



Rose of Sharon

SERVICES FOR YOUNG MOTHERS

ANNUAL REPORT
2020/21



Board Chair and Executive Director

REPORT

It remains an honour to speak on behalf of the devoted volunteer members of the Board of Directors as we navigate this unprecedented time and ensure Rose of Sharon continues to provide quality services to pregnant and parenting young mothers living in York Region.

We thank Deanne Kukulewich, our new Executive Director, for her collaborative leadership as the agency effectively adapted to the ever-changing phases of the pandemic. We are also very grateful for the talented staff and dedicated community volunteers who work tirelessly to support young parents, ensuring they know that they are not alone and that Rose of Sharon is here for them.

We appreciate this opportunity to thank the many donors who so generously contribute to Rose of Sharon. Your support makes it possible for us to provide much-needed services, free-of-charge to hundreds of youth mothers and their children each year. It is heartwarming to know that we are assisted in our mission by grant funders, local businesses, schools, churches, community partners, service groups and individual donors. Rose of Sharon needs to meet the challenge of annually raising 1.5 million dollars and we simply couldn't offer the programs and services that we do without the financial support of donors.

In closing, Rose of Sharon is well positioned to meet the needs of local young families now and to enhance our services in the future with your continued support. Thank you for joining us in providing quality health and well-being support to the next generation.



Susan LaRosa, Board Chair

Susan LaRosa
BOARD CHAIR

The successes we celebrate from this past year are the results of amazing dedication from our participants, great work by the staff, and ongoing support from our committed volunteers, our board members, community partners, funders and donors.

The pandemic year has been like no other but our team rose to the challenge. Programs and services were immediately pivoted from on-site to offering online programs and virtual high school;

counselling continued through telephone calls, and visits to Rosie's Closet morphed into regular home deliveries of groceries, diapers, baby food and family care supplies. Throughout these uncertain and isolating times, we made certain that pregnant and parenting youth mothers knew that Rose of Sharon was still there to lend a friendly helping hand.

For the past 36 years, our charity has supported young mothers and their babies, and this past year we expanded our reach by offering support to young fathers who also want to learn how to become good parents to their children through a new virtual drop-in program called, 'Dad Talk'. Response has been positive and we are excited to see how this service will grow.

The ongoing dedication of everyone involved continues to provide us with hope and gratitude as we look forward to a healthier and more prosperous year ahead. On behalf of myself and the leadership team, thank you.

Deanne Kukulewich
EXECUTIVE DIRECTOR



Deanne Kukulewich,
Executive Director

About Us

For 36 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.

Our Mission

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

Our 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 the evolving needs of our families.

Board of Directors

Susan LaRosa CHAIR

Lynn Conforti VICE CHAIR

Thomas Reid TREASURER

Andree Vincent SECRETARY

Gurneet Bhela

Kirsten Eastwood

Bob Interbartolo

Vincent Picone

Amber Smith

Land Acknowledgment

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 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 and Participant Outcomes

In the 2020–21 fiscal year, Rose of Sharon served

247 MOMS

and

167 CHILDREN



8

scholarships awarded



175

mothers participated in prenatal, parenting and personal development group programs



119

mothers participated in our food security and practical supports programs

In our 2020 annual participant survey, young moms who received support from Rose of Sharon self-reported the following improvements in their lives:



89%

improved family stability



93%

improved decision-making skills for themselves and their children



87%

improved sense of self-worth



83%

improved parenting capacity



86%

improved interpersonal relationships



89%

increased hope for the future



Left: Nakeita with her husband, Daniyah & their children (2019)
Centre: Nakeita's graduation celebration at Rose of Sharon (2018)
Right: Nakeita and her children (2021)



IN THE WORDS OF A ROSE OF SHARON PARTICIPANT

Nakeita's Story

"Shoot for the stars & if you miss you'll land on the stars."

This is a quote I heard in my years at Rose of Sharon. It helped me get through my years of education and motherhood at a young age.

