



Every **child** and **youth** will realize **their potential** with access to **positive experiences** and **equal opportunities**.

2024 Impact Report

HASTINGS
NORTHUMBERLAND
PRINCE EDWARD COUNTY

Chair's Report

Reflecting on a Year of Growth and Impact

Reflecting on this past year at The Children's Foundation, I'm filled with gratitude. I want to sincerely thank Melanie Cressman and her exceptional team. Melanie's leadership and the team's tireless efforts have been instrumental in advancing our mission and delivering life-changing programs for the children and youth we serve.

My appreciation also goes to our dedicated Board members. Their time, insight, and commitment have helped guide the growth of our organization and support the launch of new initiatives. The success we've seen this year is a direct result of the passion and hard work of everyone involved.

A key focus this year has been the prevention of youth homelessness. In collaboration with Highland Shores Children's Aid, we've expanded our efforts to meet the urgent needs of youth in crisis. By adapting and growing our programs, we're providing both

With gratitude,

Cassandra Bonn

CHAIR OF THE BOARD OF DIRECTORS 2024-25



immediate support and long-term solutions to help more children thrive.

Fundraising remains essential to our impact. Thanks to generous support from events like the Play a Round for the Kids Golf Tournament, the Guardian Angel Gala, Radiothon, McHappy Day, and Cheering for Children, we've raised more funds than ever. These contributions are helping us expand initiatives like our Reach for Success Scholarship and Bursary, giving youth the opportunity to pursue higher education and brighter futures.

Finally, heartfelt thanks to our community of donors, sponsors, volunteers, and partners. Your ongoing support is the foundation of everything we do. It's been an honour to serve as Chair, and I look forward to continuing this meaningful work together.

Message from the Executive Director

Positive experiences and equal opportunities for all children and youth are the basis of TCF's vision. Whether receiving services from child welfare or not, all children deserve the best chance at a stable, positive, and inspired upbringing. As we reflect on the past year, we are proud of the meaningful strides we're taking to enrich the lives of children across our community. Our programs are evolving and becoming more sophisticated in addressing critical issues for all stages of childhood, from infant safety to youth homelessness prevention.

It's inspiring to watch older youth, who have been supported by The Children's Foundation, pursue post-secondary education and take bold steps in achieving their goals. These stories affirm the lasting impact of our programs and the importance of physical and social activities that give kids opportunities to be coached, mentored, and inspired. TCF programs open doors and encourage kids to dream about their future with positivity and courage.

This work would not be possible without the remarkable partnership we share with Highland Shores Children's Aid. Their team, led by Jess Uddenberg, continues to be the strongest

Melanie Cressman

EXECUTIVE DIRECTOR, THE CHILDREN'S FOUNDATION



advocates for children and youth who need support the most. We are grateful for their commitment and collaboration.

Our impact is fueled by donors, whose support in 2024 was remarkable. Revenue realized from foundations, corporate partners, and individuals was record-breaking. Thank you to everyone who attended one of TCF's signature events, ran a third-party event on our behalf, volunteered, or told a friend about what we do. It's collaboration with individuals and community partners that fuels our mission, and we are so very thankful for your support.

Finally, thank you to the dedicated staff team at The Children's Foundation, whose passion, resilience, and determination make a difference every day. As we look ahead, we remain focused on expanding and strengthening programs that support children and youth in all stages of life. What we've accomplished together is inspiring, and it's exciting to look ahead at what's to come.

Impact at a Glance



PLAYING FOR KEEPS

Registration fees for sports and other activities, promoting physical activity, skills building, and mental well-being.

668

Children Supported



90% of children in a study showed being more confident in general, with an increased confidence in their ability to make decisions after participating in sport.

<https://doi.org/10.1177/21582440221087272>

Researchers studied **9,688** children who had physical and sexual abuse, or emotional neglect. The children who took part in team sports had better mental well-being when they were adults.

webmd.com/mental-health/benefits-of-sports-for-mental-health

“

Hi Donna.

Please know that I am so grateful for the funding from The Children's Foundation to make it possible for Remy to play with the County Clippers organization. The turnaround from application was incredibly fast, thank you for expediting. Remy is loving basketball and this opportunity will ensure she continues developing and learning more.

With immense thanks,
Joanne

Below is the Certificate for Jasper who excelled in gymnastics. His coach says he's the best in his class. Just thought you'd like to see how the money is being spent and enjoyed.

