

Annual Report 2014-2015

Table of Contents

Staff	2
Mission, Vision and Values	3
Message from the President	4
Treasurers Report	5
Volunteers	6
One-to-one Counselling	7
Care Closet	8
Growing As Parents	9
Scrapbooking Club/Arts for Equity	10
Supper Connection	11
Parenting and Catholic Education	12
Community Partners	13
Our Funders	14
Our Supporters	15
What's Coming Up Next	19

Ways to Give

Staff



From Left to Right

BACK Stephanie Ellement (G.A.P. Coordinator), Nicolle May Cook (Supper Connection Coordinator), Stephanie Jagtoo (Community Counsellor), Susan Robins (Program Manager), Kimesha Thomas (Community Counsellor).

MIDDLE Gabrielle Palmer (Community Counsellor), Kay Blakely (Bookkeeper), Emily Torres (G.A.P. Coordinator), Ayesha J Raza (Communications Coordinator), Tanya Pereira (Manager, Volunteer Engagement), Deborah Thomson (Executive Director).

FRONT Tara Monks-Canfield (Fund Development Manager), Gibran Shahzad (Resource Development Assistant).

20

Vision

To achieve a community where youth can make a choice for life, even in undesirable circumstances, and where they will be accepted and supported; allowing positive outcomes for their children.



Mission

Vita Centre is dedicated to excellent support, education and counselling for pregnant and parenting youth.



Our Values



Openness
Diversity
Family
Community
Growth
Nurturing

Board President's Annual Report 2014–2015

It gives me great pleasure to address our stakeholders: funders, partners, members, volunteers, clients and staff through the 2014–2015 Annual Report of Vita Centre.

Vita Centre is a client-focused and donor-focused charitable organization that recognizes the contributions of volunteers that provide extraordinary value to the agency's mission and vision, so, aptly placed at the beginning of our report is recognition of our valued volunteers.

Last year, Vita Centre recorded 9,987 hours of volunteer engagement supporting programs, clients, administration, leadership and events. You will also notice that 64% of all volunteer support involved direct service to young parents and their families. Thank you and well done!

In our combined areas of programming, the number of clients directly served has increased over last year to 836 unique individuals and approximately 550 children under the age of 12. To support this growth, Vita Centre wisely invested in one new Full Time Equivalent (FTE) staff for counselling and a part time employee (.6 FTE) to support the Growing as Parents program. Vita Centre also hired a full-time Program Manager to support and lead a team of 6 dedicated employees committed to wellbeing of the clients we serve.

Through a grant by the Ontario Trillium Foundation, Vita Centre acquired a client database management system (Penelope) to support the growing demands for client record keeping, reporting and data collection.

Board of Directors

Angie Girgis (President)

Sadeki Simpson (Vice President)

Colin De Souza (Treasurer)

Deana DeGrace (Secretary)

Sania Mushir

Nicole Dehghan

Abhi Sharma

Abhishek Krishnamoorthy

Pravin Rodrigues

Program offerings increased last year due to community and client demand. Supper Connection grew from one location to three locations in Mississauga and Brampton, 36 times per year. Growing as Parents expanded into two new locations – now offered in 7 locations, 36 times during the year.

In 2014–2015, Vita Centre welcomed new features to our program schedule. The Scrapbooking Club was revitalized and was a welcome addition to the program roster. Additionally, our first March Break Camp was launched in partnership with the Harmony Movement.

Lastly, a wonderful word of thanks to all for helping Vita Centre sponsor 110 families during the Christmas Season last year – surpassing the record of 75 families from the year prior.

Our partnership with the Peel-Dufferin Catholic School Board (P.A.C.E) continues to remain active and essential for young moms who are completing secondary studies. With the support of the school board and their staff, students are able to make strides in completing their education, maintain busy schedules being a new mom and receive support from Vita Centre staff and programs.

As the agency moves forward, our strategic goals include a focus of continuous improvement and excellence in service delivery. Similarly, we want to continually raise awareness of our charitable work and increase our connections/partnerships in the community. By diversifying our funding sources through a variety of grant applications and corporate/community investment, we aim to ensure the future of Vita Centre is strong. As a consequence of that, we were thrilled to include Green Shield Canada into our family of grant supporters. Featured new foundation support and engagement last year was realized by The Alva Foundation, The Arbonne Charitable Foundation, and the Dewdney Family Charitable Foundation. Thank you.

