

Petawawa Military Family Resource Centre



Annual Report

Fiscal Year

2022-2023



INTEGRITY

We adhere to the principles of professionalism, transparency and ethical conduct.



INCLUSION

We welcome, respect and accept all members of our diverse military families and surrounding community



SAFETY

We promote an environment that supports the safety and well-being of our employees, clients, military families and surrounding community



OUTREACH

We cultivate effective partnerships responsive to the needs of our military families and surrounding community

PMFRC Guiding Values

PMFRC Strategic Plan

Community Centered Approach

Be responsive to the changing needs of the military community

- Prioritize client and employee safety across all aspects of the organization.
- Ensure inclusiveness in standardized procedures for all programs and services.
- Improve accessibility to programs and services across the organization
- Enhance evaluation and review loops and utilize results-based management to improve efficiencies.

Innovation

Create efficiencies while embracing opportunities and challenges

- Strengthen governance and operations across all levels of the organization
- Attain a new facility to address the emerging needs and trends of our unique military community.
- Enhance online access to programs and services
- Be recognized as a respected and competitive employer
- Implement a new and improved online billing and payments process.
- Prioritize professional development opportunities for staff and board.
- Update internal accounting procedures
- Integrate, update, and align WIFI and IT structures and processes.

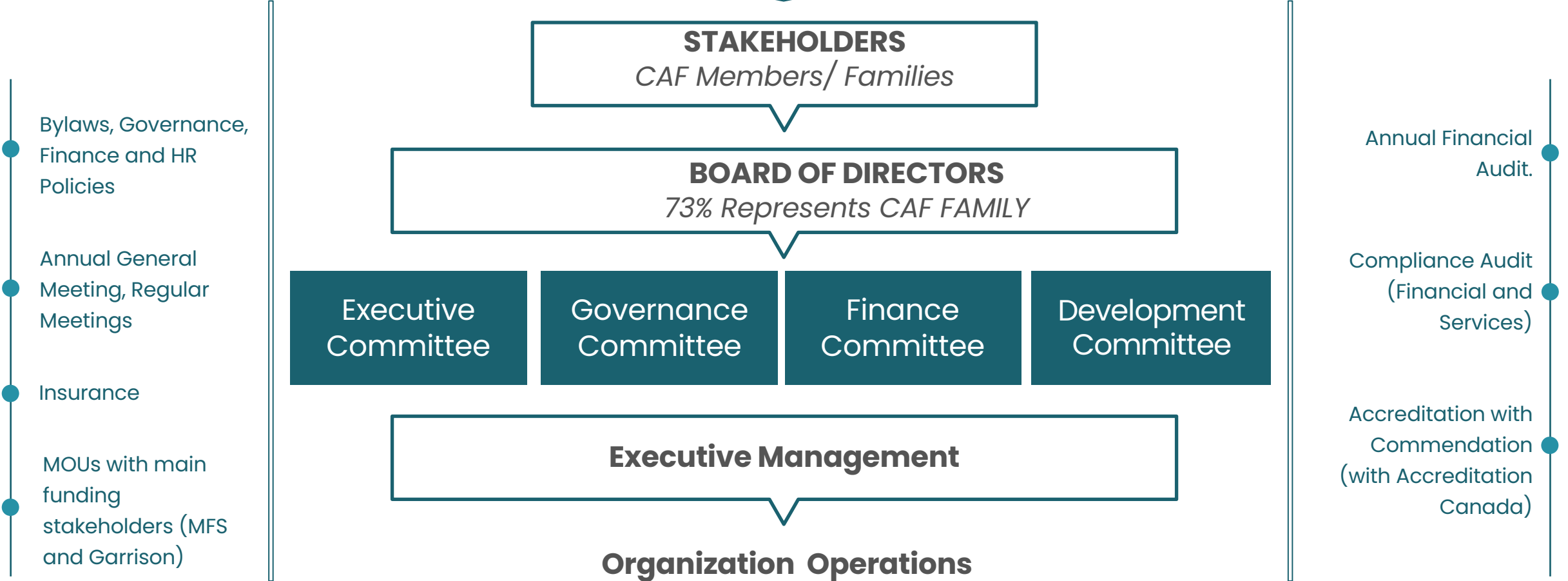
Communication and Engagement

Strengthen relationships across diverse stakeholders

- Seek to be recognized as a respected voice supporting the health and wellbeing of our military families and the broader community.
- Establish consistent, inclusive, and accessible communication.
- Advocate in the best interest of our military community and other PMFRC clients.
- Liaise with other stakeholders to improve the lives of the CAF members, families and veterans.
- Proactively engage with new families in the area.
- Provide specialized forums to address key barriers unique to the military lifestyle.
- Expand volunteer opportunities to improve networking, engagement and recognition of volunteers.

Board Governance

GOVERNANCE STRUCTURE



Board Chair... Julia Graydon



As I look back over the 2022-2023 fiscal year, I am amazed once again by everything the PMFRC accomplished, all while navigating the changes and challenges we faced during the governance modernization process, the transition to the Canada- Wide Early Learning and Child Care Plan (CWELCC), ongoing MFS Modernization, in addition to various new funding structures. Once again, we successfully responded to the changes before us and we leveraged the expertise across our organization to rethink, modify, and expand our programming and services based on the needs of our CAF members and their families. Our commitment to our CAF members, their families, and our surrounding community continued to be at the centre of all decision-making and programming changes.