Have a Very Happy Christmas!!

Thanks again,
Vashti

”

Impact at a Glance

Camps of Hope

263

Children supported

Registration fees for camps; allowing children to experience time away from home, make friends, build connections, grow important social skills, and have fun!



“

Hi Donna.

I would first like to thank you for being so helpful with arranging the karate classes and March Break camps for the cubs. They absolutely loved it and were hoping to go back to the same place for Summer camp. Just wondering what you would need from me to apply for that as they have some pretty neat programs this summer that the kids are interested in.

Thank you!!

Andrea

”

Keep Baby Safe

61

Cribs

19

Sets of bed sheets

5

Booster Seats

71

Crib Mattresses

79

Car Seats

A referral-based program that supplies cribs, crib mattresses, crib sheets, car seats and baby gates so that finances are never a barrier to the safety of an infant.



Impact at a Glance

Strive to Thrive

28

Applications

13

Strive to Thrive Care Kits

Mental health supports and therapy programs that help youth navigate the challenges they are facing. Art therapy, Equine therapy, counseling, and psychotherapy are all examples of supported initiatives.



Mental health is a fundamental aspect of overall well-being, shaping how individuals—especially children and youth—view themselves, their future, and their ability to handle life’s challenges. Strong mental health supports emotional resilience, healthy relationships, and success in daily life.

Participation in activities such as sports, the arts, and camps plays a vital role in promoting mental well-being by fostering social connections, building confidence, and providing healthy outlets for self-expression and stress relief. However, recent data suggests that mental health concerns among Canadian children and youth are on the rise.

Canadian Institute for Health Information. Children and Youth Mental Health in Canada. Accessed March 22, 2025

Emergency Youth Homelessness Prevention



Tawse Family Foundation

In 2024, The Children’s Foundation partnered with Hastings County to deliver the Reaching Home initiative (2024-2026) to address youth homelessness in our community. Through this funding we are able to support vulnerable youth secure stable housing, provide essential start-up costs and access vital resources.

As part of our commitment to supporting vulnerable youth, this program expands our impact to support basic necessities of life, creating lasting change in the lives of at-risk young people. By extension, we are laying the groundwork for long-term stability and independence for them, shaping a future where every child has the opportunity to thrive.

Impact at a Glance



Ensures families struggling financially can celebrate with gifts and good food over the holidays.

730

Children & youth overall

PEC

175 422

Families Children

Other

133 308

Families Children



Impact at a Glance

Reach *for* Success

Supports youth as they transition to independent living. Life-skills-based courses such as driving lessons and cooking classes as well as scholarships and bursaries for post-secondary education are included.

Scholarships & Bursaries

36

Youth awarded

Training & Development

25

Youth supported

Youth Awards

41

Children awarded



Children who receive services from Highland Shores Children's Aid are nominated by their workers for recognition in one of 6 categories

- Academics**
- Leadership**
- Arts & Culture**
- Sports**
- Kindness**
- Personal Best**

Award winners are honoured at the Reach for Success Awards Night where they receive a certificate and monetary gift for their achievement



Shelby Swakhammer is 19 years old and a 2nd year nursing student at St. Lawrence College in Kingston, Ontario.

Shelby has a remarkable story of resilience, reflecting on a childhood where he had to carry burdens that no child should have to bear. He grew up

in a small farmhouse with seven siblings and recalls the challenges that arose when his mother was diagnosed with a brain tumor and left home for medical treatments.

The family's struggles were compounded by financial hardship and the deterioration of his dad's mental health, leading to hoarding, eviction, and eventual homelessness. Shelby recalls going to school without food and acting out due to instability, frustration, and terrible sadness.

Through it all, Shelby maintained his good grades, worked several jobs to make ends meet for the family, and took time to make plans for his future. He understood that attending post-secondary school was financially out of reach but also knew that he wanted to help kids who had similar stories.

Despite these challenges, and through the support of healthcare workers, teachers, and kind-hearted individuals who provided help during tough times, Shelby persevered and eventually applied to The Children's Foundation to support his dream of becoming a nurse.

