	\$ 35,280	\$ 35,000
Accounts receivable	\$ 39,597	\$ 218,937
Materials	\$ 2,407	-
Goods and services tax recoverable	\$ 7,491	\$ 4,723
Prepaid expenses	\$ 11,949	\$ 7,150
	\$ 254,705	\$ 265,810
Equipment	-	\$ 557
	\$ 254,705	\$ 266,367
Liabilities and net assets		
Current		
Bank indebtedness	\$ 68,000	\$ 135,084
Accounts payable and accrued liabilities	\$ 130,251	\$ 58,568
Deferred revenue	\$ 29,125	\$ 40,833
	\$ 227,376	\$ 234,485
Net assets		
General Fund	\$ 27,329	\$ 31,882
	\$ 254,705	\$ 266,367

The summary consolidated financial statements are derived from the complete set of financial statements of the society and they meet the recognition and measurement principles of Canadian accounting standards for not-for-profit organizations.

We have audited the accompanying financial statements of Home Instruction for Parents of Preschool Youngsters Canada which comprise the statement of financial position as at March 31, 2014, and the statements of operations and changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Financial audits prepared by Buckley Dodds Parker LLP Chartered Accountants

Home Instruction for Parents of Preschool Youngsters Canada Statement of Revenues and Expenditures - Audited Year Ended March 31, 2015

	2015	2014
Revenues		
Crowdsource funding	\$ 1,300	-
Program participation fees	\$ 88,408	\$ 75,208
Government Grants - SDPP	-	\$ 22,483
Government grants - AANDC	\$ 388,579	\$ 296,391
Aboriginal grants - MIB	-	\$ 16,280
Government grants - CIC	\$ 962,093	\$ 808,954
Vancouver Foundation	-	\$ 35,000
Fundraising	\$ 78,791	\$ 166,220
Other revenues	\$ 306	\$ 27,200
	\$ 1,519,477	\$ 1,447,736
Expenses		
Accounting and audit fees	\$ 65,820	\$ 58,535
Amortization	\$ 557	\$ 951
Conferences & communication	\$ 8,373	\$ 18,679
Consulting fees	\$ 167,493	\$ 220,519
Insurance	\$ 3,535	\$ 5,311
Interest & bank charges	\$ 4,113	\$ 6,180
Interest on long term debt	\$ 3,699	\$ 1,565
Materials & supplies	\$ 71,358	\$ 108,194
Office & administration	\$ 49,013	\$ 24,822
Other overhead expenses	\$ 13,741	\$ 24,939
Printing	\$ 8,476	\$ 12,077
Promotions & events	\$ 24,182	\$ 16,377
Rent & occupancy costs	\$ 64,283	\$ 46,324
Training	\$ 18,552	\$ 32,457
Travel	\$ 60,954	\$ 63,115
Wages & benefits	\$ 959,881	\$ 753,642
	\$ 1,524,030	\$ 1,393,687
Excess (deficiency) of revenues over expenses	\$ (4,553)	\$ 54,049

inspire.

At its core, HIPPY is about people, and our programming has attracted an impressive array of supporters. They have made it possible for us to provide 15 years of invaluable service to families and communities across Canada.

Our Honorary Patrons

His Excellency, the Right Honourable David Johnston, Governor General of Canada, and Her Excellency, Sharon Johnston

HIPPY Board of Directors

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HIPPY is endorsed by:

Hershell Ezrin, Founding CEO of CIJA (Canadian Council for Israel and Jewish Advocacy and former Deputy Minister and Principal Secretary to Ontario Premier David Peterson)

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David Jacobson, Vice-chair of BMO Financial Group and former U.S. Ambassador to Canada and Mrs. Julie Jacobson

Grand Chief Edward John (Akile Ch'oh), Hereditary Chief of Tl'azt'en Nation and North American Representative to the United Nations Permanent Forum on Indigenous Issues

Landon Pearson, former Senator and chair, Landon Pearson Centre for the Study of Childhood and Children's Rights

Funders

HIPPY program funding: Aboriginal Affairs and Northern Development Canada, Citizenship and Immigration Canada, North Growth Foundation, Stantec

Event sponsors: BMO Financial Group, CN Rail, Port Metro Vancouver, Promontory, Simon Fraser University, Somar Foundation, SNC-Lavalin, Sky Service, Somar Family Foundation, TD Bank

Family supporters (multi-year donations): Tim and Sheila Casgrain
Barbara and Barry Dong
Carol and Ron Slater

For a full list of HIPPY Canada staff and our 23 sites, please visit hippycanada.ca.

All of the inspiring outcomes discussed in this report come from our 2014-15 Performance Management Report.

empower.



By offering mothers an avenue for gainful and rewarding employment as home visitors, we provide them with the opportunity to pursue new career and financial goals.

HIPPY sites in Canada employ **104** home visitors, **62%** of which were (or still are) moms in the program.

"I really want to say that HIPPY Canada is a great program for newcomers. They help a lot, and everything is free for the mothers. And they provide so much information. The most amazing thing they provide, though, is self-esteem. They help us guide other families and have the Canadian work experience that is so important."

- Home Visitor & HIPPY Mother



elevate.

By improving the self-assurance and overall skill sets of all mothers, we promote the upward income mobility of families.

Over the course of the three-year program, HIPPY participants were found to increase both their earning power and their likelihood of home ownership significantly more than non-HIPPY participants.

(Data sourced from the HIPPY Program Impact Study, September 2015)

“I was enrolled in the Social Worker Program in Langara after I received the (Carol & Ron Slater) scholarship. I completed the program with a diploma, and am planning to pursue a Bachelor of Social Work starting next September. I worked as a mental health worker at Kettle Society after I got my diploma, and I was able to provide my family a better life with stable income.”

- Home Visitor & HIPPY Mother

what's your sustain-ability?

Help us build the future, today.

Thanks to more than 40 years of hands-on experience, we at HIPPY know that everything (and we mean everything) starts at home. You can play a key role in crafting a sustain-able future for us all by increasing our capacity to empower mothers, fathers, and children from coast to coast. Parents are their children's first and most important teachers, and with the help of generous contributions from individuals like you, we can continue to develop and provide them with the tools, engagement, and support to help their children reach their fullest potential.

Join our Sustainers Club

Bronze: \$50 monthly / **Silver:** \$100 monthly / **Gold:** \$300 monthly

Your contributions to HIPPY Canada go directly toward supporting the professional education, employment, and performance management of our in-home visitors, as well as to the ongoing research and development of our curriculum.

Visit hippycanada.ca today to become a regular sustainer, or to make a one time donation of any amount. We have incredible gratitude for your support.

"When we invest in our children, we build a better, healthier, more prosperous society."

Prime Minister Justin Trudeau



HIPPY Canada
Because Mothers Matter.



**Aboriginal
HIPPY Canada**
Nation building family by family