



# TRI UMPH



IMPACT REPORT 2020 | MARKHAM-STOUFFVILLE CRISIS PREGNANCY CENTRE



As I look back on 2020, I am amazed at what we accomplished. As a team, we decided right from the beginning of the pandemic to continually search for the opportunities that existed amidst the upheaval of COVID. This positive and proactive mindset was the catalyst for the change and growth we saw in the centre over the past year. We very quickly pivoted and adjusted to be able to provide our services and programs within the ever-changing COVID guidelines and regulations.

This created an opportunity for creativity and outside-the-box thinking, which resulted in the ability to reach more people in crisis; remove barriers to support, such as transportation issues; and increase program efficiency. We were able to open a virtual support room, launch a new website which is reaching women in crisis on a level we haven't seen before, and engage more clients in prenatal and parenting education. We partnered with local businesses, churches, and community groups to work together to meet the needs of our community. Every service and program that we offered was affected by the changes COVID-19 forced upon all of us, and our team navigated those changes with excellence.

The pandemic also provided an opportunity for our staff to dive into additional training. As a team we focused on two main areas: crisis support, and abortion recovery. By upgrading our skills and knowledge, we can better serve clients in their moments of crisis, and those struggling emotionally after their abortion experience. Both of these areas are in alignment with our vision and mission.

2020 was quite the year! Through change and adversity, we were able to reimagine the standard way of doing things. It was the perfect opportunity for positive and proactive change. I am so proud of how our team pulled together and provided uninterrupted and exceptional care to our clients in the midst of a global pandemic.

**CHERYL LINDQUIST,**  
Executive Director

COVID-19 impacted all of us in many different ways. As a ministry, this pandemic revealed how resilient and blessed we are. Our flexible staff and volunteers navigated the constantly changing regulations around safety and found creative ways to continue support for our clients. With the introduction of zoom meetings, weekly video postings, and touchless porch pick-ups for practical items, we were able to offer a unique and consistent level of care to help our clients through this extremely difficult time. This year, God also saw fit to bless us with our highest level of community support ever. Through new partnerships with local churches, local businesses, and community grants, we were been able to pivot to online and socially-distant support, and thrive in the process. As we circumnavigate the constantly changing terrain of this persistent pandemic, we trust God will continue to provide and guide us as we show His love to our clients in new and unexpected ways.

**TERESA MASKERY,**  
Chair of the Board

2020 was a year of change and the Board of Directors and staff reassessed the Centre's mission and vision to better reflect what the Centre represented and the services and programs offered to and in the community.

### OUR MISSION

To show the love of Jesus through education and support to all individuals facing an unexpected or challenging pregnancy, and for those struggling in early parenting or emotionally following reproductive loss, abortion and adoption.

### OUR VISION

To be known in our community as the place of help, hope and healing where individuals can transition from crisis to thriving.

### OUR VALUES

We are a life-affirming and pro-grace organization. We believe that every individual is uniquely created and has value from conception until death. We also respect that others may feel differently and will make their own choices for their journey. We provide loving, factual, practical, and ongoing support

regardless of the pregnancy outcome for as long as needed.

Our values:

- **Respect:** This is a safe place where all individuals are shown respect, listened to, and supported regardless of age, gender, sexual orientation, race or religion.
- **Love:** All individuals are worthy of love, compassion and support.
- **Truth:** Every individual deserves factual information and the opportunity to explore their options.
- **Help:** We help individuals with their emotional, spiritual and practical needs amidst their unexpected circumstances.
- **Hope:** We help individuals reimagine their struggles as opportunities.
- **Healing:** We help individuals understand that the past does not define them and support them on their healing journey.



### JACOB\*: THE POWER OF HOPE

Three months into fatherhood, Jacob's partner disappeared with their daughter. For ten days, Jacob had no idea where his daughter was.

His family supported him as he began working with lawyers. He was willing to do everything it took to be a father to his child. He was there for his daughter once, and he wasn't going to let go of that now.

The legal battle was expensive and slow. At first, Jacob was only allowed to see his daughter for one hour a week. **As he struggled to hope that things would turn in his favour, his sister suggested he reach out to MSCPC for someone to talk to.**

The MSCPC supported Jacob through a financially and emotionally exhausting time with practical items like food, clothes and toys for his daughter. She loved her visits and playtime at the MSCPC.

"The supplies from the Centre were so helpful," says Jacob, "But it was their encouragement to keep going and their tips on how to cope better that helped me the most. They shared information that taught me how to be a better hands-on parent. They really supported me as a single father."