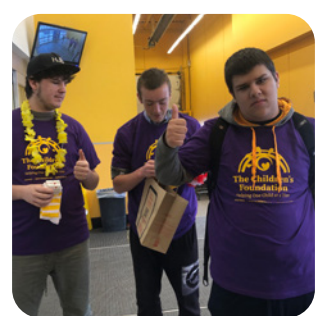
Now, Shelby is finishing the second year of his program and has a bright future ahead of him. He was chosen as the Guest Speaker for the 2025 Guardian Angel Gala and has become a mentor and advocate for TCF's Reach for Success program.

Community Collaborations



Wednesday May 8, 2024
raised
\$39,216.61

from 9 locations
Belleville, Trenton, Picton, Brighton,
Campbellford, and Madoc.
Engaged over **100** volunteers



BP Buddies

"I just wanted to let you know that Landon and I and our 3 guests all had the most amazing time at the Sens game. Thank you so much, I couldn't be more grateful.

We were treated with such kindness and made to feel so special, with our swag bags, popcorn/drinks, getting to meet the players... wow! and to end our day with pizza was simply the best!"

Sincerely, Dorothy & Landon



Quinte Mall

love shopping



Shop with a Cop

- 12 children from Highland Shores Children's Aid selected to spend the day with a member of the Belleville Police Service.
- \$250 shopping spree with a police officer and lunch at Boston pizza.
- Collaboration with BPS and Quinte Mall – giving children a positive experience with Police as well as the opportunity to shop for their families and themselves.

12
Children

GIVING TUESDAY



Giving Tuesday

December 3, 2024

Kick off to TCF Angel Tree Program Mingle at Peter Smith – Gifts, Monetary donations, or gift cards were accepted.

Corporate match from Peter Smith GM **\$7,500**

Raised over **\$15,000**



Domino's Dough Drive

August 21, 2024

100% of the proceeds from any medium cheese, peperoni, or green pepper pizza came to TCF.

Raised
\$19,235.63
from 4 locations in
Belleville, Trenton, & Napanee



Community Collaborations



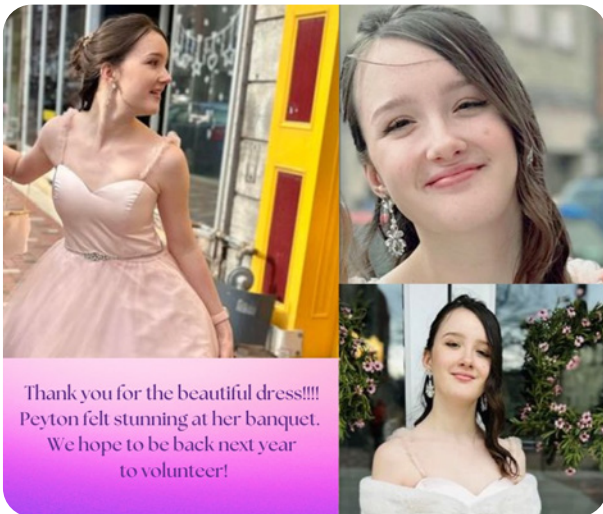
Quinte Mall
love shopping

Prom Project

Collaboration with Hastings Prince Edward Learning Foundation and Quinte Mall.

350 dresses and suits were given to youth who are graduating or attending prom to eliminate the financial barrier of celebrating in style!

Making Grad & prom accessible to everyone.



Thank you for the beautiful dress!!!! Peyton felt stunning at her banquet. We hope to be back next year to volunteer!



BSens
50/50

TCF was selected as one of the recipients for the Belleville Senators 50/50 program, engaging **15** volunteers to sell tickets at assigned games.

Revenue raised supports "Playing for Keeps" allowing underserved children the opportunity to join a sports team or participate in another activity of choice.

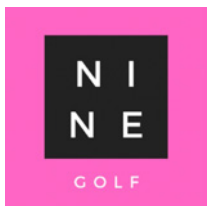


Boston Pizza "Looking After Local" Kids Card campaign



BP Belleville sold \$5 Kids Cards with 100% of the proceeds benefitting The Children's Foundation.

\$3,530
raised



TCF and NINE Golf hosted

2 Golf Days for children

in Belleville & Quinte West. **80** children in total were

bussed to the course and given the day outside to play and learn the basics of the game. Dominos sponsored lunch was included as well as special appearances by Belly of Belleville Senators.



