

Annual Report



2024-2025

Leading with Heart

Igniting Growth, Inspiring Connection, Uplifting Every Family



Executive Summary



Leading with Heart: Igniting Growth, Inspiring Connection, Uplifting Every Family

In twelve short months since our rebrand announcement, BrightStart Caledon has been very busy. We took to the road, meeting with community partners and engaging in meaningful conversations across Caledon. Our aim? To help underscore the importance of our work in setting a strong foundation for the health and well-being of children and families and to extend our reach in Caledon.

This year we welcomed 5,095 children, parents and caregivers, representing 33,695 family visits. Families engaged in 26 unique, high-quality programs and experiences that support the development, learning, health, and well-being of children and families.

Our EarlyON program team provided 4,084 hours of enriching programs and services across 5 sites. Through engaging, play-based activities, including art, music, movement, and group programs, children from birth to six years had meaningful opportunities to learn, explore, and grow in a nurturing and inclusive environment. Formal and informal learning experiences - through drop-in programs, workshops, and conversations - helped parents and caregivers build confidence, gain knowledge, and feel supported in their journey. Wellness initiatives supported families in identifying strengths, building skills, and accessing tools to enhance their child's development and overall family health.

Our Families, Food and Fun program funded by the Public Health Agency of Canada's Community Action for Child Program manages to sustain service numbers year over year despite static funding. Designed to meet the complex needs of at-risk families, this program focuses on improving the health and well-being of young children, and offering support and new skills to their parents and caregivers. 249 visits by children, parents, and caregivers reflect consistent engagement through shared meals and supportive interactions, fostering community connections and education around nutrition.

Our Let's Get Together program continues to be a vital support for families raising children with diverse abilities, ages 0 to 8. Generously funded by the Town of Caledon as well as fundraising and donations, this parent-driven program offers a safe, inclusive space for families to meet, exchange experiences, receive practical tools, and gain encouragement from others on similar journeys. The program helps reduce isolation, build confidence, and provide emotional support alongside access to timely, relevant information and resources. While caregivers engage in discussion and learning, children and their siblings participate in play-based activities that support the development of social skills, communication, and confidence. The relationships formed - among both adults and children - often extend beyond the program itself, creating lasting networks of care, friendship, and mutual support.



CARINE STRONG
Board Chair



TERESA COLASANTI
Executive Director



These comprehensive services build a strong family foundation, pre and post-natal, through childhood and beyond, ensuring holistic support for children and families.

This year we secured Ontario Trillium Foundation Seed Grant Funding to develop an integrated intake, information and referral model aimed at dismantling barriers local families with children ages 0-8 face when accessing child and family programs and services. This is an important action coming out of our strategic plan and tied to our longer-term vision. We have engaged a consultant who is guiding us through a thoughtful and informed process - from designing the intake system and developing essential tools and forms, to identifying a user-friendly database and providing staff training. This work will culminate in the creation of a centralized system for families in Caledon, making it easier to access services and resources that are tailored to their unique needs.

Today, Caledon is going through important change and preparing for the future. With a population that is anticipated to grow by 30 percent between 2024 and 2031, requests for services will continue to increase in demand, complexity and diversity. As the cornerstone agency for children and families in Caledon, we are excited to deepen our impact while supporting our community partners in connecting families and children to local services and supports in real time.

Described by our families as an “incredible asset” to the Caledon community, our centre remains a trusted place for parenting guidance, inspiration and learning, and belonging. We are proud of the impact we’ve had and are deeply grateful to the families who share this journey with us. As we move forward, we remain committed to building a stronger, more connected Caledon - one family at a time.

Through our travels with our “roadshow” this year, we were able to re-engage and build out new partnerships that extend our reach, seek synergies and shared growth opportunities. A few examples include our ongoing social inclusion work through IDEA Caledon, working with our friends at Caledon Public Library to feature regular Librarian Visits, opening conversations about providing touchdown spaces at our locations for Peel Children’s Aid Society, offering Peel Public Health Dental Screenings and strengthening ties with the Town of Caledon. We also continue to serve as a trusted connector, linking families with local services and resources that help meet their evolving needs within the Caledon community. 468 referrals were made by staff, which demonstrates their commitment to early intervention and holistic family support, including working with our EarlyON Resource Consultants through our partnership with EveryMind.