Throughout this past fiscal year, our Board of Directors wished Claudia Beswick our Executive Director for the past nine years all the best as she transitioned to MFS and took on a national role. Tied to that, we worked through the lengthy process of recruiting our new Executive Director, Derek de Ruiter. We were pleased to welcome Derek, our former Deputy Director, to this important new role and we are confident that he will continue to lead our organization successfully through the next phases of governance formalization, accreditation, CWELCC, the upcoming changes to Employment Services, and of course the planning process for our new facility. Welcome Derek!

As a Board, we continued to ensure transparency and effective communication with the PMFRC staff and our stakeholders and to work through several governance tasks that needed to be completed including updating our Human Resource policy and various employment contracts, reviewing and updating salary grids, as well as, passing policies directly relating to managing the ongoing impacts of COVID 19. Our Board understands the importance of being responsive to the needs of our staff and families and as a result, we are constantly striving to ensure we hear their voices and support our Executive Director, the Management Team, and all staff in their endeavors to meet the overall needs of those we serve.



Board Chair's Letter Continued...

Lastly, as we look ahead, we are excited that the plans to build our new state-of-the-art building are continuing to progress. As a Board, we will continue to prepare for the completion of this project and ensure every department has what they need to transition successfully to the new location.

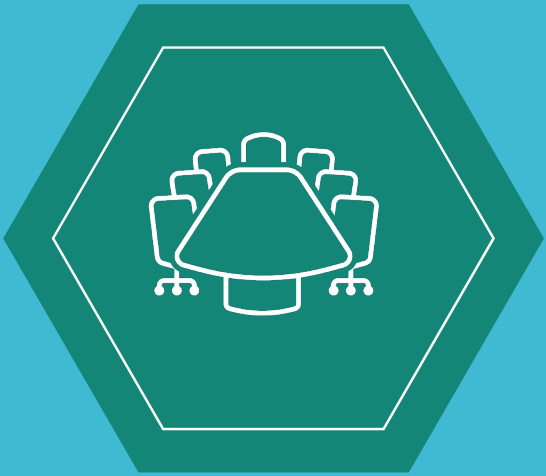
On behalf of the Board of Directors, I would like to thank our outgoing Executive Director, Claudia Beswick, for her dedication and commitment to the PMFRC over the years. The impact of her leadership and work will help to guide us for many years to come. Thank you, Claudia!

I would also like to thank our new Executive Director, Derek de Ruiter, the PMFRC Management Team, and all of the Staff and volunteers who continue to inspire us with their unwavering support for our CAF Members, their families, and our surrounding community. As a Board, we couldn't do what we do without all of your dedication and efforts. Thank you! Additionally, we would like to thank all of the Command Teams and unit staff who provide us with their ongoing support throughout the year. Lastly, we would like to thank our many community partners and stakeholders whose investment and support are vital to our overall success.