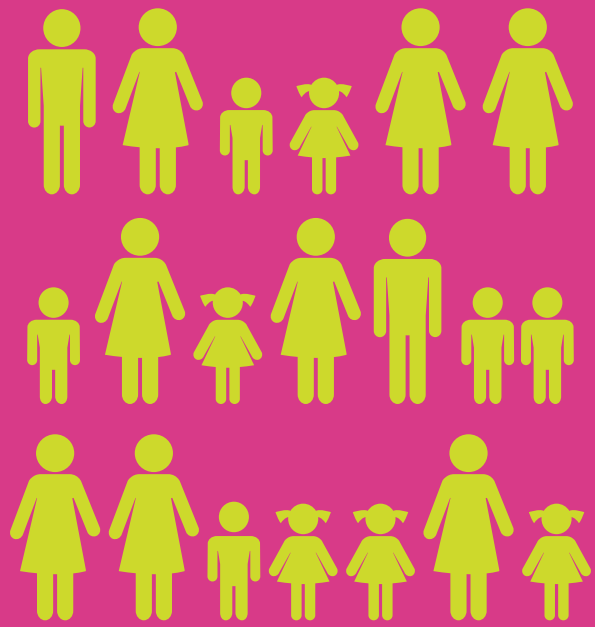
Jacob now loves giving back to the MSCPC — the place and the people that helped him through the toughest season of his life.

*\*Client name and photo are for representational purposes only.*

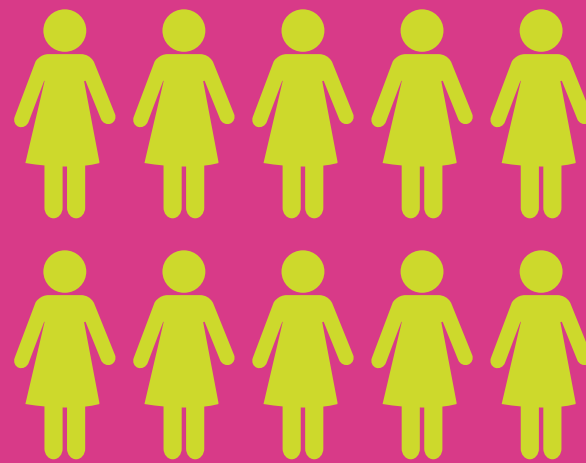
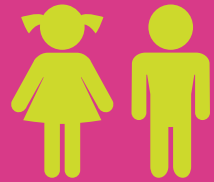
## 2020 IMPACT AT A GLANCE

When the COVID-19 pandemic hit Ontario in March, the MSCPC pivoted and adjusted quickly to ensure our clients received additional support to help them through this unexpected crisis. Already our clients felt isolated and anxious, and the pandemic added a whole new layer of stress. We were intentional about checking in with all of our clients, addressing their concerns and assuring them we were still there for them. We also recognised and responded to the increased need for practical resources in the form of essential mother and baby items, prenatal and parenting classes, and increased challenges accessing support.

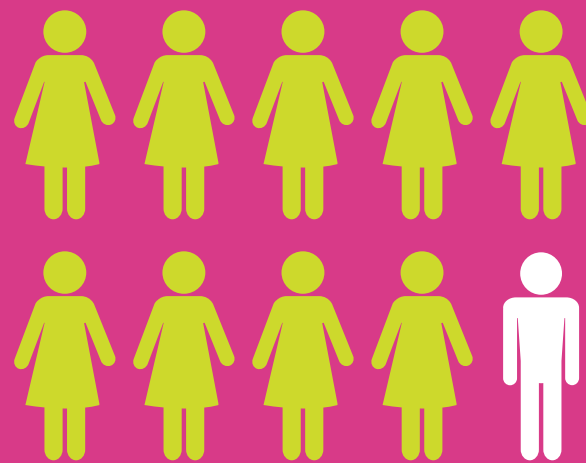
**251** Individuals Supported



**131** Children enrolled in our support programs



**120** Adult Clients  
115 Female & 5 Male



## STAYING CONNECTED WITH CLIENTS

**86** weekly videos created from Apr. to Dec. to engage and encourage clients



- Tuesdays: *From the Kitchen*: simple and healthy cooking recipes
- Wednesdays: *Songs and Stories* for the little ones
- Thursdays: *Survival Strategies* for parents
- Fridays: Devotional for anyone

**81** lessons viewed on BrightCourse



Online education platform allowed clients to access education seamlessly, whether in the centre or virtually, on their own or as a group.