I would also like to thank the members of the Board and committees for their good counsel and thoughtful leadership. As we are say goodbye to four board members at this AGM as their terms of office come to an end, we welcome four new board members and look forward to the 2015 / 2016 Board Members carrying on the work of Vita Centre in the exciting year ahead.

Angie Girgis, President / Board Chair

Vita Centre

Executive Director's Report

I would like to echo the words of thanks and recognition of Angie Girgis, Board Chair and President for the tremendous work accomplished by the Board of Directors, Volunteers, Partners and most of all, to the staff of Vita Centre who work with such dedication and drive for our clients, programs and services.

Investments and focused energy on strengthening the human and operational capacity of the organization happened last year. Vita Centre updated its accounting software package and hired a new part time bookkeeper to replace our long serving employee of 13 years upon his retirement. Significant effort to improve the organization structure and procedures were reviewed: those include Volunteer management, Fund Development management, agency outcome measurement and logic model structures, governance and board development. This work is ongoing and I look forward to continuing the work in 2015–2016 as we continue to invest in supporting the agency.

I would be remiss if I neglected to share how Vita Centre, a community partner, has taken a lead in a Collective Impact initiative, Peel Parenting Collective, along with many other Peel based agencies who work with parents and their children. Our four-year project, funded by the Region of Peel is looking at developing regionally based indicators focusing on parental stress and developing tools to measure and support that need in the community with realistic and helpful supports and access to our community families. Thank you to the project staff and partnering agencies who have invested time, talent and resources to collaborate on behalf of Peel region parents.

Next year, we look forward to launching two evidence-based programs into our core operating programs, Nobody's Perfect and Me, My Baby, Our World.

Nobody's Perfect is a parenting program for parents of children up to five years of age and is designed to meet the needs of parents who are young, single, isolated and have low income or little formal education. This program is designed to strengthen positive parenting skills.

Me, My Baby, Our World (MMBOW) is an interactive program that explores the attachment relationship between parent and child through play sessions with children, scrap booking photos, collage work and discussion. MMBOW is a parenting group for young parents and their children 1–18 months.

Vita Centre could not function without our members, hardworking volunteers and dedicated staff, and as Executive Director, I would like to extend my sincere gratitude to the board and all who support this great work and thank you for all you have done for the agency in 2014/2015 and in the coming year as we take on new challenges.

Sincerely,

Deborah Thomson, Executive Director

Vita Centre



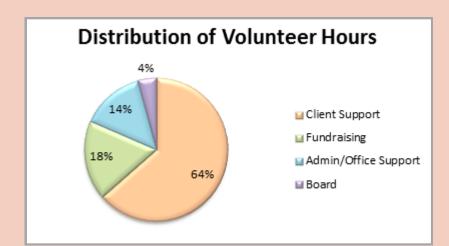
Volunteers



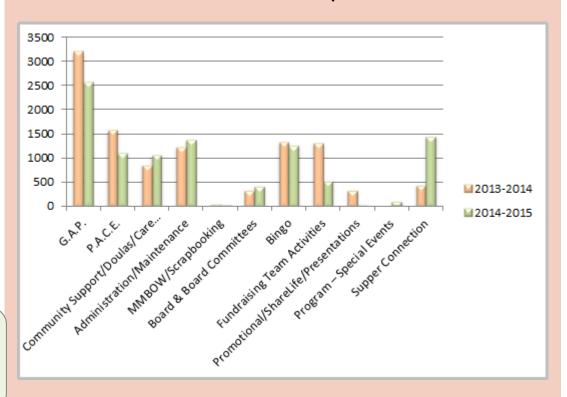


We believe that our mission is best achieved by the active participation of the community. Our volunteers are our most valuable resource and they play an important role within our agency. Our volunteers come from all walks of life, some volunteer for a one-time special event, others make an ongoing commitment. During the year Vita Centre worked with 125 active volunteers.

