



Rose of  
Sharon

SERVICES FOR YOUNG MOTHERS

ROSEOFSHARON.COM  
PARENTSCONNECT.CA

# Annual Report

2022/23



# REPORT

## Board Chair & Executive Director



Susan LaRosa, Board Chair

As Chair of the Board of Directors of Rose of Sharon, I am always impressed with the dedication of the members of the Board, the tireless leadership of the Executive Director, the hard-working staff, the committed volunteers, and the generous and faithful donors. Our teamwork enables Rose of Sharon to offer free of charge everchanging services and programs to meet the needs of young mothers and their families. Our Annual Report illustrates the impact experienced by our young moms while participating in life at Rose of Sharon.

We address the societal demands facing young families and empower them to embrace their strengths and continue to be life-long learners through the generosity of our donors. You will note in the financial report fundraising goal is approximately 1/3 of our annual budget. We are indebted to our one-time and monthly donors, the schools, churches, community service clubs, local businesses, and foundations who understand our mission and wish to contribute to the well-being of the next generation. Thank you for promoting Rose of Sharon among family and friends and encouraging others to consider becoming donors.

In our welcoming and inclusive setting, we place great importance on providing support to all individuals who seek it. With a dedicated Board of Directors overseeing our organization and the unwavering commitment of our staff and volunteers, we work tirelessly to fulfill our mission and help young mothers achieve their goals. The rising cost of living, coupled with inflation and shrinkflation, has created significant challenges for pregnant and parenting youth. To address this, Rose of Sharon supports them through initiatives like Rosie's Closet and the food pantry, which provides essential items.

The services we offer are of utmost importance to young mothers who are struggling to cover expenses and ensure food is on the table. Our support is made possible thanks to the generosity of donors and funders. It helps alleviate financial burdens, reduces stress and supports a more positive mental health and overall well-being. Through counselling, skill-building, access to education, nutritious food, and friendship opportunities, we create an empowering environment for young mothers.

We successfully held our annual Charity Golf Classic last year and are excited to announce its return on Saturday, September 16, 2023. This event is made possible thanks to the hard work of our volunteer golf committee and through our longstanding partnership with Founding Sponsor - Picone Real Estate who organized the 1st tournament four years ago. Generous Sponsors and Golfers help us reach our fundraising goal and everyone has a fun day together thanks to our favourite Celebrity Host - John Catucci, Food Network Canada's Host of 'You Gotta Eat Here!' and 'Big Food Bucket List!'.

Rose of Sharon strives to play a vital role in the lives of young mothers in need. Thanks to the commitment of our community, we collectively become an integral part of their journey. On behalf of myself, the leadership team and staff, thank you for your support.

Susan LaRosa  
BOARD CHAIR



Deanne Kukulewich,  
Executive Chair

Deanne Kukulewich  
EXECUTIVE DIRECTOR

# OUR MISSION



*Empowering young mothers to embrace their strengths and support the future they envision for themselves and their children.*



## About Us

For 38 years, Rose of Sharon Services for Young Mothers has provided free supportive programs and educational services in York Region to pregnant and parenting youth mothers (14-29 years) while they build greater stability in the lives of their children. Our programs empower young mothers to embrace their strengths, continue high school, build parenting skills, increase child development knowledge, receive personal counselling and have access to food and practical supports needed to raise a healthy family. Offered online and on-site in a welcoming, safe and inclusive space - youth parents set goals and work toward building the future they envision for themselves and their children. 100% of the free programs and services that we offer are funded thanks to community support.

## Values

### Courage

We honour courage by embodying acceptance, empathy and respect for every individual.

### Belonging

We foster connections to create meaningful relationships and a culture of belonging for young mothers.

### Inclusivity

We embrace diversity by creating open and welcoming spaces and programs.

### Responsiveness

We develop innovative practices to meet our families' evolving needs.

## Board of Directors

Susan LaRosa  
**CHAIR**

Lynn Conforti  
**VICE CHAIR**

Andree Vincent  
**SECRETARY**

Thomas Reid  
**TREASURER**

Bob Interbartolo  
Sarah Mocherniak  
Vincent Picone  
Laura Rice  
Nakeita Ysrayl

## Program Roster



**York Academy High School**



**All Babies Count (ABC)**  
Prenatal Nutrition



**Rosie's Closet**  
Food Security & Practical Support



**Child Development Centre**



**Group Programs**



**Counselling Services**

# Land Acknowledgement



We would like to acknowledge the Indigenous people who lived here before us and live here still, who cared for this land and were forced to share it with us under the Williams Treaty of 1923: The Wendat, the Anishinabek Nation, the Haudenosaunee Confederacy and we recognize the Chippewas of Georgina Island First Nation as our neighbours to the North.

