



2022-2023

# Annual Report

## George Jeffrey Children's Centre

George Jeffrey Children's Centre (GJCC) is a paediatric outpatient health facility located in Thunder Bay, Ontario. We have been meeting the communication, developmental, and physical needs of children for over 60 years; providing services to infants, children, and adolescents aged birth to 21 years.

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George Jeffrey  
Children's Centre

ENRICHING CHILDREN'S LIVES



# Table of Contents

i.	Mission, Vision, Values.....	<u>4</u>
ii.	Message from the CEO .....	<u>6</u>
iii.	Message from the President .....	<u>8</u>
iv.	Foundation Report .....	<u>10</u>
v.	Staff Recognition.....	<u>11</u>
vi.	Clinical Highlights .....	<u>12</u>
vii.	Board of Directors .....	<u>14</u>
viii.	Management Leadership Team.....	<u>15</u>
ix.	In Loving Memory of Cindy Daniele .....	<u>16</u>
x.	Additional Highlights .....	<u>17</u>
xi.	Statement of Operations .....	<u>22</u>
xii.	Funding .....	<u>23</u>

## i. Mission, Vision, Values

### Our Mission

Enriching lives by delivering specialized rehabilitative and inter-professional services in client-centred environments.

### Our Vision

Empowered and inspired children, youth and families.

### Our Values

Our values govern our actions and are reflected in our work with children, youth and families, as well as with our community partners and each other.

**DIGNITY & RESPECT:** We provide high quality and compassionate services that honour the unique experiences of every individual.

**DIVERSITY & INCLUSIVENESS:** We create environments that are shaped by openness, respect and a willingness to learn and adapt. We serve the diverse needs of all people and communities in Northwestern Ontario, ensuring equitable opportunities to access services across our large geographical catchment area.

**RECONCILIATION:** We work to build understanding and relationships with Indigenous people for the improved health and well-being of all children, youth and families.

**LEADERSHIP:** We deliver innovative and evidence-informed services by providing an environment that fosters professional development and leadership within our community and the child development and rehabilitation sector.

**COMMUNITY:** We connect to our clients and our communities by building stronger relationships, meaningful partnerships and exploring opportunities for collaboration.

## Our Services

George Jeffrey Children's Centre (GJCC) is a paediatric outpatient health facility located in Thunder Bay, Ontario. We have been meeting the communication, developmental, and physical needs of children for over 60 years; providing services to infants, children, and adolescents aged birth to 21 years.



## Little George's Child Care Centre

Our services also include Little George's Child Care Centre, located within Sherbrooke Public School. Little George's offers licensed full and part-time child care for children aged 18 months to five years of age and programming for school-aged children, six to 12 years of age.

- Occupational Therapy
- Physiotherapy
- Speech-Language Pathology
- Social Work
- SmartStart Hub
- Infant Child Development Program
- Augmentative and Alternative Communication
- Behaviour Support Services
- Recreation and Leisure
- Seating and Mobility
- School-Based Rehabilitation Services (SBRS)



## ii. Message from the CEO

For another year, I look back with amazement on an incredibly productive year for George Jeffrey Children's Centre. We have really accomplished some great things.

One of our biggest was the roll out of the Ministry of Children, Community and Social Services - SmartStart Hub initiative. This was an exciting opportunity to expand our services, strengthen partnerships with existing community partners and come to know more.

We started to deliver the Infant and Child Development Program in Greenstone.

We are seeing more movement with the transition to the new Ontario Autism Program and did some amazing work with our community partners with capacity building funds.

It remained a challenging year for health care & our sector was not exempt. We continued to experience significant recruitment challenges; however, I am optimistic that stability is on the horizon.

I want to thank our management team for your continued dedication and support. We saw many changes again this year, welcoming new members to our team and mourning the loss of one of our close colleagues.

I would like to thank the Board of Directors for their on-going commitment to the organization and the support you provide to myself and the management team. I appreciate your willingness to continue on as volunteers and look forward to on-boarding some new members this upcoming year.

To the George Jeffrey Children's Foundation, for another record-breaking year of fundraising to support the clients, programs and services and donations back to the Centre.

To our dedicated staff of professionals at all levels of our organization, without you there would be no George Jeffrey. I am grateful that so many continue to stay on with the organization even with the health care sector experiencing so much change.

Moving my office to the main floor this year has allowed me the opportunity to see their great work in action. The respect and quality of care provided to clients and families is incredible.

To our clients and families, we remain committed to providing quality programs and services and learn from you how we can do better each day. I look forward to our new family engagement work that was initiated this year and hope that we will see some great outcomes from the feedback we receive.

There is a lot on the horizon for this upcoming year filled with opportunity. Opening a new north site, transitioning to a new electronic client information system, enhancements to our main office on Brock Street and continuing to prepare for accreditation. All very exciting and I look forward to another busy but productive year.