**131** children enrolled in Operation Porch Pick-Up



**45** care packages per month on average

**464** care packages distributed from March to December



**15** Moms & Tots virtual groups



Enabled virtual support rooms and online forms to efficiently and effectively meet the needs of our clients in a changing world.

**13,697** essential items given out



**542** emotional support appointments



Significant increase in female clients needing emotional support during the pandemic as the regular supports were suddenly not available.

## CREATING A SAFE AND INVITING PLACE



Thanks to our supporters, we were able to perform key renovations to improve client and staff safety. This included a new reception area, and a new multi-purpose support room.



## AANYA\*: MOTHERHOOD AND NEW BEGINNINGS

Aanya was a new immigrant to Canada, with no healthcare, no OHIP, little English skills, and depression. Her pregnancy caused her great stress. She didn't know if she could be a mother with the financial, communication, and emotional hurdles she had to overcome.

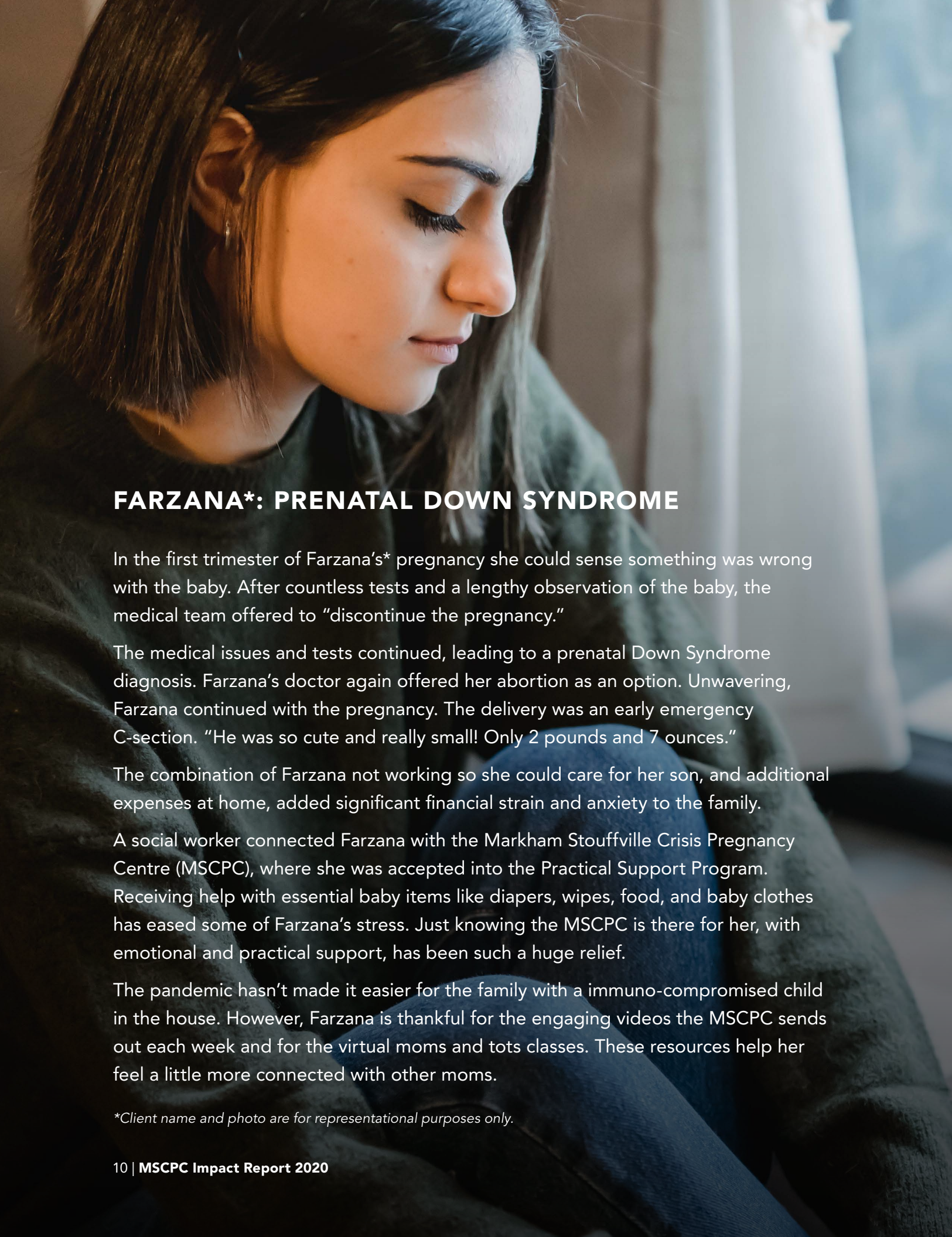
Her anxiety was debilitating. Aanya was connected to Healthy Baby Healthy Child (HBHC) Public Health program. The HBHC connected her to MSCPC.

