

BUILDING BRIGHTER FUTURES TOGETHER
VERMONT SQUARE
PARENT-CHILD MOTHER GOOSE
2024-2025



ANNUAL

REPORT

2025

#200-5700 YONGE ST. NORTH YORK, ON M2M 4K2



parentchildmothergoose.org



TABLE OF CONTENTS:

LETTER FROM EXECUTIVE DIRECTOR	3
OUR ORGANIZATION OVERVIEW	6
OUR PROGRAM OVERVIEW	7
PROGRAM & TRAINING COMMITTEE	12
OUR IMPACT IN WORDS	16
OUR RESOURCES OVERVIEW	18
OUR PARTNERSHIPS	25
THANK YOU TO OUR CONTRIBUTORS	28
THANK YOU TO OUR DONORS	33

ANNUAL REPORT

20
25

LETTER FROM OUR EXECUTIVE DIRECTOR

Dear Parent-Child Mother Goose Program lovers,

As I reflect on 2025, I am filled with pride and gratitude for the remarkable momentum that the Parent-Child Mother Goose Program® (PCMG) has built this year. Our commitment to nurturing connection, joy, and early childhood development has only grown stronger, and our community has expanded in inspiring ways.

One of our most significant achievements was securing a major three-year grant of \$365,000 from the Ontario Trillium Foundation (OTF). This transformative investment allows us to launch two new PCMG programs in the Jane & Finch community, extending our reach to families who will benefit deeply from our unique, relationship-based model. In addition to OTF, we successfully secured new large grants—including the CSP program from the City of Toronto and support from other generous funders—strengthening our long-term financial sustainability and allowing us to grow with confidence.

This year, we were proud to serve 447 adults and 466 children — reaching a total of 913 participants through our six programs across the GTA. We also continued to invest in our team and infrastructure. We increased salaries for our dedicated teachers and childcare staff, welcomed our new Chair, Mary Argent-Katwala, and expanded our capacity by hiring our Program & Outreach Coordinator, Maria Gangotena. With strong outreach initiatives, new volunteers, and deeper partnerships across the city, we are connecting with more families than ever before—many of them newcomers, parents with limited English, and multigenerational households seeking warmth, community, and support.

Another exciting milestone is on the horizon: after 20 years at CSI Annex, we are relocating our office to 5700 Yonge Street, an accessible, modern space in a vibrant neighborhood that will allow us to serve families and collaborate with partners more effectively. This new home marks a fresh chapter of growth and stability for PCMG.

As we move into the coming year, we do so with optimism and renewed purpose. With new programs, strengthened outreach, expanded funding, and a beautiful new office, we are well-positioned for a more stable and impactful year ahead.

To our staff, volunteers, board members, donors, and community partners—thank you for believing in the power of connection, storytelling, and family support. Your dedication makes everything we do possible.

With warmest regards and gratitude,



Guita Movallali
Executive Director



OUR ORGANIZATION OVERVIEW

The Parent-Child Mother Goose Program® is backed by decades of research, yet is so simple and natural that parents easily gain skills and confidence to foster healthy relationships and give their children experiences that promote positive brain development.

Evidence-based research confirms that children's early experiences mould their brains, and the primary caregiver provides most of those experiences. The caregiver's choice of words, tone of voice, gestures, facial expressions, holding, and cuddling lay the neurological foundation for the child's lifelong emotional, physical, and cognitive health. Our programs are designed to easily, simply and naturally support parents to deepen this relationship. Proudly, our programs prioritize families in need of support and is always free of charge.

The heart of our mission beats strong: providing a joyful, interactive space for parents and their young children to discover the power and pleasure of oral rhymes, songs, and stories. We continued to prioritize families in need, offering this transformative program at no cost, thanks to your unwavering support.

Our roots trace back to 1984 in Toronto, evolving into the Vermont Square Parent-Child Mother Goose Program in 1987. Since 1991, our training initiatives have sparked Mother Goose Programs not only across Canada but globally, reaching places like Afghanistan, Iran, Australia, and the United States.



**Parent Child
Mother Goose Program**

*Parent-Child Mother Goose Program
Has a profound and positive impact on*



*Children's
language,
social, and
emotional
Development*



**Parent Child
Mother Goose Program**

*Study indicates that
the Parent-Child
Mother Goose program
increases parents'
knowledge,
confidence
and skills*



OUR PROGRAM OVERVIEW

The Vermont Square Parent-Child Mother Goose Program (VS-PCMGP) demonstrated significant outreach and sustained engagement in 2025, successfully running six programs for a full 30-week duration across the Fall, Winter, and Spring terms. We offered six programs: Elmbank Infant; Malvern Infant; Parkdale Infant; Somali Program; and our two new programs at Downsview - Infant and 2-4, supported by Ontario Trillium Foundation. The programs, as prescribed, there were two teachers (co-teachers) and one childcare assistant per program.