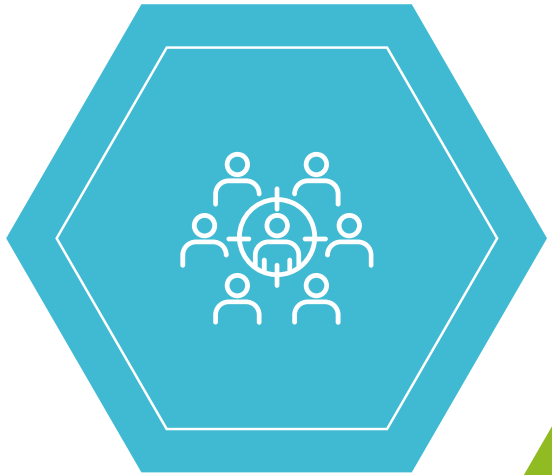
I am truly grateful to have had the opportunity to lead the PMFRC Board of Directors through the 2022-2023 fiscal year and I am excited to see where our next round of strategic planning will take us!

Board Demographic

Fiscal Year 2022-2023



11 Total Board Members



**73%
Family Members**

8 - Board Members represent the CAF Family



**9%
Veteran Family**

1 - Board member represents the Veteran Family



**18%
Civilian Community**

2 - Board Members represent the civilian community / stakeholder

Human Resources

Breakdown of HR Metrics



Employee Compliment

PMFRC employs **96** individuals (workforce composition).



Workforce Diversity

- Average age of workforce is **36.62**
- **12%** of employees are bilingual



Management Team

5% of employees are considered at the management level



Leadership Team

13% of employees are considered at the leadership level



Service Delivery Team

70% of employees are considered at the service delivery level



Finance & Administration

12% of employees are considered at the finance and admin level

Staff/ Client Safety

PMFRC promotes an environment that supports the safety and well-being of our employees, clients, military families and surrounding community.



45 Incident Reports

Number of staff/client accident and/or injury reports recorded by PMFRC



0 Serious Occurrences

Number of serious occurrences recorded by PMFRC Clients and childcare services



3 Complaints

Number of official complaints received and addressed by PMFRC



Her Excellency
the Right Honourable
Mary Simon,
Governor General of
Canada

Visit to the PMFRC
9 December 2022



Stakeholders / Funders

Influence Our Ability to Fulfill Our Mission



Military Family Services

The Military and Veteran Family Services programs recognize the important role families have in enabling the operational readiness of the Canadian Armed Forces. The programs respect that military and Veteran families come in all forms and self-define to include anyone of significance to Canadian Armed Forces personnel or Veteran.



Garrison Petawawa

As a partner of the Petawawa Community, the 4th Canadian Division Support Base Petawawa offers numerous outstanding services and programs to the community.



Ministry of Labour, Training and Skills Development

Helping protect workers and settle workplace disputes, supporting skilled trades, apprenticeships and employment services, attracting highly-skilled newcomers and helping people get settled in Ontario.

County of Renfrew

The County of Renfrew Child Care and Early Years Division offers childcare supports and services to parents and young children throughout the county.



Other Grants / Donors

- Commissionaires of Ottawa
- United Way
- True Patriot Love
- Tim Hortons / McClusky Group