Tammies Jammies

Total of **2,780** Pajama's were donated to TCF's Angel Tree program. This generosity afforded any child or youth receiving service by HSCA Pajamas. In addition to the internal benefits, TCF was able to donate PJ's to **13** other child-serving organizations across **3** counties.



TCF collects foreign currency year-round and repatriates it through Global Coin Solutions.



CHILDREN'S SAFETY VILLAGE
BELLEVILLE

Halloween @ Children's Safety Village

200 children were welcomed by TCF at the Children's Safety Village where they played Halloween themed games and received spooky treats.



Dress Purple Day

The last Friday in October is Dress Purple Day as recognized by the Ontario Association of Children's Aid Societies.

Dress Purple Day reminds us that we all have an important role in keeping children safe.

\$11,474.55 was raised through Dress Purple Hockey Games across Hastings, Northumberland, and Prince Edward Counties. Participating Hockey teams wear purple hoodies or jerseys which are then auctioned off to benefit TCF.

Participating teams included Port Hope Panthers, Cobourg Cougars, Belleville Senators, and Wellington Dukes.



LOYALIST COLLEGE

STEAM Camp

TCF funded **49** campers to attend Loyalist College Camp.

Hastings County Fun in the Sun



TCF attended the Hastings County Community & Human Services, Fun in the Sun camp days in Bancroft and Deseronto, where children enjoyed lunch, games, face-painting, crafts and more!

Community Collaborations



United Way
Hastings &
Prince Edward

School Backpacks *for* Success program

In collaboration with United Way Hastings & Prince Edward, any child or youth receiving services from HSCA is given a backpack full of grade-appropriate school supplies.

67 HSCA Youth supplied with school supplies and essentials to start the school year with confidence.



**WHEN THE
BSSENS
SCORE
KIDS WIN!**

PETER SMITH
CHEVROLET BUICK GMC

Thank you to everyone who pledged an amount per goal that the BSens scored! In the 2024/25 season, Cheering for Children raised an incredible \$32,000.



TCF is a proud sponsor of Challenger Baseball, allowing over **100** individuals with disabilities the opportunity to play baseball, be coached and mentored and most of all, have fun!

OPULENT NOIR

Guardian Angel

Gala 2024

The 2024 Guardian Angel Gala presented by CIBC Wood Gundy Brady Clark Advisory Group successfully raised over \$315,000 with 300 guests attending the event, celebrating Patricia Guernsey.

Over 35 volunteers contributed their time and effort to plan, set up, support during the event, and tear down afterward, making the evening a success.



CIBC PRIVATE WEALTH
BRADY CLARK
ADVISORY GROUP





The 2024 Kids Can't Wait Radiothon, presented by Wilkinson & Company LLP, successfully raised \$73,800 in just 12 hours.

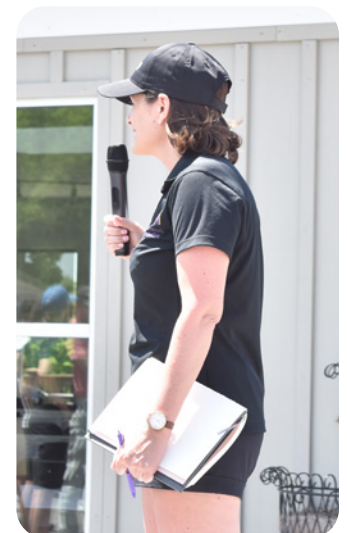
TCF collaborated with 11 radio stations across Hastings, Northumberland, and Prince Edward Counties to showcase the impact of our programs. Through radio interviews and vignettes throughout the day, the community heard from children, youth, parents, volunteers, HSCA workers, staff, and donors who shared their stories of how TCF is making a difference.

Over 25 volunteers were on site, participating in live interviews, answering phones, taking walk-in donations, and assisting with the BBQ outside.



The 2024 Play a Round for the Kids Golf Tournament presented by Guernsey Team Real Estate successfully raised \$82,305.

On a beautiful and sunny day, 144 golf players enjoyed the sunshine while supporting TCF's work. More than 25 volunteers ensured everyone was registered and had a great time out on the course.