Across all programs, the total direct involvement reached 447 adults and 466 children, with overall contacts totaling 913 children and adults. This consistent participation underscores the program's role as a source of social support and a core part of the community's weekly routine.

Twenty-seven (27) languages might be heard in our six programs: Arabic; English; Bangla; Chinese; Croatian; Dari; Filipino; French; Gujarati; Hindi; Ilocano; Japanese; Korean; Malayalam; Marathi; Persian; Polish; Portuguese; Somali; Sudanese; Swahili; Tagalog; Tamil; Telegu; Tibetan; Twi; Urdu.

Community outreach efforts were significantly expanded this year to maximize program visibility and reach, proving crucial for enrollment in new areas. Special effort was dedicated to establishing our two new Downsview Programs by fostering partnerships with long-standing, robust organizations operating within the Jane & Finch corridor. These strategic collaborations were instrumental in supporting the successful launch of these new programs. Extensive outreach included direct engagement at partner organizations, community centers, hospitals, libraries, parks, community events, and across various online platforms. Notably, in-person outreach methods were the most effective for building real-time relationships with potential participants. Maintaining broad and consistent community visibility remains a critical priority for sustaining program attendance and impact.



The Elmbank Infant Program

This program was attended by families who live in an under-resourced catchment area. The program was conducted in the Community Room downstairs in the Elmbank Community Centre in Rexdale. There is an elevator to the lower room for families with buggies and strollers.

The Elmbank Parent-Child Program successfully impacted the community across the Fall 2024 and Spring 2025 terms, led in the Fall by Sarah Abusarar and Susan Ida Bouchard. The childcare assistant was Nasira Hassan.

This program was characterized by remarkable cultural and linguistic diversity, with families speaking ten languages, including English, French, Tagalog, Swahili, Arabic, Twi, Spanish, Croatian, Urdu, and Romanian. Sessions consistently focused on promoting early learning, language development, family bonding, and strong community connection. The program achieved a high level of engagement, supporting 214 participants - 102 children and 112 adults.

The deep emotional support provided by the program was powerfully demonstrated by one mother who, despite experiencing a miscarriage, still attended her weekly session. She expressed that the program offered her emotional stability, routine, and peace during a painful time, underscoring its profound sense of belonging.

Our participants consistently affirmed the program's value in reducing isolation and bolstering community ties. Key reflections highlighted its positive impact:

- "The program helped me strengthen the bond with my child and made me feel more confident in connecting through music and storytelling."
- "It was a friendly and welcoming space. It helped me get out of the house and connect with others."
- "I learned rhythms and songs I can use at home with my child, and I discovered other programs and community resources through attending."



The Downsview Infant & 2-4 Programs

The Parent-Child Mother Goose Program (PCMGP) significantly advanced its strategic expansion efforts by officially launching two new programs in the Downsview – Jane & Finch corridor on September 23rd. These vital community initiatives were made possible through the support of an important grant from the Ontario Trillium Foundation. The new offerings are designed to maximize local impact, featuring sessions tailored for Infants in the mornings and children aged 2–4 in the afternoons. The teaching team dedicated to these crucial new programs includes: Teachers Ruth Danziger & Lynda Howes, Co-teachers Gail Miller & Seema Walia, and Childcare Assistant Fahimed Jalilikhoei.

The Jane and Finch community is very diverse, with residents from over 80 different ethno-cultural groups who speak 112 different languages. According to data from 2024, the Jane/Finch Community and Family Centre served 671 caregivers and 791 children, with a total of 4,750 visits from caregivers and 5,654 visits from children. The cultural groups we serve are from diverse origins, including Africa, Asia, South America, the West Indies, and the Middle East.

Many families in this community face daily challenges that can impact their well-being and a child's development. These include:

- Poverty and Financial Insecurity.
- Mental Health and Isolation.
- Cultural and Language Barriers.



The Malvern Program

The Malvern Program operates from the Malvern Recreation Centre supporting families from this under-resourced neighbourhood. Our program successfully operated in 2025, serving 226 participants - 113 children and 113 adults, and was staffed by Teacher Gail Miller, Co-teacher Leeya Solomon, and Childcare Assistant Grace Jordan. The program benefited from the support of Ava, a practical student from CIZEATC, who volunteered as an observer. She engaged warmly with families and provided valuable assistance with setup and cleanup.