Other Community Partners

In Addition to Our Main Funders

Algonquin College

Bernadette McCann House for Women

Best Start

Personnel Selection Office

Canadian Forces Health

Canadian Parents for French

CHEO

Community Living

Contact North

CCAC

Chantal Chadwick

CPAN

Culture Connect Committee

OSISS

PFLAG

Wheels for the Wise

Deep River Hospital

Family and Children Services

First Step Options Pregnancy Support

First Words

Garrison Petawawa Chaplains

Garrison Petawawa Military Museum

The Happy Sleep Company

Helmets to Hardhats

Labour Market Group – Renfrew/Lanark

Local Immigration Partnership

Manulife

ODSP

Ontario Works

Pembroke Regional Hospital

Town of Petawawa

Willis College

Petawawa Library

Phoenix Centre

Petawawa Recreation Services

Health Promotions

Renfrew County ATS

Renfrew County Catholic School Board

Renfrew County District Health Unit

Renfrew County District School Board

Renfrew County Childcare Early Years

Robbie Dean Family Centre

Royal Canadian Legion

Transition Centre – Garrison Petawawa

Veteran Affairs Canada

Victims Services

Base Mental Health – Warrior Support

Women's Sexual Assault Centre

THANK YOU

PMFRC Revenue



Other Revenue

\$ 76,239

3%

CEWs

\$ 0

0%

Donations

\$ 165,757

3%

Municipal & Provincial Grants

\$ 877,681

16%

Program & Daycare Fees

\$ 1,231,756

22%

MILTSD

\$ 758,914

14%

Garrison Petawawa

\$ 688,912

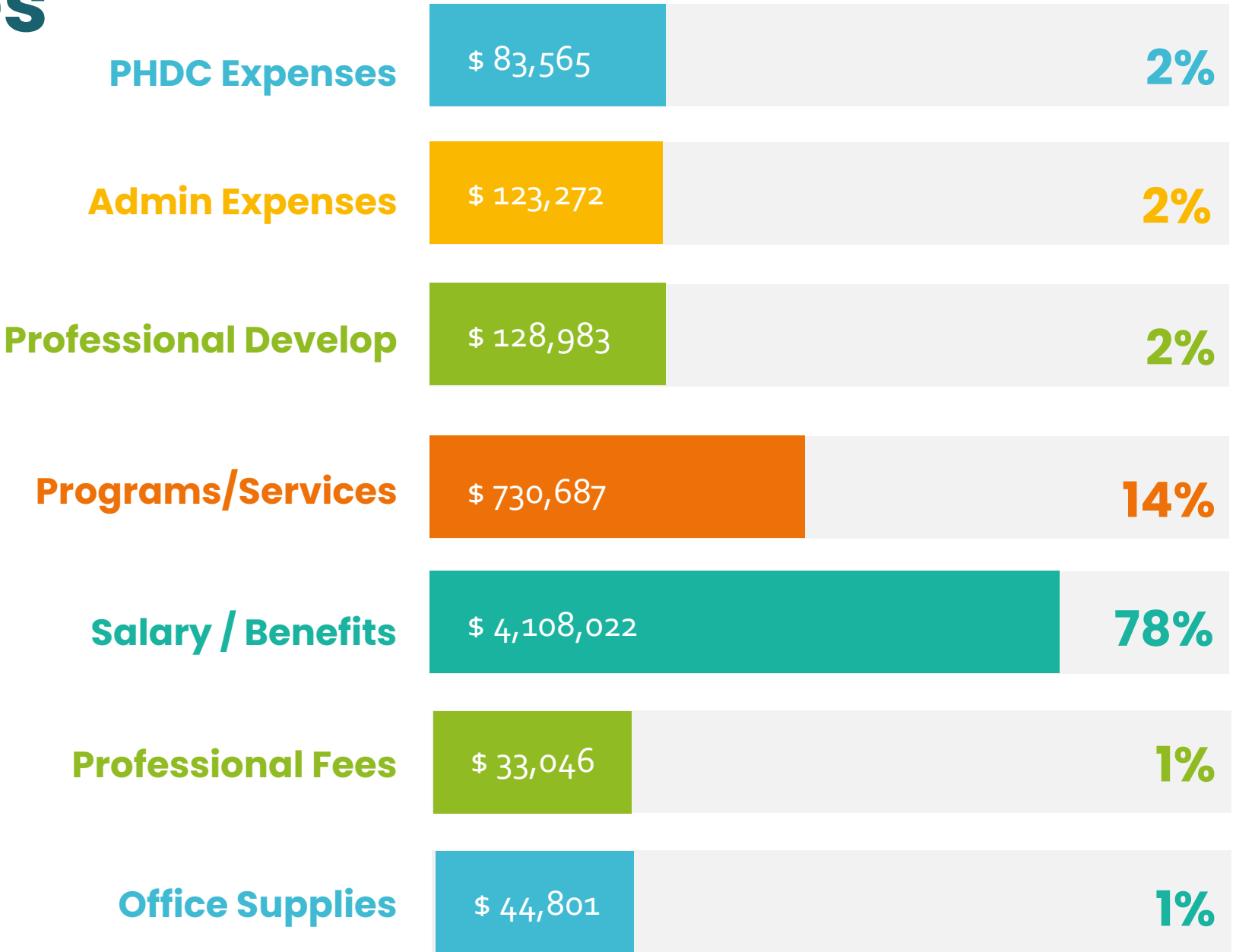
12%

Military Family Services

\$ 1,750,371

32%

PMFRC Expenses



Social Media Statistics

Total Followers From all Platforms – 8,291

1,266 Instagram Followers

Averaging 350 Views Each

Instagram Stories allow the PMFRC to share our photos and videos to continue to engage with our PMFRC family members and clients, sharing the stories and services of our organization.

1,115 Newsletter Distribution

Open Rate of 42%

Email Contacts for distribution of the monthly PMFRC Newsletter

5,300 Facebook Followers

Average Post Reach of 15,000 Views Monthly

PMFRC (Main page, Employment Services and Volunteer Pages) maintains Facebook Pages to share our contact information, post updates, share content, promote events, and most importantly, connect with our military family and client Facebook audiences.

110 YouTube Followers

3500 View / 100 hr Watch Time

YouTube is a great tool that allows the PMFRC to continue to engage with our family members and clients. Our extensive archive of on-line programs allows clients to find the information they need, when they need it.