"Before, no one would ask me how I felt or what I needed. But the staff at MSCPC cared for me! They welcomed me and gave me the emotional support I needed specifically as a new mom. They helped me understand what motherhood was."

Relief and happiness filled Aanya as she walked away from her first visit at the MSCPC. She had baby clothes and other items she didn't know a newborn would need. She was given a Mother's basket for her own personal care. "It felt like a baby shower!" she says.

The MSCPC continues to surround Aanya with support, helping her find solutions for her concerns and understanding what she needs. She credits the MSCPC for helping her set boundaries and having the courage to say yes or no when it comes to what is best for her and her family. Aanya participates in lessons through the BrightCourse program, covering topics like child nutrition, toddler care and life skills. Throughout the pandemic, Aanya has been grateful for the monthly practical support pick-ups and the weekly virtual moms and tots sessions. Meeting virtually with other moms and the MSCPC staff helps her feel connected to the community.

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## FARZANA\*: PRENATAL DOWN SYNDROME

In the first trimester of Farzana’s\* pregnancy she could sense something was wrong with the baby. After countless tests and a lengthy observation of the baby, the medical team offered to “discontinue the pregnancy.”

The medical issues and tests continued, leading to a prenatal Down Syndrome diagnosis. Farzana’s doctor again offered her abortion as an option. Unwavering, Farzana continued with the pregnancy. The delivery was an early emergency C-section. “He was so cute and really small! Only 2 pounds and 7 ounces.”

The combination of Farzana not working so she could care for her son, and additional expenses at home, added significant financial strain and anxiety to the family.

A social worker connected Farzana with the Markham Stouffville Crisis Pregnancy Centre (MSCPC), where she was accepted into the Practical Support Program. Receiving help with essential baby items like diapers, wipes, food, and baby clothes has eased some of Farzana’s stress. Just knowing the MSCPC is there for her, with emotional and practical support, has been such a huge relief.

The pandemic hasn’t made it easier for the family with a immuno-compromised child in the house. However, Farzana is thankful for the engaging videos the MSCPC sends out each week and for the virtual moms and tots classes. These resources help her feel a little more connected with other moms.

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## FINANCIAL HIGHLIGHTS\*

### Our Income

Church Partnerships	\$29,314
Individual Donations	\$63,866
Campaigns	\$66,951
Grants	\$20,000
Other‡	\$ 9,275
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	<b>\$189,406</b>

### Comparison 2020 vs. 2019

	2020	2019
Income	\$189,406	\$100,194
Expenditures	\$138,205	\$122,413
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Excess (deficiency) of income over expenditures	\$ 51,201	\$(22,588)

# \$11.5K

## Monthly Budget

Your financial support ensures that we don’t have to worry about the month’s operational expenses. Instead, we can focus on supporting vulnerable women, men and children in our community, ensuring that they can continue to access quality services and programs during their crisis and beyond.

## Give Gifts of Help, Hope and Healing

Your financial support enables us to continue to offer programs and services to vulnerable families and individuals in our community. You can make a difference in our community by donating towards the following:

- \$50: Grief Support after pregnancy and/or infant loss
- \$60: Pregnancy Test and Options Support Appointment
- \$100: Care Package
- \$200: Helen Basket
- \$200: Parenting Workshop
- \$250: First Response Workshop
- \$450: Abortion Recovery Care
- \$500: 1 Month of Moms and Tots
- \$500: Staff Training
- \$1,000: 10 Weeks of Prenatal Classes

*\*Official financial records can be found on our website. "Other" accounts for Canadian Kidney Trust, Gifts-in-Kind, various memorial donations and interest earned.*

## OUR FUTURE

When we outlined our 5 year vision plan in the fall of 2019, there was no way we could have anticipated a global pandemic! Fortunately, the vision plan was an outline that allowed for organic movement while still holding the desired course for the organization. As we pivoted and adjusted to meet the changes brought with the pandemic, relying on our clear vision was paramount in making wise decisions that would set us up for successfully meeting our organizational goals in the years to come.

Our vision for 2021 is all about increasing connections — to clients, to our community and to our supporters. Our goal is to reach more individuals in the critical first few weeks of their unexpected or challenging pregnancy. This will enable us to come alongside with realistic and accessible emotional support and practical resources, so they can make an informed choice that their future self will be proud of.

