

2021 ANNUAL REPORT



“BE THE BEST YOU CAN BE”





Board of Directors

*Dr. Catherine Clark
Sudha Datta
Anne Atkins
Peter Johnson
Sue Ellen Javier-Daluz
Anokhi Khamar*

VISION

To offer quality programmes and services that recognize the community's strengths, diversity, and needs.

MISSION

Responding to the needs of families and youth in our community.

VALUES

Heart Beatz/Cliffcrest Community Centre is committed to:

- The right of all individuals to mutual respect and acceptance of others without biases based on gender, race, ethnic identification, sexual orientation, social status, experience traditions and heritage
- A positive and safe environment based on cooperation, open communications and team-work.
- Supporting and strengthening clients and staff through equitable treatment, education and opportunities for growth and development
- Continuous quality improvement based on feedback, evidence and best practices
- Integrity, social responsibility, accountability, and the highest ethical standards.
- Programmes and services that are benefit to our stakeholders and the community

Youth Services

Our Youth division delivers two afterschool programmes – middle school and high school as well as summer camp. Our programmes increase youth's: physical activity, healthy living habits, cooking skills, nutrition knowledge/habits, leadership skills and life skills. This is achieved through playing sports and active games, outdoor play, arts & crafts, goal setting, future career planning, community leadership projects, etc. This year we often moved programming outdoors and enjoyed swimming, hiking, walks and outdoor active games. Youth are provided with healthy snacks and receive assistance with homework. Youth interact in a safe environment where they feel comfortable speaking with staff about the many complex issues they face in their homes, school, friendships and neighbourhoods.

2021 was a challenging year for our youth with the Covid-19 pandemic resulting in school closures and virtual learning. When surveyed, our youth reported: feelings of social isolation, struggles with virtual school, not getting enough physical activity, over/under eating, feeling stressed, anxious, and depressed. Recognizing the ongoing impacts of the Covid-19 pandemic on youth, our programmes moved to a virtual platform (Zoom) in the spring. Youth received activity kits and met with staff on Zoom to work out, socialize, play games, do arts & crafts, and cook together. Virtual programming allowed us all to feel connected to each other and less isolated. Everyone was very excited when our summer camp opened back up for in-person services after a long spring lock down.

Youth:

The best part of Heart Beatz is the kind staff, getting my volunteer hours, the activities, physical games, hanging out with friends and eating snacks. – Youth Participant

I like to come here because I get to socialize with other youth, my friends, and staff. I also like the sports: basketball, dodgeball, and badminton. – Youth Participant

Parents:

My son has benefitted from the youth programme a lot. It helps him in interacting with the people in community, he has become more independent, responsible, and confident. His social, friendship, self-management and time management skills have increased. As a newcomer to Canada, this programme has been very helpful for him learn about Canada and different cultures. During tough times of the pandemic, this programme helped him connect with his friends virtually. He is very, very happy in this programme. We also received free tickets to trips such as trips Ontario Science Centre, museums and sports games which we really enjoyed. We as a family really appreciate all your efforts. It is really, really amazing! - Parent



Number of Youth Served

51

Childcare Centres

Our three childcare centres provide nurturing and enriched programmes in a safe secure environment for infants to children 12 years of age. Our focus is to help each child grow to reach their fullest potential socially, emotionally, cognitively, creatively, physically and expressively building a foundation for lifelong learning. We are committed to providing inclusive, high-quality learning and care.

Partnering with parents is critical in ensuring the quality and success of their child in our programmes. We see parents as the most important partner in their child's education and we welcome and encourage them to be involved in and support their child in our programs. We also strive to enhance the capacity of parents to support healthy child development and well-being by providing information on health and safety, child development, parenting, nutrition and literacy.

The health and safety and well-being of our children and families is of the utmost importance to us. Over the last two years, we have adapted to new processes and new ways of doing things during COVID-19. All staff have received necessary training. We have implemented New Health and Safety guidelines/measures as directed by Toronto Public Health and the Ministry of Education. Some of which include daily wellness screening and temperature checks for everyone before entering the childcare program space, enhanced cleaning and disinfecting measures.

Digital communication is how we are letting parents know what is going on. We communicate regularly through phone calls, emails, Zoom, WhatsApp and the Hi Mama App to keep-parents informed on new COVID-19 updates, share parents' resources, communicate their child's daily learning and how their day went in the programme.

The COVID-19 outbreak has further highlighted the importance of having a high-quality programme that provides rich social, emotional and early learning experiences for all children.

We work very hard together as a team supporting vulnerable children. Our programmes have helped children experiencing problems with early learning, met the needs of children with emotional, behavioural or developmental differing abilities, and helped children through difficult and stressful events such as divorce, loss of a family member or abandonment. We work closely with outside agencies to ensure the best outcomes for children and their families.