The home visitors from Babies Best Starts (BBS), affiliated with Strides Toronto in Scarborough, continued to attend PCMGP, they played a crucial role in connecting us with our target demographic by providing direct family referrals. The teachers strategic outreach focused on distributing flyers in the neighborhood, at schools, malls, and on the streets, was effective in connecting with the target demographic.

The program was successful in supporting the well-being of caregivers. Parents developed sufficient trust to take brief moments of respite, enjoying snacks and conversation with other adults while their children were supervised. This provided a small but vital opportunity for adult connection and rest.

A powerful testimonial highlighted the program's significance for a grandmother raising an energetic granddaughter and caring for a grandson with a brain injury. She shared that the sessions offered a much-needed "chance to breathe," as the team provided a safe and engaging space for her granddaughter.



The Parkdale Program

The Parkdale Mother Goose Program consistently offered a critical, supportive, and developmentally rich environment for families, particularly those from immigrant and refugee backgrounds at the Parkdale Community Health Centre. In 2025, the program was led by Teacher Velrina Alexander, Co-teacher Seema Walia, and Childcare Assistant Nasira Hassan.

Outreach was actively conducted across local settings, including the Parkdale Community Centre, libraries, child play buildings, apartment lobbies, and public spaces. Word-of-mouth promotion and community conversations proved effective, attracting several new families each term. Across the three terms, the program maintained significant reach within the community total of 217 participants, composed of 118 children and 99 adults. The program consistently served families from immigrant and refugee backgrounds, with subsequent sections detailing its success in strengthening parent-child bonds, overcoming persistent operational challenges related to facility atmosphere, and fostering vital community support through periods of inconsistent attendance.

The program was highly successful in fostering a strong sense of community and mutual care: One mother donated a stroller and baby clothes to support other families in need. Families expressed that the program reduced their sense of isolation, helping them feel more connected to the community and discover other community resources. The presence of grandmothers, including one visiting from India, brought a valuable intergenerational aspect to the sessions.

English speaking families reporting that sessions aided their children's early learning. These developmental benefits were evident, as reported by families whose children overcame shyness and enthusiastically adopted the songs at home.



Somali Infant and 2 - 4 Program and older:

The Somali Program successfully engaged a highly receptive audience, driven by its focus on inclusivity and community building. The program was delivered bilingually in English and Somali to ensure maximum accessibility. The teaching staff included Teacher Falis Kediye, Co-teacher Batun Farah, and Childcare Assistant Istarlin Omar Jama. The program was offered at Scarlett Rd. in Etobicoke. There was a well-equipped kitchen for our use. Many of the families who had limited English, spoke Somali. Because our teachers spoke Somali, the PCMGP was able to support these otherwise isolated families.

Effective outreach methods, including parent referrals, phone calls, emails, and WhatsApp messages, played a crucial role in maintaining strong attendance and bringing in new families.

The program successfully engaged a total of 256 registered participants, composed of 123 children and 113 adults. The focus remained on providing consistent support through learning, community connection, and child development activities. Most participants consistently returned each week, and the program welcomed 17 new individuals (7 children and 10 adults) during this year. Occasional absences were primarily attributed to illness or medical appointments. The main operational challenge was maintaining full class consistency, as children frequently missed sessions due to sickness or appointments. This occasionally impacted the flow and participation levels within the group.



Program Visits:

Executive Director Guita Movallali visited four programs this year for direct oversight: the Elmbank Infant, Malvern Infant, Parkdale Infant, and the Somali Program. In addition to this oversight, María Gangotena is actively supporting program delivery and expansion. During the Fall 2025, she visited Elmbank, Malvern, Parkdale, and the Somali Programs. Besides, she works regularly on Tuesdays, specifically helping to develop and support new programs at the Downsview and Jane & Finch locations.

Staff Updates:

The Parent-Child Mother Goose Program (PCMGP) secured a significant grant from the Ontario Trillium Foundation in Summer 2025. This funding immediately enabled the opening of a call for an Outreach & Program Coordinator to launch two new programs—one for Infants and one for ages 2–4—in the Downsview – Jane & Finch corridor. The announcement generated substantial interest, resulting in ten professionals being selected for interviews. Following a rigorous selection process, the PCMGP appointed María Gangotena to the role. She brings extensive experience in community development, education, and practice as a community-based researcher, positioning her perfectly to lead this vital expansion initiative.