We also want to reach more individuals struggling after an abortion experience. One in four women will have an abortion by the age of 45, and of that group only one out of ten know where to find support afterwards if they are struggling emotionally. Our goal is to be known in the community as the place to turn for grace-filled, respectful and compassionate support after abortion.

We are also working to build bridges and partnerships with our local churches and community organizations, so the barriers to support that are blocking our clients from thriving can be overcome.

This is an exciting time! We are growing and hope to see even more connection in 2021.

## SELINA\*: HEALING FROM ABORTION

Most people don't understand what pushes women into an abortion. Oftentimes women make a choice for abortion because they feel trapped and believe there is no alternative. Most people also don't understand the shame, the secrecy, and the pain a woman lives with after going through with an abortion. A Christian woman may also feel that God's forgiveness is not accessible to her and that she will be judged harshly for her past choices. Most people don't understand how many women are suffering in silence, too afraid to reach out for help and healing. Selina was one of these individuals.

It was time to find help. She nervously reached out to the MSCPC for guidance and support. "I felt afraid and unsure entering Abortion Recovery Care." In the face of her fears, Selina found compassion and grace at the MSCPC. She joined a peer group study led by the MSCPC, called *Surrendering the Secret: Healing the Heartbreak of Abortion*, after a meeting with a client advocate.

Selina felt alone but God was present. Through the Holy Spirit and her study leader, Selina slowly began to find healing and peace.

There's a session that stands out to Selina as transformative in her journey. "The session highlighted the need to embrace and accept God's forgiveness as we cannot forgive ourselves. Only God can forgive us and His forgiveness is abundant and available; all we need to do is accept it," she says. "The truth from that session and working through the activities brought tremendous peace for me. I fully understand the scripture that encourages us that we can have a peace that surpasses all understanding. I have that now."

Selina can't go back and change her past, but she can face her future with hope and peace – a deep peace after a long struggle. "I feel free from the shame, guilt and pain of my abortion. I have peace knowing and resting in the love and forgiveness of God."

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## THANK YOU

Without you, nothing we do would be possible. The list below gives a glimpse of our supportive community. From the bottom of our hearts, thank you for your generosity and support.

### Our Church Partners

The Bridge • Central United Church • Cornerstone Christian Community Church • Eastridge Evangelical Missionary Church • Ebenezer United Church • Hillside Evangelical Missionary Church • Hope Bible Church Markham • In2one Community Church • Langstaff Assembly • Markham Baptist Church • Markham Chinese Presbyterian Church • Markham Missionary Church • Milliken Wesleyan Methodist Church • Rouge Valley Mennonite Church • Springvale Church • St. Andrew's United Church • Unionville Alliance Church

### Our Community Partners

#### Grants:

- The Coffey Family Foundation
- A.B. Harji Family Foundation
- Second Harvest

#### Local Partners:

- Mandarin Markham East
- Healthy Planet
- Dr. Ho
- Sherwin-Williams #8771
- Dulux Paint Markham
- Visconti's No Frills

#### Other Groups:

- 100 Women Who Care: Markham
- Markham Guild of Village Crafts
- Rotary Club of Markham Sunrise
- Casting Off the Cold
- Wittman Battenfeld Canada Inc.

## BE INVOLVED

You can make a difference in the life of someone who is vulnerable and in need of help, hope and healing. Financial support is important, but here are other ways that you can partner with us:

### Volunteering Opportunities

- Practical Support
- Moms & Tots Helper\*
- Snack Provider
- Client Advocate\*
- Front Desk/Office Support
- Fundraising Event
- Donation Drive Coordinator\*
- Workshop/Class Instructor\*
- Training and Equipping Provided

\*Additional training is required and will have more responsibilities

### Leadership Opportunities

Consider joining our Board of Directors and be part of the leadership team. We are currently looking for people with a heart for pregnancy care ministry and skills that will help advance our mission and vision.

### Practical Donations

Help us provide essential mother and baby items for our monthly care packages. Contact the centre to find out what items are needed most right now.

### Fundraising Opportunities

Help us plan, promote and run our annual fundraisers, or run one of your own for the MSCPC. Contact the Executive Director for more information.

### Awareness Opportunities

Our vision is to be known in our community as the place of help, hope and healing where individuals can transition from crisis to thriving. We need your help getting the word out so women facing an unexpected or challenging pregnancy, struggling after an abortion experience, or in need of support in early parenting or after a pregnancy loss know where to turn for support.

Follow us on social media and share with individuals in your organization, and/or book us to speak at your next event.



*help · hope · healing*