This year, the volunteer hours contributed were over **9,987** hours from July 1, 2014 to June 30, 2015, which is equivalent to \$239,688 in salaried time (based on a rate of \$24/hour).



Volunteer Activity Hours

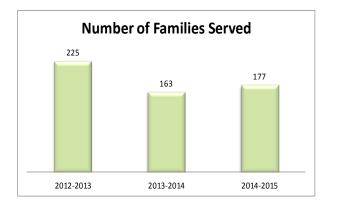


Testimonial

It has been said many times before that volunteering provides one with the opportunity to acknowledge all they have been blessed with and to recognize that there are many who are not as fortunate as others. Participating in the G.A.P. program, minding the children while their parents have an opportunity to gain invaluable information about how to care for themselves, their young ones, and to learn what services they are entitled to, gives me a chance, for a few hours of my day, to give back to the community and to spend enjoyable time with the children. At the end of every G.A.P. program I leave feeling that even in a small way I have made a positive contribution and have provided the parents with time away from their child and a chance to benefit from all that the program offers."

—P.M.

This year we expanded our community counsellor support from 2 to 3 counsellors. As part of an ongoing quality improvement, we implemented thresholds and practices aimed at improving our client engagement. 84% of our clients reported that they are more optimistic about their future; 92% reported they have more positive connections and social supports; 82% reported that they feel less isolated and lonely, and can better deal with emotional challenges; 94% reported they have someone they can turn to that they didn't have before; and 98% reported they have better access to personal care items for themselves and their baby.



One-to-One Counselling

Our one-to-one counselling program helps pregnant and parenting youth make positive decisions for themselves and their child. Counsellors support clients to identify goals, strategies and services to help improve the quality of life for themselves and their families.



Counselling Testimonial

"Vita Centre is a *miracle*. If I hadn't found out about Vita Centre, I'm not entirely sure what life would be like right now for my two-year-old daughter and me. This experience has been life changing."



Care Closet

Registered* clients of Vita Centre have access to our Care Closet, which provides necessities for newborns.

Examples of Care Closet items: Baby toiletries: baby wash, baby lotion, baby powder, Vaseline, Q-Tips, diapers, etc.

Baby food: bottles, baby formula, jar food, baby cereal, etc.

Baby essentials: baby monitors, new infant clothing, diaper bags, crib sheets, etc.

Female toiletries: shampoo/ conditioner, body wash, deodorant, etc.

Gift certificates for Walmart or grocery stores.

Bus tickets on Mississauga or Brampton Transit.



Vita Centre would like to thank the Mississauga Food Bank for its generous donations throughout the year!

Days of Caring

During Days of Caring, 6-8 volunteers from local corporations in Peel come to the Vita Centre and offer their services to organize the donations received at the centre. This year volunteers from 13 different corporations helped with setting up the Care Closet, assisted with inventory setup, organized, labeled, sorted and packed away baby clothes and supplies.

Corporations Who Made a Difference this Year

Region of Peel ConAgra Foods

Kimberly-Clark Royal Bank of Canada

Toromont Desjardins

Bank of Montreal De Lage Landen

Suncor (4 Days of Caring)

Toronto Catholic District School Board

St. Aloysius Gonzaga Secondary School

UTM Energy Exchange

ESAB Welding and Cutting Products

Days of Caring 2014-2015		
Days of Caring	13	
Number of Corporations	13	
Total Number of Volunteers	111	
Number of Hours	505.5	



Community Support

We try to help our clients in every way we possibly can, and our Care Closet allows us to give tangible supplies to those who need them the most. In the beginning the care closet lacked structure: Vita Centre received donations spontaneously, and items from the Closet were distributed to clients with the highest level of need. However, this was not a strategic, as the demand for supplies was much higher than what we had in store. We needed the program to grow, so we reached out to the community and were amazed by the level of support we received.

We now have organizations, groups and individuals who not only donate a few items, but take the time to organize events such as community baby showers, diaper drives and donation bins, bringing us car loads of supplies at a time. We are also able to tell people what items we need so we can provide the best possible support to our clients. Currently we are in the process of expanding our office to accommodate our Care Closet and the overwhelming amount of donated items we receive.

*Registered clients require a minimum of 3 counselling sessions prior to Care Closet access.