It is important that we not only acknowledge the land but also continue to reflect and be both allies and accomplices in increasing an awareness of Indigenous presence and land rights in everyday life.

## Our Impact & Participant Outcomes

In its 2022–23 fiscal year, Rose of Sharon served...



**250**  
MOMS



**4**  
scholarships awarded



**81**  
CHILDREN



**108**  
mothers participated in prenatal, parenting and personal development group programs



**151**  
participants in our food insecurity and practical support programs

In 2022's annual participant survey, young moms who received our support self-reported the following improvements in their lives:



**91%**  
improved decision-making skills



**85%**  
improved sense of self-worth



**85%**  
improved family stability



**81%**  
improved interpersonal relationships



**84%**  
increased hope for the future



**83%**  
improved parenting capacity

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Postal Code

\*Enter Postal Code Here

L3Y 1K3

Search

PARENTS  
connect.ca

Join our **NEW** easy-to-use Resource portal!

Parents Connect provides safe and secure means of attaining info and resources during your parenting journey.



Browse and locate Rose of Sharon's **Programs**, digital and print **Library Resources**, as well as **Services** nearest to you!



Want to keep your visits private? Use our omni-present **Safety Exit** feature.

Special thanks to the Government of Canada for its financial support of the Healthy Communities Initiative project through Community Foundations of Canada. **#HealthyCommunities**

Canada



COMMUNITY  
FOUNDATIONS  
OF CANADA

FONDTIONS  
COMMUNAUTAIRES  
DU CANADA



Canadian  
Urban  
Institute

Institut  
Urbain du  
Canada

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# Community Support

## Thank you

To our dedicated volunteers and generous donors for their continued support!



**75 volunteers** contributed **2019 hours** of their time, valued at approximately **\$53,300** in Donated Volunteer Support.

\*Based on a 2012 TD Economic study, "An Economist Case for Volunteering," a volunteer's average hourly rate is \$26.40/hr (adjusted to cost of living).

In the words of a Rose of Sharon Mother...

# Carlye's Story

*"Rose of Sharon helped not only with my education, but also with emotional and practical supports. They made me feel so welcomed from the very first day."*

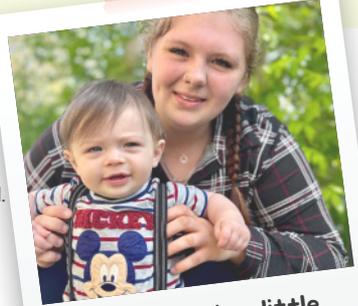
During my time at Rose of Sharon, I have grown more than I ever thought I could. I came here feeling so alone and confused. As a young mom, there's so much to learn and I had no idea where to start. Without knowing it, Rose of Sharon would soon help me through so much more than I could've expected. Rose of Sharon helped not only with my education, but also with emotional and practical supports. They made me feel so welcomed from the very first day.

My education was my number one priority: I wanted to graduate so I could apply to college and get back on track. Little did I know, my teacher was the best fit possible. In addition to her being an amazing teacher, she became one of my closest friends. She could always tell when I was upset or if there was something going on and she was able to help me talk through things and get my work done at the same time. She helped me meet my goals on time and if I didn't understand something, she would patiently explain it to me in various ways so I could better understand.

When I first started at York Academy, I was struggling mentally, I didn't know who I was anymore. I used to think that being popular and having a million friends was everything I needed, but throughout my time here I realized my own self worth, and how much more I could accomplish with that focus. Having a small group of friends who are motivating and genuinely make you happy is a hundred times better than having a million friends who don't know anything about you. I got a lot of support from everyone at Rose of Sharon. They are an amazing team and it shows in how well they work together.

Support is not something I was lacking in my life, but everyone here supported me in ways I did not even know I needed. The support I received was more than I could have ever expected. I was shocked to find out that they offer practical supports like groceries, toiletries, and anything I could ever need for Lucas. There are also counselors that I can talk to. They genuinely listen, making me feel heard. Everyone here makes you feel validated about your issues no matter how big or small they are. I made so many new friends and I am so thankful for everyone I met here that I get to call my friends, from the students to teachers and staff.

The Child Development Centre was a huge part of my success here at Rose of Sharon. Once Lucas was old enough to go to the CDC, I was able to really get some school work done. Not only that, having time to myself during the day was extremely helpful when I went home at the end of the day. I was able to have some time for myself to think and reflect on what I was going to do next. I loved having the opportunity to focus solely on my learning goals during the day, so when I got home, I was excited to spend time with my baby and wasn't overstimulated or frustrated from trying to juggle both. Without the CDC, I would not have been able to accomplish what I did in the time span I did it in. My experience at Rose of Sharon was so much more than I thought it would be. I am so glad and thankful I decided to come here to finish high school and finally get my diploma. I cannot easily put into words how thankful I am and will always be grateful for everything they have done and continue to do for me.