I am pleased to share some of our highlights from 2022-23.

**Tina Bennett**  
Chief Executive Officer  
George Jeffrey Children's Centre



## iii. Message from the President

I'd like to start out the 2022-2023 President's Report by both thanking and commending Tina Bennett our CEO, the management leadership team, and every staff member of George Jeffrey Children's Centre for working diligently in the past year to serve and improve outcomes for children, families and our community. 2023 was full of new challenges and your collective efforts have been watched and appreciated by the Board of Directors.

As we moved away from the closures and limitations of COVID policies in 2023 we continued to increase services. As we do this, we have been faced with one of the great challenges of the coming decades. Having enough people.

Through our strategic planning process in 2023 our Board reconfirmed its commitment to our strategic directions and a major component of the discussion was the organization's need to attract and retain talent for our current operations and in the future. The skilled workers needed to serve our clients are in high demand.

To this end I'll take an additional opportunity to commend Tina and her team for the work and co-operation involved in a multi-agency recruiting material project. Both the results of this project and the co-operation it signifies with our community partners are precisely the type of thinking we need to achieve our goal of serving every child and family we can reach.



This shortage of human capital extends to the board level. We as a group have a rallying call for 2023/2024 to ensure our nominations committee finds the right members to serve in our place when our terms are over.

My deepest thanks is extended to my fellow board members for your steadfast commitment to the children and families we serve, without everyone involved and doing their part our mission cannot be achieved.

I look forward to working with you all in 2023/2024

Scott Schooler  
President, Board of Directors  
George Jeffrey Children's Centre



## iv. Foundation Report

I am so proud to say that George Jeffrey Children's Foundation raised over \$480,000 this past fiscal year because of the generous donors in Thunder Bay and region!

Our Holiday Campaign was a great success and raised over \$50,000 which allowed the Centre to purchase a specialized Gaitkeeper Treadmill and accompanying Litegait Balance and Therapy Device.

This equipment allows our physiotherapists to assist children with their postural control in a fall free therapeutic environment. Further, it also frees up the clinician's hands allowing for better support and minimizing the risk to clinician and child.

Our Bike Into Spring Campaign raised over \$20,000 which helped our Centre to purchase three adaptive tricycles which are used for physical assessments and therapy and for recreation therapy. Children feel the freedom of riding a bike while their clinician or care-giver is assisting – **the smiles on their faces say it all!**

Donated dollars truly help the almost 3,000 children and youth reach their greatest potential – thank you to all those that support our Foundation.



With Gratitude,

Cindy Levanto  
Proud Donor and Executive Director  
George Jeffrey Children's Foundation

A handwritten signature in black ink that reads "Cindy Levanto". The signature is written in a cursive, flowing style.

## v. Staff Recognition

**Thank you to all of our staff and volunteers.**

Appreciation goes out to all of our staff and volunteers for their unwavering dedication and exceptional service. Your commitment to excellence, your tireless efforts, and your willingness to go above and beyond have been instrumental in our success. We thank each and every one for their unique talents, efforts and passion to empower and inspire children, youth and families.