Growing As Parents (G.A.P.)

G.A.P. is a parenting and life skills program offered in a 12-week series to parents aged15-30 years in the Region of Peel who have children o-6 years of age. Weekly sessions to help build a healthy family life include topics such as:

- Healthy relationships
- Positive discipline
- Self care

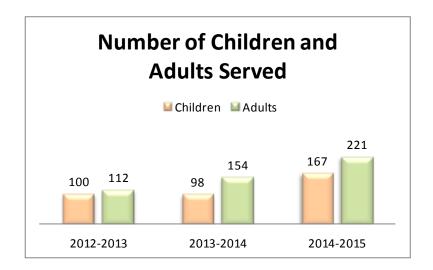
- Child development
- Child safety
- Financial literacy

This year we launched our G.A.P. program in 2 new locations:

Peel Youth Village to serve the Cooksville community and

Turtle Creek OEYC to serve the Clarkson community.

Across all of our G.A.P. groups, 100% of participants reported that, as a result of attending, they felt they had improved their parenting, listening, disciplinary, and problem solving skills as well as an improvement in their self-awareness and ability to accept suggestions from others.





Client Testimonial

"It takes a village to raise a child. Workshops like G.A.P. are one of the resources that make this task easier. Whether it is your first, second or third child, G.A.P. is helpful because every child is different. Some of the tips for setting routine, dealing with temper tantrums, which we have heard from our parents and grandparents as children, are reiterated here. For me personally, I will be starting a home-based day care very soon, and hope to implement all that I've learned at these workshops."

—T.G.

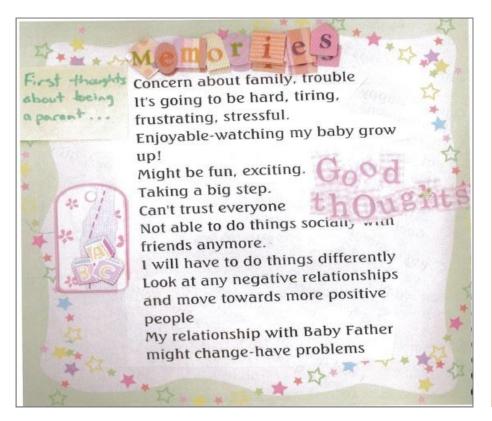


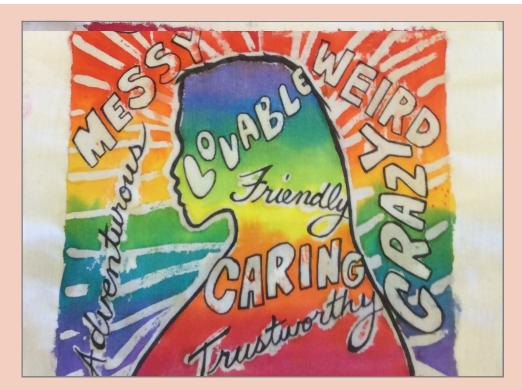
Vita Scrapbooking Club

A feature of Me, My Baby, Our World, the Vita Scrapbooking Club is a program that focuses on scrapbooking and the concept of art therapy. In an informal setting, parents celebrate their children and their relationships through the form of art. It is open to parents between the ages of 15-30 that have children aged 0-36 months.

Parents bring in pictures and create a scrapbook, which gives them the opportunity to reflect on pictures, and the feelings and memories that go with them, while using creativity to make something their child can cherish forever.

*Vita Centre is always looking for generous contributions of scrapbooking supplies





Arts 4 Equity

This year the Vita Centre held an Arts for Equity program facilitated by the Harmony Movement, which was designed to make parents understand equity and advocate themselves through the medium of batik art and photography.

Equity Training emphasized on conversations that related to young women and mothers. Topics focused on empowering young mothers to address issues such as gender identity, women/motherhood in the media, body image, self-esteem, healthy relationships, bullying and gossiping.

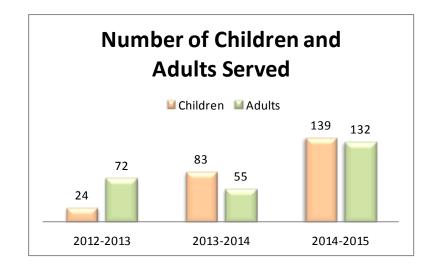
This program helped transform the parents' social involvement in an informal setting and paved the way towards empowerment.