Carlye with her little boy, Lucas.



Why we volunteer at Rose of Sharon...

# Judy & Bob's Story



**Judy and Bob share  
their volunteer journey**

*"It has been both inspiring and humbling to share the journey with the participants who have demonstrated such courage and openness to learning the depth of what it takes to be a healthy person and a parent."*



Judy and Bob have had a long-standing relationship with Rose of Sharon's co-founders, the Sisters of the Good Shepherd and have known the Rose since its inception. In the past 22 years we have grown closer to both the diverse staff and participants. We have come to deeply appreciate the depth of professional commitment demonstrated by staff. It has been both inspiring and humbling to share the journey with the participants who have demonstrated such courage and openness to learning the depth of what it takes to be a healthy person and a parent.

Judy has especially relished the time spent with staff in supporting the food security programme and delivering food, clothing and diapers all across the Region of York. She gladly makes havoc at our Annual Golf Classic as she and tournament volunteers ache with laughter throughout the fundraiser.

Bob has been a member of the Board of Directors since 2002 and says, "When my role as an appointed member representing the Sisters of the Good Shepherd discontinued, I gladly volunteered for election because I am so won over by the dedication, energy and commitment of the many staff and volunteers here...I just love the Rose!"

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*\*Our Food Security & Rosie's Closet programs currently support 150+ young families each month thanks to volunteer and donor support.*

Why we support Rose of Sharon...

# Market Brewing Company



The hardworking team at Market Brewing Company



*"...we are honored and humbled to work alongside Rose of Sharon because they provide such amazing support, care and services for these young ladies."*

At Market Brewing we pride ourselves on being active members of our community. In our six-year journey, we discovered an amazing community filled with talented, hardworking, fun, driven, and positive people and organizations. We would eventually meet the wonderful people at Rose of Sharon and learned about the incredible support they provide to young prenatal and parenting women of York Region. Shortly after that, we began to work on events and initiatives together and we've never stopped.

With team members who have young families, we deeply understand the joys and challenges of parenting. We recognize the great difficulty of raising a child while juggling financial responsibilities and pursuing education at a young age. Some of us were also raised by a single mother so we've seen how hard it is first-hand. We're honoured and humbled to work alongside Rose of Sharon because they provide such amazing support, care, and services for these young ladies. The board, the staff and the volunteers are all such kind and generous people so it's no surprise as to why Rose of Sharon is one of our finest charitable organizations (going back to 1985!).

We've worked alongside Rose of Sharon on several annual events. The first in chronological order is their fun Charity Golf Tournament, which we proudly attend as the beer sponsor, offering tasty drinks every year. It's a great day supporting Rose with golf, food, drinks, prizes and more! It's also a pleasure to work with Picone Real Estate at the golf classic and for Diaperama. What is Diaperama? Just an awesome giant diaper party held at the Market Brewing Taproom every April. The support from the community always leaves us awestruck. The event features live music, drinks, food, prizes, and raffles, but the real attraction is the 'Diaper Mountain' and coming together to support Rose of Sharon. The 2023 edition of Diaperama saw over 200 boxes of diapers donated!

At Market Brewing, on Thursdays, we host charity bingo nights where we raise funds for a different local organization monthly. Rose of Sharon is our chosen charity every October, with donations reaching over \$2,000 in 2022! Market Brewing is a community-based craft brewery, taproom, bingo hall, event space, bottle shop and artisan marketplace. With a wide range of activities such as trivia, bingo, fundraisers, live music, and more, there's something for everyone. We make beer, Hard & Fancy seltzers, and Fancy sparkling water, and we are dog friendly with many local food trucks on-site too! We also cater to private events like weddings and retirements. Our partnership with Rose of Sharon grows stronger each year, and we look forward to continuing to support everywhere we can. Cheers!

**Save the Date!**  
**4th Annual Charity  
Golf Classic**  
September 16, 2023  
**Bingo for Rose of Sharon**  
October 2023  
**3rd Annual Diaperama**  
Friday April 12th, 2024

# Happy Retirement, Shirley!

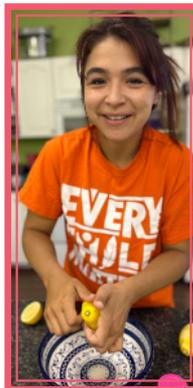
Throughout the years, Shirley Dionne has been an invaluable asset. With her infectious smile and boundless energy, she approached each day, supporting our board, staff, clients, volunteers, and anyone who crossed our threshold. Shirley, we send you our heartfelt wishes for a wonderful retirement, and we know that our annual family holiday baskets will now be missing their esteemed head elf!