Looking back on a year of embracing our new identity and strengthening organizational infrastructure and capacity, we know that we are now positioned to look ahead to the next year. As we conclude the first phase of our multiyear strategy, we look forward to engaging in conversations and reflections. This will serve to refresh the strategy, identify current priorities and discover where our work needs to go next to best serve the emerging needs of families and children in Caledon.

Our devotion for all things family is what drives our passion. Parenting is an incredibly important journey and we are proud to walk alongside parents and caregivers as they undertake the most important job in the world... raising young children. Our impact this past year would not have been possible without the incredible support of our staff, Board, volunteers, funders, donors and partners who collectively Lead with Heart, Igniting Growth, Inspiring Connection, and Uplifting Every Family in our community.



CARINE STRONG
Board Chair



TERESA COLASANTI
Executive Director



Governance and Leadership

Our Board

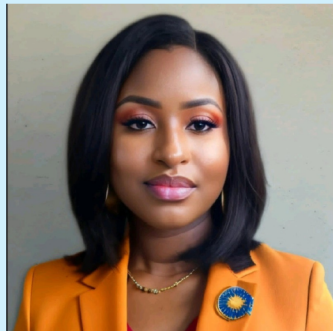
We are governed by a diverse and highly effective Board of Directors comprised of a knowledgeable and dedicated group of individuals reflective of our community who are committed to supporting Caledon families as we connect, learn and grow.



CARINE STRONG
Chair



LYNN BAKER
Vice Chair



ABIDEMI OLANIYAN
Treasurer



JO-ANNE FIORE
Secretary



FAIZAN BARI
Director



SHAWN FERREIRA
Director



JOHN HEUER
Director



ARNO ILIC
Director



NIKITA MANN
Director



LEO REBELLO
Director

Our Mission and Strategy



1

MEANINGFULLY STRENGTHEN OUR CONNECTION TO OUR COMMUNITIES

Leverage our expertise and connection to community for impact. These assets will support us to become leaders in serving families in Caledon in high-impact ways.

2

DEEPEN OUR COMMITMENT TO EQUITABLE ACCESS TO OUR PROGRAMS AND SERVICES

Advance equity and inclusion with a focus on newcomers and under-represented groups. Ensure we serve **ALL** Caledon families and communities.

3

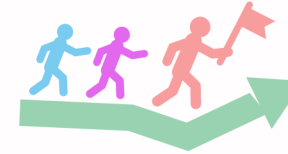
BOLDLY INNOVATE WITH NEW PROGRAMS THAT MEET THE NEEDS OF FAMILIES

Develop and pilot new programs and innovate to meet existing and emerging community needs and extend our reach.

4

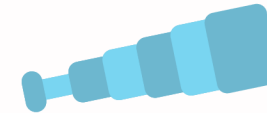
BUILD A STRONG, RESILIENT AND RESOURCEFUL ORGANIZATION

Reimagine our organizational systems and build staff and volunteer capacity to take our work to the next strategic level and grow into our bright future.



Our Mission

To provide a safe and engaging space to connect, learn and grow.



Our Vision

Where children are nurtured and families flourish.