Volunteers in Our Programs

Malvern program hosted a volunteer, named Ava, a practical student from CIZEATC, she joined as an observer. Ava helped with setup and cleanup and engaged warmly with families during breaks and after the sessions. Her presence was greatly appreciated.

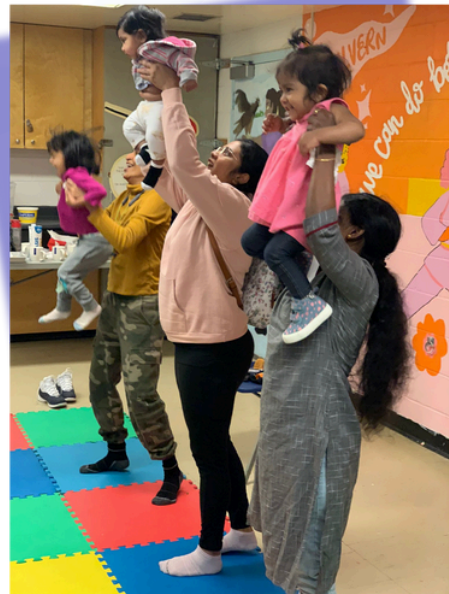
The Somalia program also benefited significantly from the dedication of Khadijah, a valuable volunteer. Her support in assisted with snack preparation, outreach phone calls, and recruiting new families helped ensure smooth program operations and effective participant communication.



Program Funding

The majority of the direct costs of our Parkdale, and Elmbank Programs were funded by the City of Toronto Community Services Partnership. Most of the direct costs of our bilingual Somali Program were funded by Etobicoke Brighter Futures Coalition. Our Malvern Program was funded by the Tippet Foundation. General program funding was provided by the P.E.A.R.L. Foundation, Rotary Club of Toronto, Jackman Foundation, Toronto Foundation, TD Bank and Shum Vourkoutiotis Fund. Please see the list of Donors. Recently, the Ontario Trillium Foundation funded our two new programs at Downsview.

Many thanks!



PROGRAM & TRAINING COMMITTEE ANNUAL REPORT

The Program and Training Committee is a committee of the National Council that focuses on all aspects of our program and training guidelines, development, and policy.

In March 2025 we held the eighth annual meeting for PCMGP's teacher trainers, over two different days and times to accommodate as many trainers as possible via Zoom. We thoroughly enjoyed being able to put faces to names and vice versa.

The topic of discussion. "What is your favourite story to use in Parent Child Mother Goose Program Teacher trainings?" The conversation was engaging and robust. A list of the stories discussed was then shared electronically with those that attended. The committee would like to extend our sincerest gratitude to all those that attended these meetings and for all the reflection that occurred.

In March, Maureen Doll co-hosted a connection series session with National Council co-chair Joan McDonald on queries, troubleshooting specific situations and best practices. It was a great conversation with lots of amazing input from long time teachers and new teachers alike!

P&T worked with Vermont Square to update the video links for trainings, as well as, providing feedback to National Council for their website and meeting with Patricia Asbun, who has started the process of becoming a teacher trainer. As always, we continue to respond to questions and communications that come our way from across the country and abroad, relating to Program and/or Training guidelines. We appreciate the opportunity to hear of the positive changes that the Parent-Child Mother Goose Program® makes in the lives of families! We welcome ideas, questions and feedback from our PCMGP® community. Please feel free to contact us at any time ☺

Program and Training Committee:

Ruth Danziger, Ontario - rdanziger@ca.inter.net
Lori Fritz, Newfoundland/Ontario - lorellfritz@gmail.com
Kate Jarrett, Ontario - kate.jarrett@sympatico.ca
Maureen Doll, BC - moesdoll@gmail.com



PROGRAM & TRAINING STATISTICS

PCMG Teacher Training Workshops

Teacher training workshops create new Mother Goose teachers, expand and strengthen the network of Mother Goose programs, help to maintain the program standards and develop important skills and awareness in people who work with children in other ways.

- 17 PCMG Teacher Training Workshops, to train PCMG teachers for agencies across Canada, in Alberta, British Columbia, Manitoba, Newfoundland and Labrador, Ontario, and Quebec, and abroad that wish to offer PCMG programs in their communities.