Supper Connection

Vita Centre Supper Connection is a 12-week program offered three times a year in 2 locations in Mississauga and 1 in Brampton. It provides an opportunity for young parents in the Region of Peel, aged 15–30 with children 4-24 months old, to come together and share a nutritious meal, engage in valuable parenting education learning opportunities and connect with peers. Weekly classes focus on information that helps parents learn the skills and information they need to improve their food and nutritional choices, while reinforcing positive parenting strategies and enhancing parenting confidence.

This year we expanded our Supper Connection program to Peel Village in order to serve the Cooksville Community.

Participants in all our Supper Connection Groups reported that participation in the program has increased their knowledge of health and nutrition (96%) and have led them to make healthier food choices for their families (89%). A 100% of participants said they would recommend Supper Connection to others.



Client Testimonial

"Vita Centre's Supper Connection has made a positive impact in our lives. It's more than a free meal, gift card or childminding. The program and people have helped me to feel accepted, ask questions without feeling useless, get into a routine, get out of my comfort zone, connect with others and simply *live*. My daughter is 9 and loves the program. She not only looks forward to a meal and a break from mom, but also the feeling of belonging, because here she can voice her ideas, help with younger children, and hang out with the organizers and volunteers. My daughter's well-being is very important to me, and I can see her self-esteem, self-worth, self-image and self-confidence have all increased. She has a more positive attitude towards life. Thanks everyone for your support and caring."



Parenting and Catholic Education (P.A.C.E.)

A large concern surrounding youth pregnancy is the amount of new parents who drop out of school to care for their newborns. Classroom hours, child care costs and separation anxiety all play a part in a new mothers decision to return to school.

P.A.C.E. allows up to 15 students between the ages of 15 and 20 to finish their high school in an alternative setting. Students are able to bring their child to Vita Centre, where childminding is provided, so mothers are able to focus on their schooling and classroom work. This is ideal for new mothers, who are close enough to feed and care for their child when needed, but can focus, because they are confident in knowing their child is being cared for properly in the next room.

The program is overseen by Dufferin-Peel Catholic School Board, which provides the program:

- a teacher
- classroom equipment
- school curriculum (under the direction of Archbishop Romero Secondary School in Mississauga)
- Social workers available on site

A Word from Our Teacher

"This program is an excellent opportunity for students to complete their high school education while receiving prenatal and early parenting support. The child minding that Vita Centre provides is so important to the success of our students."

-Lindsey Ross, P.A.C.E. Teacher



Peel Parenting Collective

Peel Parenting Collective is a collaborative using a collective impact approach to use evidence and local context in Peel to identify priorities in the area of parenting education. Through the evidence-informed identification of priorities, coordinated actions and rigorous measurement, Peel Parenting Collective will support meaningful and measureable impact for parents and families in Peel.

Our four-year project, funded by the Region of Peel is looking at developing regionally based indicators focusing on parental stress and developing tools to measure and support that need in the community with realistic and helpful supports and access to our community families. Thank you to the project staff and partnering agencies who have invested time, talent and resources to collaborate on behalf of Peel region parents.

As a result of this program, families are healthy, parents are supported and informed, and have developed positive parenting skills, and healthy family relationships.

THANK YOU!

Our community partners are organizations and individuals that we work with to provide the best possible service to our clients.

They support us with program delivery collaborations, by providing program space, sharing in facilitating programs, donating other goods and services and much more.

Thanks to them we are able to provide our parenting programs out in the community where the clients need them most.