Our Values

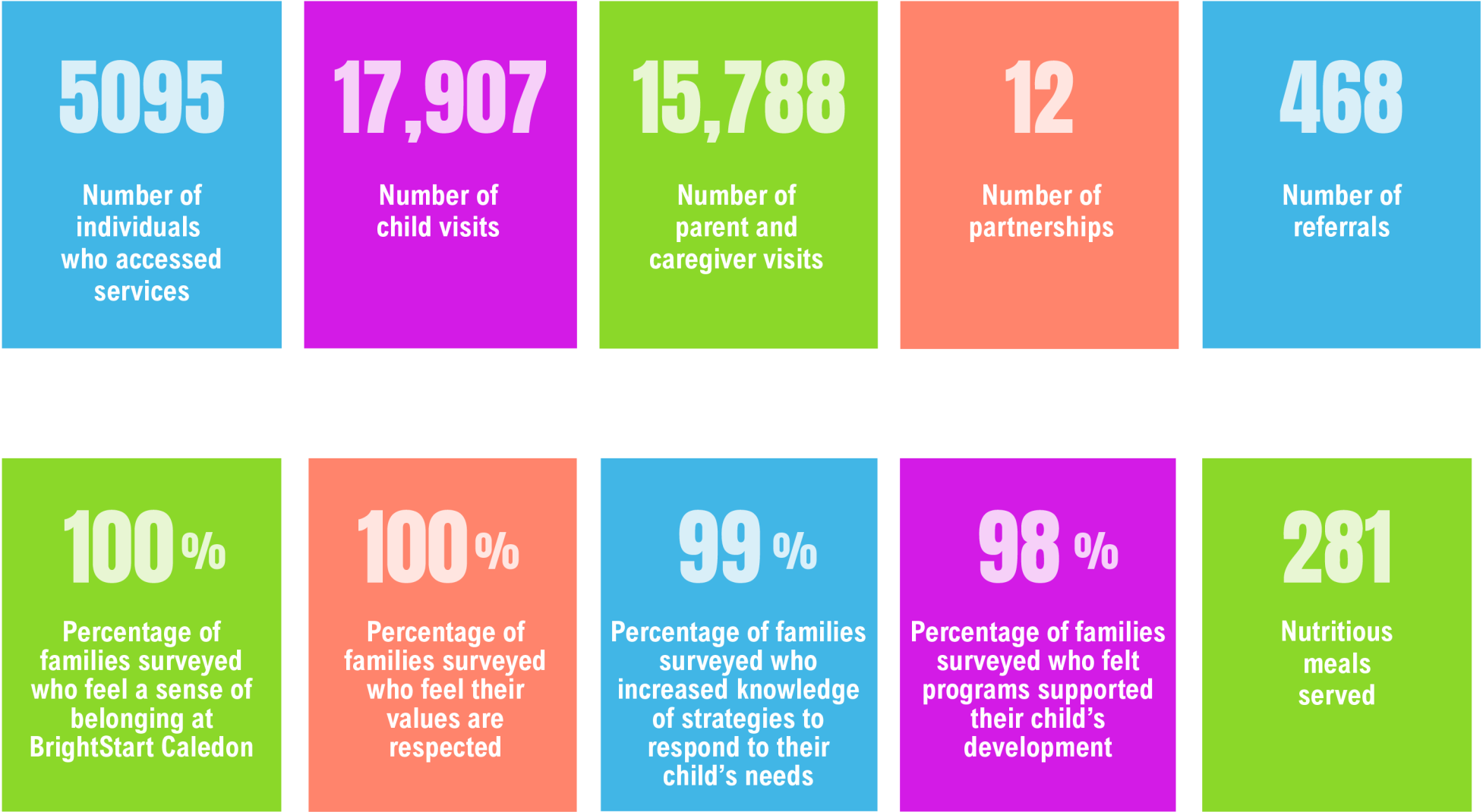
Accountability
Collaboration

Belonging
Dedication

With a new identity and strengthened organizational infrastructure and capacity, we are now positioned to look to the future. As we conclude the first phase of our multiyear strategy, we look forward to engaging in conversations and reflections that will refresh strategy, identify current priorities and discover where our work needs to go next to best serve the emerging needs of families and children of Caledon.

Program Data

Our Year in Numbers



Commitment and Excellence in Action

Our Staff Team

Our qualified and caring frontline staff are a committed team of individuals who love serving the families of Caledon. They actively enhance their skills through participation in continuous learning opportunities based on research and evidence-based practice.



BrightStart Caledon staff - helping Caledon's children connect, learn and grow!





Driving Connection and Belonging

Rural Outreach Program



Each week, families living in rural communities are invited to join BrightStart Caledon's friendly and experienced team for Family Time Drop In - a free, fun-filled drop-in program featuring dramatic play, creative crafts, songs, stories, and more. Designed to support early development and strengthen caregiver-child bonds, these sessions offer meaningful opportunities to learn and connect through play.

The Rural Outreach program takes place in Alton, Cheltenham, and a variety of park locations throughout the summer. These welcoming sessions help reduce isolation, encourage peer connection, and promote early literacy and numeracy in a relaxed and engaging environment.