At 15 years old I found out I was pregnant with my daughter Gabriyahla, my whole life changed in the blink of an eye. The fear of being a mom so young hit me all at once. Thankfully being around children was normal for me. Having 2 younger brothers and my sister had also had a child young. She was the one who told me about the Rose when she found out I was pregnant.

I didn't want to stay at my normal high school. I was 16 and pregnant and honestly did not want to deal with the drama. So I enrolled at Rose of Sharon and began after March break of my school year! Completing high school for me was always something I wanted to do for myself and was determined to do. I refused to be a stereotype and disappoint my father. At the Rose they knew my goals, they helped me learn how to be a mom and a good one at that. The environment is so comfortable and loving.

It was a second home to me. I needed that.

The love and support that you receive while you're there and even after you leave is overwhelming (in a good way of course). It's such a good feeling being at a school where everyone understands you.

The staff has created such a trusting and positive environment that it's hard to ever be in a negative space on your own. From the counselling, to the programs available and the teaching, everyone is destined to be successful if they chose! My children were always taken care of and given so much love while I attended class and programs.

When I was pregnant with my son at 19 I finished high school and graduated. The best feeling ever! 2 kids and graduating.

I will always and forever be grateful to Rose of Sharon, they are a big reason for where and who I am today! Thank you to everyone there the staff and everyone who has loved and supported me and my children!



WHY I VOLUNTEER AT ROSE OF SHARON

Tom's Story

"It has been a genuinely rewarding experience being involved with such a professional and caring organization."

I first became aware of Rose of Sharon many years ago before I retired. My colleagues and I would hold many food or clothing drives and on occasion representatives, volunteers and clients would speak to us about the many programmes they offered and how they made a difference in the lives of young mothers and their children. I was always impressed with the dedication and professionalism of the staff and I felt I could do more on a personal level.

After retirement and with some spare time on my hands, I decided to offer my services as a volunteer driver. I enjoyed meeting and driving the young mothers and their children to and from the various programs offered both at the main facility and on occasion at different off-site locations. I then started collecting donations from various businesses in York Region, distributing Christmas baskets and during COVID times delivering grocery boxes to young mothers throughout the region.

It has been a genuinely rewarding experience being involved with such a professional and caring organization. The young mothers are always very appreciative of the time and effort I give in driving them to their programs and when I deliver food or Christmas baskets it's like being Santa Claus. What can be better than that? I certainly have received far more than I've given by being involved with Rose of Sharon.

Due to the pandemic the number of volunteers we worked with was reduced. 27 volunteers contributed 587 hours of their time, valued at approximately \$15,497 Volunteer Donated Services*



Special thanks to our volunteer photographer, Danielle Koren, for the Annual Report portraits.

*Based on TD Economic study of 2012 – "An Economist Case for Volunteering" which indicated that the average hourly rate for volunteer work is \$26.40/hr (adjusted to cost of living)

WHY I GIVE TO ROSE OF SHARON

Lisa's Story

"... it struck me that there were young women navigating the challenges of high school, while supporting their newborns, and learning to be a new mom. At that point, I decided I wanted to do more, I needed to do more."



The Jesse tree at Christmas time was my first introduction to Rose of Sharon through our parish. When our children were young, our family looked forward to pulling tags off the tree and bringing our items to fill the base of the tree. As our children grew older and started high school, we continued the tradition. As we pulled tags from the tree one year, it struck me that there were young women navigating the challenges of high school, while supporting their newborns, and learning to be a new mom. At that point, I decided I wanted to do more, I needed to do more.

I connected with Anna Pavan, the Executive Director at the time, and was fortunate to be able to join the Board of Directors. The Board provided me an opportunity to learn about the programs, the impact of the organization on the lives of the young mothers and their children, as well as the financial challenges facing the organization on an annual basis. With limited government funding, Rose of Sharon's fundraising program is vital to being able to provide the high caliber programs for all of its clients. Becoming a monthly donor created a strong connection for me with the organization and its services – and it was so easy to maintain!

During my time on the Board, I was also able to participate in the Board funds matching

program, the Christmas basket program, and several community fundraising events sponsored by local businesses. Each of these additional donor events provided a chance to meet new people in our community, learn more about the impactful work of the agency, and contribute to the agency's ability to support young mothers.