Making an impact with communication and engagement with families



SNAPSHOT OF PMFRC SERVICES

C o n s i s t e n t , S t r a i g h t f o r w a r d , F o c u s e d a n d F a m i l y - C e n t e r e d



Navigational Support

- Deployment Services and Activities
- Special Needs Services and Activities
- Second Language Training
- Volunteer Opportunities (Adults and Youth)
- Transitioning into the Community (Relocating)
- Support to Veterans – Transition to Post Service Life



Employment Services

- Local training and Employment Opportunities
- Support for Adults, Youth, and Teenagers
- Access to Labour Market Information
- Education and Training Information
- Job Search Support / Computer Lab



EarlyON / Parenting Support

- Parent / Child Drop-In Program (Playtroop)
- Pre / Post Natal Program
- Tween / Teen Child Parenting Support
- Kids' Deployment Support Group



Online / Social Media Access

- www.CFMWS.ca/Petawawa
- PMFRC Podcast (Military Family Life)
- Facebook Live – Fireside Chats
- Facebook, Instagram, You Tube, Twitter



Mental Health & Wellness

- Bi-weekly Mental Health Walk-in Clinic
- Counselling Support for Adults, Youth, Children
- Dedicated Youth Counsellor
- Counselling for Families of the Ill, Injured and Fallen
- Health & Wellness Services, Referrals and Activities



Daycare Services

- Full-time Daycare Services (2 locations)
- Before and After School (3 locations)
- Preschool Program
- Private Home Daycare
- Occasional Care and Specialized Care (2 locations)



Virtual Services

- Serenity Nook (Support for Special Needs)
- Various Activities (Adults and Children)
- Videos on Moving, Veteran and Mental Health Supports and Services
- Resource Home Learning Program



Crisis Support

- Daily (8-4) On Call Social Worker
- Daily (8-4) On Call Family Navigator
- Emergency Family Care Assistance

DIRECT SERVICE DELIVERY

Direct Client Service Delivery

220

Registered Volunteers

- 1,360 Volunteer Hours
- 175 Youth Volunteer Hours
- 45 New Registered Volunteers

752

Children accessing licensed childcare programs through PMFRC

- Full time daycares
- Specialized care programs
- Private home daycares
- After school programs
- Pre-school program
- 362 Families on Storypark

8

Families supported in crisis under the Emergency Family Care Assistance Funding

1,731

Navigational Support

- Pre/Post Natal (Client Support/Groups)
- Second Language Learning Services
- Veteran Family Support
- Information Referral Services
- Support Our Troops Grants (Special Needs)