### 2022 Service Award Recipients

**5 years**

**Melissa Cunningham  
Kendra Price**

**10 years**

**Kirsten Ng  
Vishalla Pazdzior**

**15 years**

**Michelle Blackburn  
Stacy Greenwood**

**20 years**

**Mark Van Kannel**

**25 years**

**Jodi Hamlin**

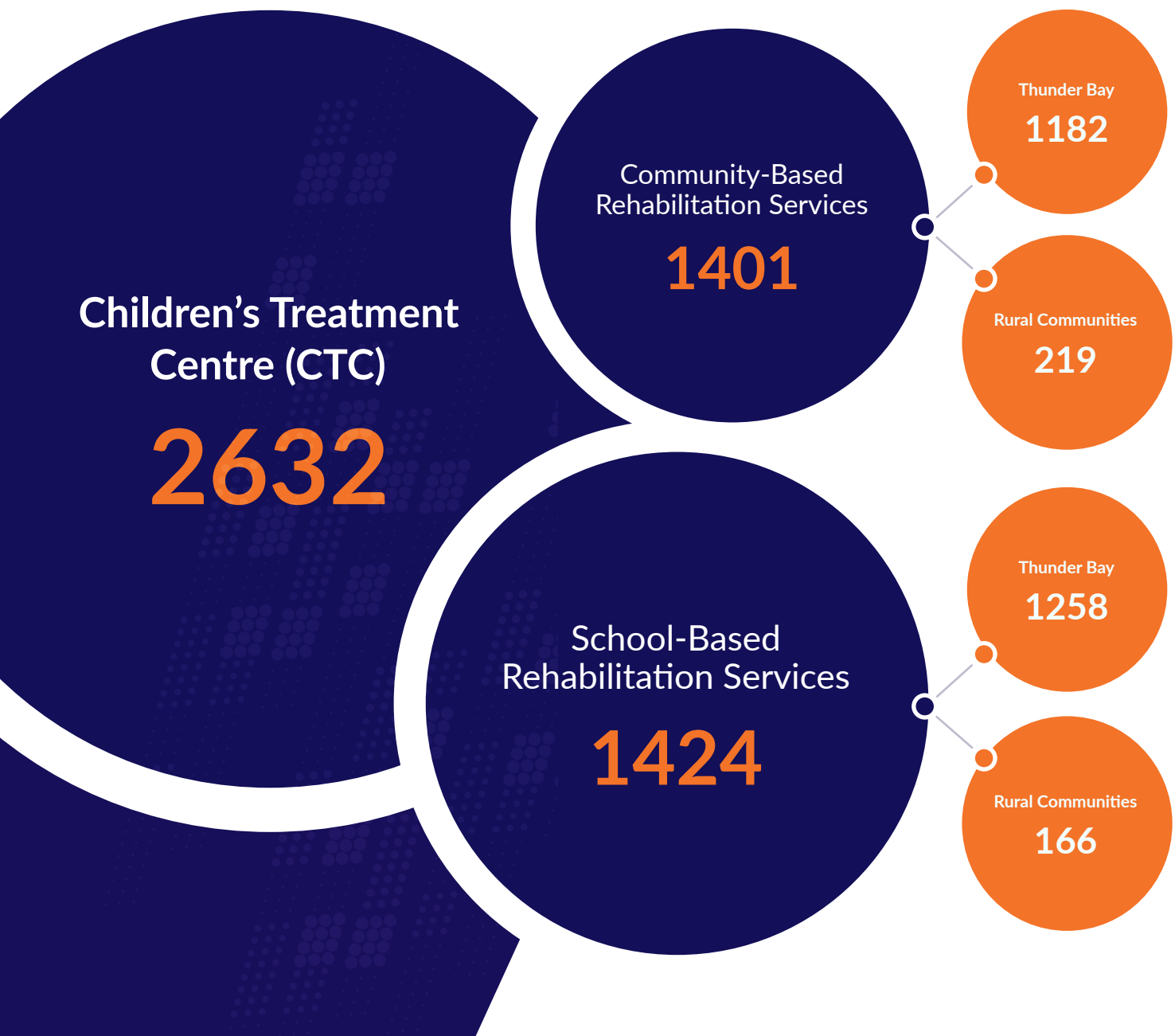
**30 years**

**Helene Mercier**

Thank you for your years of service and dedication, your contributions are deeply valued and have made a profound impact on our organization's journey. Congratulations on your remarkable journey!

## vi. Clinical Highlights

Looking back on 2022-2023, George Jeffrey Children's Centre has had the privilege of celebrating many highlights and success stories from within our programs and community.



# Number of Client Visits

Over The Past Year

Face To Face

16,091

Telephone

6,370

Virtual

540

## vii. Board of Directors

The volunteer Board of Directors of George Jeffrey Children's Centre is comprised of a variety of individuals from our community. We strive to have representation from family members as well as business, healthcare, and other professionals.



**Tina Bennett**  
Chief Executive Officer



**Kathy Peterson**  
Secretary



**Scott Schooler**  
President



**Ivana Chies**  
Director



**Andy Armitage**  
Vice-President



**Matthew Lindstrom**  
Director



**Jon Racco**  
Treasurer



**Dr. Michael Scarcello**  
Director



**Judy Bragnalo**  
Director



**Mark Beazley**  
Director



**Dr. Christopher  
Mushquash**  
Director



**Robin Lepere**  
Director



**Sarah Smart**  
Director

## viii. Management Leadership Team

- Tina Bennett, Chief Executive Officer*
- Michelle Blackburn, Director, Programs and Services*
- Stacy Greenwood, Human Resources Manager*
- Shannon Little, Finance Manager*
- Marlene Trystruha, Health Information Services Manager*
- Lindsay McDonald, Manager, Client Services*
- Andrea Stach, Manager, Client Services*
- Tara Kydd, Interim Supervisor, Client Services*
- Cindy Daniele, Child Care Supervisor*
- Cindy Levanto, Executive Director, George Jeffrey Children's Foundation*



## ix. In Loving Memory of Cindy Daniele



George Jeffrey Children's Centre was struck by the loss of one of our longest serving and most enduring team members, Cindy Daniele, Child Care Supervisor, who passed away on Thursday, May 18, 2023 with her family by her side.