We understand it has been a difficult time for everyone and hope all families keep well and safe.

We started at Heart Beatz Cliffcrest in November 2021, from the start I have had a wonderful experience. Irene made every step of the application process easy for me, she also is very good at getting back to you if you need anything. Once my son was accepted into their program the staff were very welcoming. I was face timed by Caroline and Winnie before my son started and they were so kind and made me feel at ease to send my son there. The first few days he was there they would face time me to show me he was okay, and adjusting well. The staff are all amazing, and you can tell that they truly love our children like their own which makes you feel at ease sending your child there so you can go to work. When I mentioned a medical issue my son was having the staff was wonderful at telling me about his day and what they have noticed with him which put my mind at ease. I am so glad my son was accepted into their center knowing how well he is taken care of allows me to have a better day at work without as much guilt. I would highly recommend Heart Beatz Cliffcrest Centre for your child. -
Alisha Manley



**Childcare Centres
Served**

212

**Children 2 Months
to 12 Years of Age**



EarlyON Child and Family Centre

Our EarlyON Child and Family Centre supports families and promote healthy child development by building strong connections and facilitating access to services that enhance wellbeing. Our services promote and use an inclusive and equity based approach. Programming reflects the experiences, voices and strengths of children and families with diverse cultures, identities and abilities. The centre provides opportunities for families and caregivers to meet and connect, and for their children (0-6 years of age) to enjoy interactive and educational activities. The services reflect the community, responds to families' current needs and is delivered by qualified professionals.

As the pandemic continued in 2021, the programme adapted to changing policies and guidelines.

We have been facilitating virtual programming on platforms like Instagram and Zoom. Interactive child-focused sessions, recorded child-focused videos, reading books online, parent and caregiver discussions on child development, outreach to families and phone support conversations were offered daily. Remote Covid-19 response services were introduced by dropping off craft kits to participants' homes. Although many of the EarlyON participants have never met in-person and have only "seen" each other virtually, connections and bonds have developed between families and their children.



In the fall of 2021, in-person outdoor programming resumed. We delivered accessible and high-quality programmes in a safe outdoor environment. Families enjoyed being able to finally meet in-person.

The second year of the pandemic has been a challenging time facing uncertainty, financial hardship, anxiety and personal loss. Still, there has been hope and optimism. We have continued to reach out and support families by providing a needed service, however in a different format.

106
**Parents and
Children**

183
**Followers on
Instagram**

Thank You:

My daughter and I were first introduced to Heartbeatz EarlyON Virtual session - on zoom and Instagram – through my sister in law who’s daughter is a year older. If we were visiting during the “Circle Time” then both girls were there, ready to shake their sillies out!

Ms Rebecca and staff team were enthusiastic and always took the time (and patience) to ask questions about my daughters outfit, toys and day to make her feel special. She also made a point of talking to me, the parent when my daughters attention went elsewhere. This made a big impact on me as we had just moved and everything was “covid”. Those conversations and that connection really brightened my days. We only had the pleasure of seeing the staff team in person a handful of times before lockdowns were reintroduced. When we were able to visit the center’s yard there were all kinds of activities lined up such as bark tracing, scavenger hunts, games, ride-on toys and alphabetical bean bags to toss in buckets. That alone kept my daughter busy, but we also received “take home bags” filled with prepared crafts, puzzles, beginner books and snacks. Staff team were always kind and sweet, and we felt really looked after.

Sadly we have recently moved from Scarborough. Whenever my daughter speaks of school, it’s the EarlyON centre she wants to go to.

All our love, Jenna Thessavan





Community Kitchen

The Community Kitchen promotes healthy eating habits, lifestyles and food preparation skills. Youth gain the tools they need to take control of their eating choices, health and set them on a path towards a healthy adulthood.

Due to the Covid-19 pandemic, we moved the Community Kitchen to a virtual platform (Zoom) where youth and staff cooked weekly dinners for themselves and their families. Once per week youth received cooking kits with donated and purchased food ingredients needed for our recipes. During lockdowns staff dropped the kits to youth's homes and in the summer, youth made lunches instead of dinner. Staff led the youth through each recipe by demonstrating step-by-step how to safely prepare and cook their meals. Youth developed hands-on experience and confidence in the kitchen while learning how to cook in a safe manner. Staff and youth discussed nutrition literacy such as how to cut down on salt and sugar, white vs. whole wheat products, label reading, best before dates, reducing food waste, the benefits of fibers and vitamins, etc. To help with food security, youth were also given excess donated food to take home and grocery gift cards.

