



**GROWING
CHILDREN
GROWING
DREAMS**



2021-2022 Annual Report

GROWING TOGETHER

Message from Our Board Chair and Chief Executive Officer

First steps. It's a milestone parents always remember. With it comes new adventures for the little one and new challenges and dreams for the parents. COVID pushed us to take first steps. We made service changes to meet the needs of our families and their children. Despite or because of all the adversity COVID provided, and thanks to our resilient staff, we are emerging on a new journey.



Harjit Dhani
Harjit Dhani
 Chair and President

Our online programs are now a permanent fixture. Families have access to programs when they can't attend in person. Our reach is growing! Through repeated opening and closing during COVID, our online programs became a consistent way to connect with our families and our staff.

It is hard to imagine that growth is possible amid the constant churn created by COVID but by responding to our community, that's exactly what we did. COVID did not stop pregnancies and the need to prepare for having a baby! As Peel Health devoted its attention to battling the virus, BridgeWay jumped in to provide live online prenatal classes. Due to the response, these are now a regular offering. Thanks to funding from Peel Health through Healthy Babies Healthy Children, we engaged a social worker to provide support to women during the prenatal period and to those experiencing symptoms of postpartum mood disorder. This sets BridgeWay on a path to expand the range of perinatal services we provide.



Lory Wolter
Lory Wolter
 Chief Executive Office

Food security became a critical issue during the pandemic. Once again BridgeWay, with the help of our funders, was able to provide grocery cards and food bags at curbside pickup, to help our Healthy Start and Growing Together in Peel families learn to cook a healthy meal and to make new friends online.

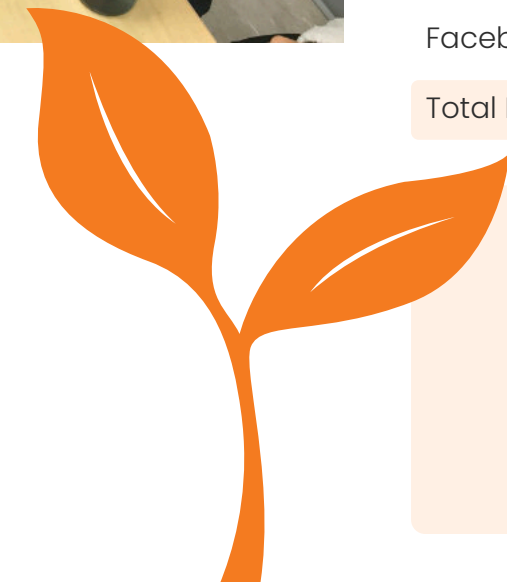
Our EarlyON families continued to attend our now year-round outdoor programs offered at 13 parks. As centres finally began to reopen, both returning and new families navigated registration, capacity limits, screening and a temporary new look and feel. As things are returning to normal, families and staff are excited to be back, and attendance is growing quickly.

First steps happen with encouragement and determination. It also takes the help of those behind the scenes, our funders and donors, who we can't thank enough. We continue to be grateful for all the support from our colleagues at the Region of Peel who navigated COVID with us. This past year we received another \$20K donation from the SickKids Cecil and Dorothea Wiley Fund, directed by their family to BridgeWay. This makes their total donation to BridgeWay over \$100K. Thank you, Mark and Lori, and your whole family, for ensuring vulnerable families and children thrive!

First steps are exciting! Each new step takes us somewhere different. It is thrilling to watch children and dreams grow.



GROWING COMMUNITY



2021-2022 Stats at a Glance

Program Visits

Total Adult Visits	51,261
Total Children Visits	52,693
Total Visits	103,954

Digital Engagement

Website Visitors	62,875
Instagram Engagement	5,730
Facebook Engagement	4,836
Total Engagement	73,441

New Programs

- Arabic Healthy Start
- Prenatal Classes
- Punjabi Family Time



“When I joined I knew nothing about pregnancy and was very depressed and down. With the support of the staff and other ladies that were pregnant, it made me accept the situation. The grocery cards and bus tickets became very helpful because I had nothing. Then I started to cook the same things as [the] program and use recipes from [the] dietitian...

“She was the type of kid to not let anyone but me touch her or come near her without crying, which can be very overwhelming as a parent. But after about a month attending BridgeWay programs, this got a lot better! Her personality has really grown and now she is learning how to be around others, learning to share, and getting more confident.

“We went to our first outdoor activity today! [My baby] made new baby friends ❤️❤️ It was really nice meeting new mamas.

GROWING FAMILIES



“I had participated in the program with my two pregnancies. I was supported a lot and tried to extend the word by telling moms about it. Having the Arabic [Healthy Start] session was even the best thing to happen. I really felt how much the BridgeWay organization cared to have the moms that are not able to understand English very well and were taken care of by making sure they got the knowledge in these circumstances. I referred a lot of moms and they really appreciated it, too. Thank you so much to all the helpful staff.

Putting Down New Roots

A cross-country move, a pandemic and a new baby

Any one of these is hard.

In 2021, Tanya and her family packed up their lives and moved from Calgary to Peel. When they arrived, Tanya says, “I was clueless as to what to do with my little one. I wasn’t feeling confident in sending my baby to daycare yet, and with the COVID restrictions I was beginning to feel lonely and depressed.” When she came across BridgeWay’s flyer at her local grocery store, she decided she needed to come and see what we were all about.

“I was initially very worried about the experience. I didn’t know how my toddler would react to the other kids...as a baby born during the peak of lockdown, he didn’t have many social interactions.

But during her first visit, Tanya shared how BridgeWay’s staff made her and her son feel so welcomed and supported, “when I would express concerns about his social development, the staff helped assure me that my experience was totally normal.” She also credited the awesome mothers she’s met, “their stories and lots of great parenting tips have helped me so much.”

Tanya noted that she has seen a huge difference in her son as well. She says “my son went from Mr. Cranky Pants, always glued to my side, to an independent little guy! He gets super excited when I park my car near the centre and always looks forward to circle time.” The pair have been attending BridgeWay’s EarlyON programs for four months now and she tells us that she is so grateful that she found our centres.

“I want to say a big thank you to the staff and organizers of these programs. I now feel better mentally and more confident in raising a little human!





GROWING CONNECTIONS

Board

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Sarah Petersen

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Yui Sze (Alia) Lee
Hongliu Mo

Chief Executive Officer
Lory Wolter

Funders



GROWING SUPPORT

Statement of Operations

	2022	2021
Revenue		
Program Revenue	\$4,980,087	\$4,250,645
Fundraising & Other Income	\$193,654	\$258,512
	\$5,173,741	\$4,509,157
Expenses		
Program Operations and Administration	\$5,039,954	\$4,410,204
	\$5,039,954	\$4,410,204
Net Excess Revenue Over Expenses	\$133,787	\$98,953

Partners





bridgewaycentre.ca