Mental Health and Wellness

All data collected from the MFSP Service Delivery Statistics and PMFRC's Operational Scorecard

Top Presenting Issues

- Anxiety
- Relationships (Family)
- Relationships (Couples)
- Depression
- Parenting

1,596

Individual Client Sessions and Group Participants

539

Unique Clients Served

309

Single Sessions – Walk In Clinic





Employment and Educational Services

All data collected from the MFSP Service Delivery Statistics and PMFRC's Operational Scorecard

1,200

Clients Accessed
Services for
Resources and
Information Monthly



224

Total number of
clients connected to
various employers



110

Scheduled
Appointments Each
Month



71%

Successfully
Employed



8%

Enrolled in Training
and Education



PlayTroop / EarlyON Child and Family Centre

All data collected from the MFSP Service Delivery Statistics and PMFRC's Operational Scorecard



- 2,021 Children Participated
- 1,680 Adults Participated
- 840 Views of Online Virtual Programs
- 3 Families Attended School Readiness Program
- 18 Families Attended "Mommy and Me" Program
- 15 Children Attended "I Care Cat" Program
- 28 Families Attended "Daddy and Me" Program
- 29 Families Attended "Saturday Breakfast" Program
- 70 Children Attended "Saturday Stop'N Play" Program



Celebrating Month of the Military Child

Teal Up Day
28 April 2022



PMFRC
Petawawa Military Family
Resource Centre



CRFMP
Centre de ressources pour
des militaires de Petawaw

MFSP
MILITARY FAMILY
SERVICES PROGRAM



PSFM
PROGRAMME DES SERVICES
AUX FAMILLES DES MILITAIRES

Executive Director... Derek de Ruiter



I would like to start by saying thank you to everyone for welcoming me to my new role as the Executive Director of the PMFRC over these past few months. I continue to transition from my previous role as the Deputy Director and look forward to the challenges to come.

I would also like to give an enormous thank you to our previous Executive Director, Claudia Beswick, for all the work she has done in her 9 years with the PMFRC. She has led the organization through numerous changes and challenges, developed a strong and capable team, and made the PMFRC the resilient and adaptable organization we are today. Good Luck Claudia in your new role, we wish you all the best and look forward to working with you!

When I look back on the past year, I think of the many changes we have been through and continue to navigate. With the pandemic behind us, we continue to transition to a more hybrid approach as we remain focused on a family-centered approach.

A few of the changes the PMFRC has implemented include:

- Signed on to the Canada-Wide Early Learning and Child Care (CWELCC) initiative for all our licensed childcare programs. We are pleased to be able to support this plan and have the opportunity to bring more affordable childcare to the community we serve. We continue to navigate this transition as we move into the program's next phase.
- Began our transition to a System Service Manager (Serco), for Employment Services. We look forward to working with Serco to help our Employment Services program become more modernized and accessible for our users.
- We continue to navigate the modernization brought on by Military Family Services and Governance Formalization.
- We have focused on supporting families and better determining their needs through warm calls and targeted navigational support.

ED Message Continued...



Through all these changes we have remained focused to ensure that our staff are supported and our military families changing needs are recognized and understood. This has been and will always remain our priority.

To the PMFRC Team, I look forward to working with such a dynamic and dedicated team. My time with the PMFRC as the Deputy Director has shown me how talented and creative you are. I admire your dedication and loyalty to each other and our clients.

To our Board of Directors, thank you for your support, guidance, and feedback through my transition to the Executive Director role. Your expertise and experience go a long way in keeping the PMFRC focused and informed.

To our funding organizations and donors, without your support, we could not do what we do. Thank you for your dedication and confidence in the PMFRC.

To our Clients and the military community, you are the reason we do what we do. Your strength and resiliency are an inspiration to us all! Thank you for your support and all that you do! We continue to work to meet the needs of families and make sure everyone knows no door is the wrong door!

Thank You!

Thank you for your support

ADDRESS

Main Office
10-16 Regalbuto
Avenue
Petawawa, ON

PHONE

(613) 687 - 1641

EMAIL

Information@PetawawaMFRC.com

WEBSITE

www.CFMWS.ca