Cindy began working with GJCC after her graduation from the Early Childhood Education Program, Confederation College in 1989. Our organization and staff had the great fortune of working alongside Cindy for her entire ECE career. Cindy developed her strong skills and abilities first as an educator and then applied her talents in the role of Supervisor.

Cindy had an unwavering passion for children, was dedicated to the families we serve, worked tirelessly to support her program and her GJCC family, and did it all with joy. Her vibrant smile and laugh would brighten any room. Cindy will be dearly missed by the countless families and colleagues who were touched by her kindness.



## x. Additional Highlights

### SmartStart Hub Launch

In March 2022, the Ministry of Children, Community and Social Services introduced SmartStart Hubs – the first step toward greater integration in the child development services system, under the leadership of Ontario's child development and rehabilitation sector.

SmartStart Hubs are a one-stop point of entry for families who have concerns about their child's development and would like to explore available options and supports.

GJCC launched our SmartStart Hub in January 2023. Our SmartStart Hub client intake worker has been hard at work making connections with formal and informal partner organizations. The SmartStart Hub is helping to increase awareness of services available in our community and service delivery area.

### Infant Child Development Program

This year GJCC took on the Infant Child Development Program for the Greenstone area. This is a Ministry of Children, Community and Social Services (MCCSS) funded program. We are fortunate to have a worker to support this program in the district who resides in Geraldton.



George Jeffrey

BEHAVIOURAL SUPPORT  
SERVICES PROGRAM

## Ontario Autism Program (OAP)

GJCC continued to deliver services within the new OAP including the Entry to School (ETS) program.

Two proposals were accepted and funded by MCCSS for the Workforce Capacity Fund, which included both the Sector Innovation and Service Provider Expansion streams. We completed some exciting work with community partners including the development of the “Monitoring the Milestones” campaign and designing a recruitment campaign for use across multiple organizations in Thunder Bay and District.



GJCC continued working with Child and Community Resources (CCR) to deliver services to children and families with existing behavioural support plans, Foundational Family Services and participation with the regional Caregiver-Mediated Early Years Service.

In addition to this work, our Behaviour Support Services team continues to gradually expand our pilot fee for service initiatives.





## Little George's Child Care Centre

This year we saw the launch of the Canada-Wide Early Learning and Child Care Plan (CWELCC), a national child care plan for Ontario families. Little George's is a participant in the CWELCC plan.



The program welcomed several new staff members over the last year and began to see more movement on Little George's wait list as the program continues to grow.





## Playground Grand Opening

On September 20, 2022, representatives from George Jeffrey Children's Centre attended the grand opening of Thunder Bay's new inclusive and accessible playground. What an amazing space. This was a great step forward for Thunder Bay and we expressed our gratitude to our local Canadian Tire dealer, Jumpstart and the City of Thunder Bay for their commitment to making more inclusive and accessible spaces in our community.

## Celebrating Success

GJCC was honored to be nominated for the Not-for-Profit Business Excellence award at the 29th Annual Business Excellence Awards hosted by the Thunder Bay Chamber of Commerce.

We congratulated our speech teams for being the Chronicle Journal - 2023 Readers' Choice Winner for yet another year! It is an honor and testament to the dedication and hard work of all the members of our speech teams across the organization. Their care and commitment to serving children and families deserves this special recognition.



## xi. Statement of Operations

Revenue	Actual
<ul style="list-style-type: none"> <li>• Ministry of Children, Community and Social Services</li> <li>• Thunder Bay DSSAB</li> <li>• Recoveries &amp; Other Income</li> <li>• Amortization of Deferred Capital Contributions</li> </ul>	\$6,306,215 \$401,752 \$1,760,198 \$376,456
<b>Total</b>	<b>\$8,844,621</b>
Expense	Actual
<ul style="list-style-type: none"> <li>• Salaries &amp; Benefits</li> <li>• Other expenses</li> <li>• Amortization of Capital Assets</li> </ul>	\$6,438,038 \$1,994,732 \$376,799
<b>Total</b>	<b>\$8,809,569</b>
<b>Surplus</b>	<b>\$35,052</b>

## xii. Funding

George Jeffrey Children's Centre main funder is the Ontario Ministry of Children, Community and Social Services.

George Jeffrey is fortunate to have the support of the George Jeffrey Children's Foundation. The Foundation is committed to raising funds for programs and services offered at the Centre.

Funding is also received from the District of Thunder Bay Social Services Administration Board (TBDSSAB) to support Little George's Child Care Centre.

We continue to contract with the Lakehead Public School Board for the delivery of Speech and Language Services. This year that program provided services to 934 individual clients.



THE DISTRICT OF THUNDER BAY  
SOCIAL SERVICES ADMINISTRATION BOARD





George Jeffrey  
Children's Centre

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