This year, parents, siblings and family members often joined youth in the kitchen where we learned, explored, experimented, and got creative together with different kitchen tools, cooking methods, new food, seasonings, and flavours. Some of our favourite dishes were potato & leek soup, rasta pasta (creamy pasta with jerk chicken), Caribbean corn soup, pizza, tacos, stir fries, spaghetti, and latkes. During the Covid-19 pandemic the Community Kitchen brought us all together.

My son has been cooking on zoom with the youth programme weekly and is now able to cook dinner for our family by himself and clean the dishes. Some of our favourite recipes were nachos, breakfast for dinner and mashed/baked potatoes and burgers. – Parent

Their cooking sessions are awesome and have taught my sons new recipes they actually like, (maybe because they have accomplished the dish on their own). The remaining food left over from Second Harvest has helped us a ton during our down times throughout covid. – Parent

I like making new meals and discovering how to cook different things. My favourite thing we made was mushroom risotto. Something that I would like to pursue is being a chef and being in this program has allowed me to learn to prepare different things. – Youth participant

Until I came to Heart Beatz I never cooked at home. Now I have been cooking more and helping my mom in the kitchen. My favourite dish that we've made so far is Alfredo from scratch. – Youth participant

Cooking with Heart Beatz has been amazing. I have learned a lot of different kind of cooking methods. I would suggest the cooking program to other youth my age and other people should join because once they grow up and live alone, they will know how to cook. – Youth participant

Cooking on Zoom and Instagram Live:



PROGRAMMES & SERVICES

Operational Statistics

In-person Programming

Total Units of Direct Service
(number of people x number of visits)

25, 880

Total Number of Children/Adults/Youth
Directly Served In Programmes

420

Number of Programme
Locations

5

Number of Individual Healthy Meals
Served

18, 388

Number of Individual Healthy
Snacks Served

62, 345

Virtual Programming

Number of
Instagram/Zoom/Videos
(live or posted)

1, 518

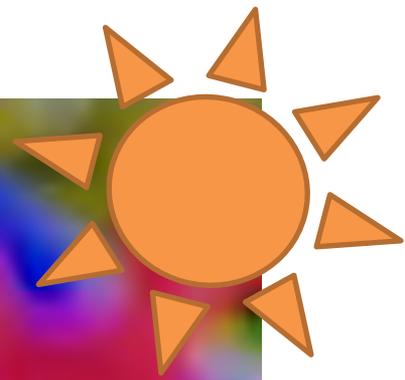
Staffing

Number of Full-Time Staff

46

Number of Part-Time Staff

23





Financials

CLIFFCREST COMMUNITY CENTRE (OPERATING AS HEART BEATZ)

Statement of Operations

For the Year Ended December 31, 2021

	Childcare Programs	Family Resource Centre	Community Centre Programs	Total 2021	Total 2020
REVENUES					
Parent fees	\$ 331,801	\$ -	\$ -	\$ 331,801	\$ 161,726
Child care fee subsidies	1,429,608	-	-	1,429,608	770,889
City of Toronto funding (Note 9)	1,174,367	205,548	56,835	1,436,750	1,704,221
Other funding (Note 10)	325,290	19,644	28,168	373,102	1,079,811
Grants (Note 11)	-	-	106,174	106,174	68,059
Other	-	-	59,656	59,656	50,660
	3,261,066	225,192	250,833	3,737,091	3,835,366
EXPENSES					
Salaries and wages (Note 9)	1,988,628	125,344	159,744	2,273,716	2,069,436
Staff benefits (Note 9)	312,905	19,661	15,577	348,143	317,593
Administration	138,432	509	-	138,941	220,270
Program-related	65,576	6,260	9,099	80,935	88,703
Food prepared on premises	103,224	-	2,866	106,090	74,226
Rent	172,445	28,600	10,800	211,845	162,283
Utilities and maintenance	62,061	6,143	6,477	74,681	86,301
Amortization of capital assets	224,285	19,578	-	243,863	242,295
Insurance	17,739	2,000	-	19,739	15,481
Cleaning and housekeeping	54,343	234	777	55,354	42,786
Office-related	29,008	4,039	8,973	42,020	38,772
Professional fees	11,500	-	-	11,500	7,628
Legal costs	14,136	66	390	14,592	1,890
Professional development	4,596	200	766	5,562	7,713
Business travel	3,948	-	107	4,055	6,684
Other	24,913	-	191	25,104	50,288
	3,227,739	212,634	215,767	3,656,140	3,432,349
EXCESS OF REVENUES OVER EXPENSES	\$ 33,327	\$ 12,558	\$ 35,066	\$ 80,951	\$ 403,017

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We are thankful for your support!



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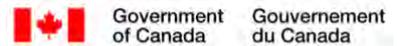
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