Support and Resources

Our Families



Over the past year, our dedicated team has continued to provide a welcoming, inclusive, and enriching environment for families with young children. Through their compassion, creativity, and unwavering commitment, our staff have made a lasting difference in the lives of those we serve.

Families/caregivers have told us the programs and services offered have not only been *very informative* and *accommodating* but have created *memorable experiences* for their children - moments that foster learning, confidence, and joy. The relationships formed here continue to strengthen social connections, reduce isolation, and promote overall wellness.

As an *incredible asset* to the Caledon community, our Centres remain trusted places for guidance, inspiration, and belonging. We are proud of the impact we've had and deeply grateful to the families who share this journey with us. As we move forward, we remain committed to building a stronger, more connected Caledon - one family at a time.

“

BrightStart Caledon has made such a difference for both my sons and I. It's a great program for parents/children in need of a community. It's helped me feel less alone during my maternity leave, and it's helped my son build his social skills. It's been so nice seeing him play with other babies.”

A BrightStart Caledon Family Centre Parent

”



Working together to serve Caledon families

Our Partnerships

We work intentionally to build strategic partnerships that support our work with families and reaching new and emerging communities.

After unveiling our new name and branding at our AMM last year, we embarked on the work of presenting our new brand, sharing our long and short-term plans, as well as re-igniting partnerships with stakeholders throughout the Town.

The roadshow coming out of our rebranding process has offered a natural opportunity to re-engage with partners, to explore conversations and new approaches to engage with under-represented groups as Caledon welcomes growth and diversity.

Throughout our presentations and visits, we made sure to always share one important message: Though we now have a new name, we are still the same great organization.



Support & Selfless Service

Our Volunteer Team

BrightStart Caledon's volunteer team helps support our staff on the front line. They work behind the scenes providing leadership and support, sit on numerous committees and much more. Our volunteers are one of our most valuable resources, helping us enrich the lives of the families and children we serve. We are proud to celebrate their caring spirit and honour the positive impact of their contributions.





Statement of Revenues & Expenditures

Revenues	2024/2025	2023/2024
Government Funding	\$ 1,476,427	\$ 1,436,387
Non-Government Funding or		
Revenue from other Sources	\$ 46,056	\$ 55,507
Donation/Sponsorship /Fundraising	\$ 24,344	\$ 37,134
Total	\$ 1,546,827	\$ 1,529,028

Expenses	2024/2025	2023/2024
Salaries & Benefits	\$ 1,084,816	\$ 1,042,103
Occupancy Expenses	\$ 255,767	\$ 205,347
Other Operating Expenses	\$ 214,838	\$ 261,137
Fundraising Expenses	\$ 4,359	\$ 16,575
Total	\$ 1,559,780	\$ 1,525,162
Deficiency of Revenues over Expenses	-\$ 12,953	\$3,866

Statement of Financial Position

Assets	2024/2025	2023/2024
Current		
Cash & Cash equivalents	\$ 573,144	\$ 700,235
Accounts Receivable	\$ 7,013	\$ 6,933
Harmonized Sales Tax		
Recoverable	\$ 17,831	\$ 24,324.00
Prepaid expenses	\$ 20,191	\$ 32,106
Long Term Investments		
Total	\$ 618,179	\$ 763,598

Liabilities & Net Assets	2024/2025	2023/2024
Current		
Accounts Payable	\$ 20,859	\$ 41,589
Wages and employee		
deductions payable	\$ 64,695	\$ 93,179
Funding Repayment	\$ 25,005	\$ 42,308
Deferred funding	\$ 43,085	\$ 109,034
NET ASSETS		
General Fund	\$ 229,376	\$ 91,657
Internally Restricted	\$ 235,159	\$ 385,831
Total	\$ 618,179	\$ 763,598

Donors

- Fines Ford Lincoln Sales and Service
- Nancy Yates
- CIBC Wood Gundy Investment Advisors
- Silcotech North America Inc.
- Royal LePage RCR Realty Inc. Charity Committee
- Alexander Ihnatowycz
- Laura Humeniuk
- Gary and Maxie Bluestein Charitable Foundation

Funders