# Congratulations



2023 York Academy Graduates



**SCHOLARSHIPS AND BURSARIES GENEROUSLY PROVIDED BY:**



Sisters of the Good Shepherd



Colleen Kelly Memorial Scholarship



**SPECIAL THANKS TO OUR CELEBRATION NIGHT SPONSORS:**



Brad Bobesich

Malay Douk

The Tong Family

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# Donor Support

As a registered charity, Rose of Sharon relies on the financial and in-kind contributions of individuals, businesses, service groups, community partners, foundations and grant funders to finance 100% of the free programs and services that we offer. Special thanks to our generous donors:



# Special Events



**BUY A CHEESECAKE.  
SUPPORT SOMEONE IN NEED.**

\$1 FROM EVERY CHEESECAKE SOLD WILL BE DONATED  
TO ROSE OF SHARON.

For the month of May, **Supermoon Japanese Style Cheesecake** in Newmarket donated \$1 for every light and fluffy cheesecake that was purchased.

Everyone loves this delicious dessert as much as we do! Rose of Sharon received \$2,200 in support of our family care packages delivery program.



*for mom,  
for women*

Our community celebrated the mothers in their lives and supported our young moms as well! On Mother's Day weekend, **State & Main Kitchen Bar** in Aurora generously donated \$10 from every fulfilled online reservation to Rose of Sharon. We received \$900 in support of our family care packages delivery program.



**THE HOEDOWN**

PRESENTED BY MAGNA

SINCE 1987

Yeehaw! We were honoured to be 1 of 30 community charities, non-profits & community groups to receive \$10,000 funding support from the **Magna Hoedown Community Fund!** Together we support 153,000 residents living in York Region. Thank you to Magna for continuing to invest in our community.

# Special Events |



We hit a hole-in-one! Thanks to the tremendous generosity of our sponsors, golfers, donors and supporters – our **Charity Golf Classic** raised \$54,000! Proceeds support Rose of Sharon’s free programs and services for young moms and their little ones. We simply couldn’t have achieved this success without the support of our community partners. Our heartfelt thanks for golfing with us, supporting our raffle/auction, participating in the contests and making this fundraiser a lot of fun!



Thank you for helping us build a **Diaper Mountain!** Over 200 boxes of diapers were donated. We had a great night with live music from Tangent Live, delicious food from Zucca’s on the Go!, Market Brewing’s best bevies, 50/50, raffle, diaper games and more! Our heartfelt thanks to our generous sponsors: Market Brewing Company, Picone Real Estate, Neighbour Media, raffle prize donors and our community friends who made this a tremendous success!

# Financial Report

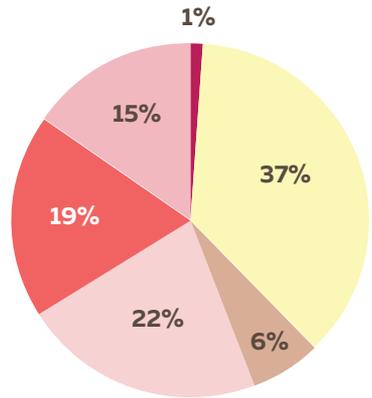
April 1, 2022 to  
March 31, 2023

## Revenues

### Legend (Revenues)

Federal Government	\$217,633
Municipal Government	\$261,861
Catholic Charities	\$308,405
Foundations/Grants	\$92,483
Donations/Fundraising	\$516,021
Other Revenue	\$13,859

\$1,410,262

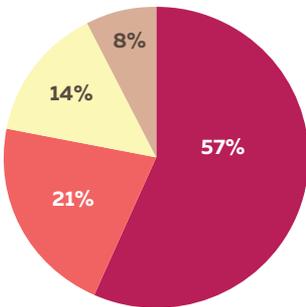


## Expenses

### Legend (Expenses)

Program Costs	\$750,239
Admin Salaries & Benefits	\$284,961
Operating Costs	\$189,654
Occupancy Costs	\$102,378

\$1,327,232



*In 2022, the in-kind value of donated diapers, baby care supplies, personal hygiene products, clothing, baby food, formula and food was valued at **\$138,319.45!** This generous contribution from community supporters significantly reduces the cost of operating our food insecurity and Rosie's Closet programs.*



CONNECT  
WITH US



# Rose of Sharon

SERVICES FOR YOUNG MOTHERS

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TOLL FREE: 1-877-516-3715

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WEBSITE: [www.roseofsharon.com](http://www.roseofsharon.com)

PORTAL: [www.parentsconnect.ca](http://www.parentsconnect.ca)



FACEBOOK

Rose of Sharon Services  
for Young Mothers



INSTAGRAM

@RoseofSharonYoungMothers



TWITTER

@RoseOfSharon\_YR



LINKEDIN

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Charity Registration Number:  
13323 5903 RR0001