Being a member of the Rose of Sharon Board and a regular donor has been far more of a gift to me than any gift I have given to the agency. Through my connection to Rose of Sharon, I have learned about the tremendous enabling power of empathy, compassion and respect. The gifts of hope and investment in the future of our young mothers and their children is incredibly powerful. I have finished my term on the Board but I have continued my commitment as a monthly donor. The monthly donor program helps me stay connected to Rose of Sharon and it helps Rose of Sharon support young mothers in our community – a win/win from my perspective! Thank you to the team at Rose of Sharon for all that you do, and thank you to the young mothers for entrusting Rose of Sharon to be part of your journey.

If you aren't already a monthly donor – sign up, you can make a real difference!

Celebrating Donor Support

As a registered charity, Rose of Sharon relies on the financial contributions of individuals, businesses, service groups, community partners, foundations and grant funders to finance 100% of the free programs and services that we offer.

We couldn't offer this support without you. Thank you to our generous donors:



Johansen Larsen Foundation



Prestige Granite Design Inc.

Due to the pandemic our In-Kind donation program was significantly reduced. In-kind donated family care items and program supplies valued at over \$13,765.

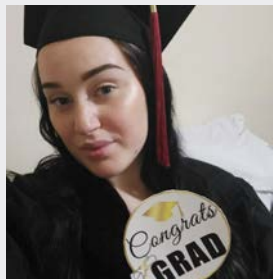
Congratulations to our 2021 High School Graduates!



Your hard work and commitment to succeed has paid off!



Congratulations!!!
to our
2021 Ontario Secondary School Graduate!!
Welcome to your
Graduation Party in a Box!
This box contains everything you'll need to celebrate your graduation from the safety of your home with those you are closest to!!
We only ask one thing.....
Take lots of pictures of you and the members of your household using the items to celebrate your graduation from high school. (There is a list of suggestions in the box.)
Then, send 8-10 of your favourite photos to Leah Hovey at lhovey@roseofsharon.com or text to (905) 252-2680 so that we can compile them into a slideshow to be shown at this year's Celebration Night 2021. Woohoo!!
To ensure the photos get into the slideshow, please send them no later than Monday June 14, 2021.



Special thanks to our graduation sponsors:

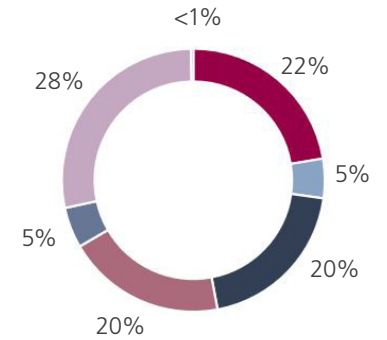
Prestige Granite Design Inc. & Spectrum Healthcare Foundation

Financial REPORT

April 1, 2020 to
March 31, 2021

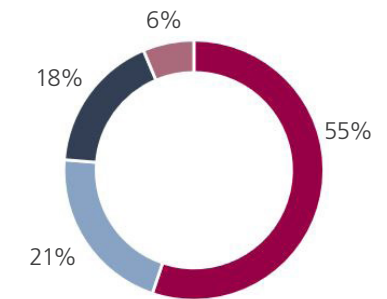
Revenues

Federal Government	\$277,218
Provincial Government	\$60,050
Municipal Government	\$245,926
Catholic Charities	\$242,521
Foundations/Grants	\$62,000
Donations/Fundraising	\$348,479
Other Revenue	\$3,453
Total	\$1,239,647



Expenses

Program Costs	\$636,022
Administrative Salaries and Benefits	\$243,325
Operating Costs	\$200,284
Occupancy Costs	\$73,017
Total	\$1,152,648



Charitable Registration No. 13323 5903 RR0001



Rose of Sharon

SERVICES FOR YOUNG MOTHERS

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INSTAGRAM

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



FACEBOOK

[Rose of Sharon Services
for Young Mothers](https://www.facebook.com/RoseofSharonServicesforYoungMothers)



TWITTER

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