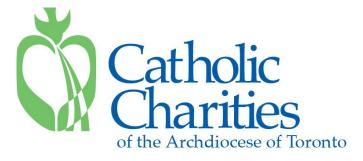


Our Community Partners

A Safe Self Storage Angela's Place Catholic Family Services Peel-Dufferin Cob's Bread Mississauga Dufferin-Peel Catholic District School Board Elizabeth Fry Society of Peel Halton Family Education Centre Grace's Place Harmony Movement HomeSense House of Praise Kelsie Dawson (Mary Kay Cosmetics) Malton Neighbourhood Services Malton Community Centre Mississauga Food Bank Mississauga Furniture Bank Mississauga Parent Child Resource Centre **Ontario Early Years Centres** Peel Children's Aid Society Peel Committee Against Woman Abuse Peel Youth Village Region of Peel ShareED St. Paul's Parish Starbucks (Hurontario & Britannia) Target The Little Give (Alyssa LeRoy) United Way Volunteer MBC

Thank You To Our Funders















We would like to send a special thanks to Ingram Micro. As a result of their support through sponsorships and donations this year, we have been able to continue providing valuable programs and services to our clients.



Thank You To Our Supporters

VISIONARIES (\$5,000+)

- The Alva Foundation
- · Arbonne Charitable Foundation
- · Catholic Charities of the Archdiocese of Toronto
- Dewdney Family Charitable Foundation
- · Green Shield Canada

- . Ingram Micro Inc.
- Knights of Columbus St. Gianna Beretta Molla Council #14749
- · Community Foundation of Mississauga
- · Ontario Trillium Foundation
- · Region of Peel

- · Toskan Casale Foundation
- · United Way of Peel Region

GUARDIANS (\$1,000-\$4,999)

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- Roman Catholic Episcopal Corporation for the Diocese of Toronto, in Canada
- Rotary Club of Mississauga

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- St. Francis Xavier CWL Council 3067
- St. Francis Xavier Secondary School
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. Costco Wholesale Canada Ltd.	. United Way Toronto & York Region	· Andre Otis	. Blanche Monteiro
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What's Coming Up Next!

In the new fiscal year, Vita Centre will be introducing two new programs:

Nobody's Perfect

Nobody's Perfect will provide practical, positive and inexpensive ideas and approaches on parenting to parents of children aged o to 5 years. The Program will give parents a safe place to meet and a chance to think about their lives, their children and their role as parents. based role in their family lives. Parents can use the program to learn more about their children's health, safety and behaviour, build on the parenting skills they have, and learn and practice new ones, build self-esteem and confidence as parents by recognizing their own strengths and abilities, get to know other parents, relax and have some fun while learning, and make connections with other parents and begin to see each other as sources of help and support.

Me, My Baby, Our World

A program specifically designed for young parents with children aged o to 18 months, Me, My baby, Our World will use an interactive engagement approach to ensure that young parents are provided with an active, power-

With three essential components — a music circle, psycho-education, and scrapbooking — participants will be given opportunities to improve their parent-child interactions, highlight moments of atonement, discussions that build active and power-based roles for parents, stories and feedback, experiential modules, and much more.



Ways to give

Pregnant and parenting youth will often never seek help, assuming that there is none available to them or that they won't be able to afford it. At Vita Centre, we offer vulnerable and atrisk youth in Peel Region free access to counselling, programs, services and tangible supplies to assist them on their parenting journey.

We depend on community support, volunteers, friends and family to operate and assist us in meeting our mission and vision goals.

We Make It Easy!

Every donation helps us provide a valuable service in Peel Region. These are just some of the ways through which you can help:

Donate online at <u>vitamanor.org</u> or <u>canadahelps.org</u>

Mail-in your donation to:

- Pledge
- Monthly Giving
- Annual Giving
- Event Sponsorships
- In-Kind Donations
- Third-Party Fundraising
- Planned Giving

For more information on ways to give visit <u>vitamanor.org</u> or call 905-502-7933

101-75 Watline Avenue Mississauga, ON L4Z 3E5



Our volunteers are our most valuable resource and, without them, we couldn't do what we do!

Our volunteers come from all walks of life, some volunteer for a one-time special event, others make an ongoing commitment. We are always looking for:

- Committee members
- Help to organize and run special events
- Office support, transporters
- Fundraisers
- People to speak on behalf of Vita Centre in the community
- Guest speakers for programs
- Child minding and much more!

If you have a talent, we want to know about it!

If you are interested in donating some of your time or want more information please contact our Manager of Volunteer Engagement, Tanya 905-502-7933 x 225 volunteer@vitamanor.org

Visit our website to see open volunteer positions!