The Team

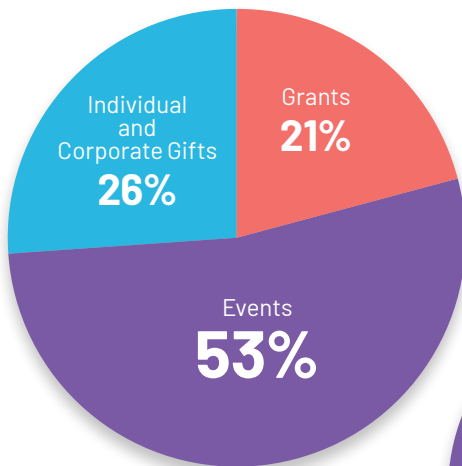
Board of Directors

Cassandra Bonn Chair	Liz Lehtinen Director
Mike Callaghan Past-Chair	Rick Phillips Director
Jack Miller 1st Vice-Chair	Suzanne Hunt Director
Sarah Rozema-Seaton 2nd Vice-Chair	Leslie Pallant Director
Alyssa Parks Secretary	Jess Uddenburg Ex-Officio
Cynthia Schmidt Treasurer	Allyson Williams Director
Melanie Cressman Ex-Officio	Sheri Meeks Director

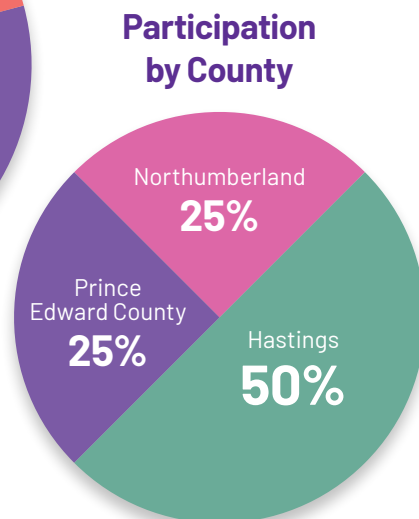
Staff

Executive Director Melanie Cressman
Programs & Outreach Coordinator Donna Wood
Community Engagement & Events Coordinator Dreya Richardson
Loyalist College Intern - Social Service Worker Program Priju Neupane

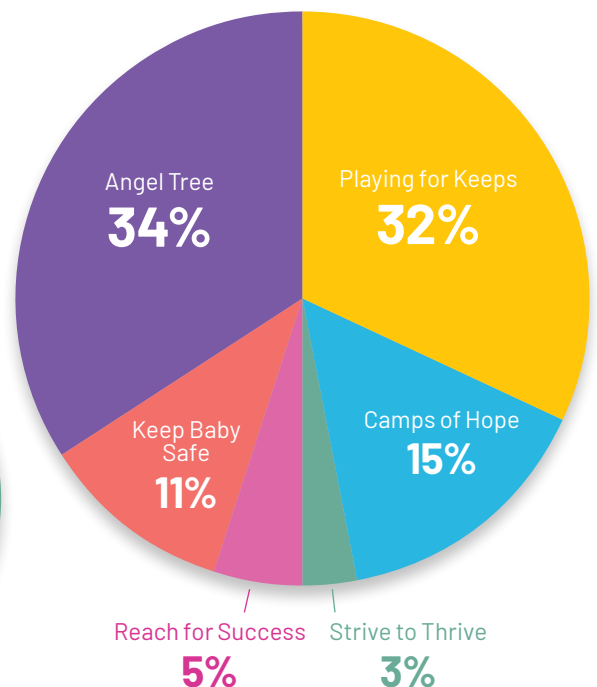
2024 Revenue
\$1,053,151



Financial Audit



Participation by Program
2076 Total Applications



A copy of the 2024 audited financial statement is available upon request.

We are grateful for the support of the following Community Foundations and Donors

The Alva Foundation

The Tenaquip Foundation

The Alex Sagriff Foundation

John M. & Bernice Parrott Foundation

The Corporation of the County of
Hastings

The Municipality of Prince Edward
County

Children's Aid Foundation of Canada

Rotary Club of Belleville

Rotary Club of Trenton

Rotary Club of Picton

Kiwanis Club of Belleville

Kiwanis Club of Picton

The Huff Family Foundation

Kay Stafford Fund/Trenton Memorial
Hospital Foundation

Belleville Senators/Ottawa Senators
Community Foundation

Corporate Event Sponsors

Hundreds of Individual Donors

Peter and Erna Sorenson Foundation

J.P. Bickell Foundation

TimberKids Charitable Foundation

Tawse Family Charitable Foundation

Fredrick J. Hennessey Trust Foundation