Parent Child Mother Goose Program

*Study indicates that
the Parent-Child
Mother Goose program
increases parents'
knowledge,
confidence
and skills*



Teacher Training Workshops (TTW) 2024-2025

We successfully conducted 17 Teacher Training Workshops (TTW), both in-house and in collaboration with partner-hosted agencies, reaching a total of 280 participants. The workshops were delivered in a mix of in-person and virtual formats to accommodate a broad range of attendees.



Our in-house workshops were facilitated by: Maria Ordoñez & Ruth Danziger

New Brunswick TTWs: 2024-2025:

In the fall of 2024, the Parent-Child Mother Goose Program received a request from the Literacy Coalition of New Brunswick to run a series of teacher training workshops. These would be part of a larger project to provide professional development to Early Childhood Educators in New Brunswick. They contacted the PCMGP office and booked four introductory teacher training workshops to take place in four different locations in February 2025 with a plan to run four more in October 2025. With support from local Area Representatives, 2-day workshops were held in Fredericton, Miramichi, Moncton, and Saint John. An online workshop also ran in the Spring of 2025. PCMGP Facilitators, Lynda Howes and Ruth Danziger led these workshops.



The workshop participants were mostly working in daycare and early childhood learning settings. They were selected for their initiative and leadership potential, so they were very keen! After the workshop, they would return to their workplaces ready not only to use the materials and ideas they were taught with the children they work with, but also to mentor others in their workplaces. They will be supported by the project's four Area Representatives who also attended the workshops. In this way the project aims to reach as many early childhood educators as possible and to support best practices around the province.

There was an overwhelmingly positive response to the workshops. In the written participant feedback we heard that people enjoyed the hands-on learning style, the specific skills they learned and the insights they had, and that they walked away empowered to tell stories, sing songs and do rhymes with the children they work with. Their feedback reflected also how much more confident they felt and that they could put their learning into practice right away.

All of this met the needs of the overall project. But of course, each workshop also gave rise to a few people who might run the PCMGP itself. These people will receive support from the project organizers who can guide interested new PCMGP teachers toward appropriate grants, partnerships and locations.

The whole project is far reaching and very well planned and supported. Hopefully these workshops will result in some new PCMGP Programs in New Brunswick, to be run by a younger generation of teachers.



OUR IMPACT IN WORDS

Words From Our Participants Selected Responses:

- “The program helped me strengthen the bond with my child. It made me feel more confident in connecting through music and storytelling.”
- “It was a friendly and welcoming space. It helped me get out of the house and connect with others.”
- “I learned rhythms and songs I can use at home with my child, and I discovered other programs and community resources through attending.”
- “I regularly use what I learn from the program at home.”
- “Reads and Signs have helped me strengthen relationship with my children, making story time more interactive and meaningful.”

More selected observations from parents:

- Parents highlighted several personal and social benefits, including: Feeling welcomed and connected, becoming more active and joyful, making new friends, getting out of the house, discovering other community resources and programs, learning songs and rhymes they can use at home.
- One father shared how he compares the Mother Goose program to other activities and feels this one is especially helpful. Although, English is not his first language, he learned to use the words of the rhymes and songs at home with his daughter and felt proud of that connection.



Parent Child Mother Goose Program



Participants experience a heartwarming surge of social support and a profound sense of belonging to their community!



OUR IMPACT IN WORDS

The program had a meaningful impact on children who are not currently enrolled in school. It created a learning environment where they could develop early literacy and communication skills. Children who speak little or no English gained more exposure to the language in an engaging and supportive setting.



Words From Our Teachers

- One of the participants—a grandmother raising her energetic granddaughter and also caring for an older grandson with a brain injury—shared how the program offers her a chance to breathe. During sessions, the team tries to engage her granddaughter in reading and songs, allowing the grandmother to rest for a while, knowing her child is in safe and caring hands.



OUR IMPACT IN WORDS

PARENT TESTIMONIALS - WHAT DO YOU LIKE ABOUT THE STORIES?

- I enjoy learning through shared experiences and love hearing people tell and share stories. It helps to connect with others, learn new things, and inspire me to share more stories as well.
- My baby recognizes the stories and always smiles when we sing them.
- It's calming for my child and brings back childhood memories for me.
- Makes me joyful
- Learning about other cultures.
- My baby loves it and learning sounds, talking, and mimicking others.
- It gives another perspective on life lessons. Adults don't often get those opportunities. This is an amazing program. I wish I knew about it with my first child.
- Parents have remarked that they like stories: of encouragement; that make them think; and that have teaching moments.

MORE TESTIMONIALS:

- Staff very welcoming: they understand and build in inclusion, a sense of belonging
- We have had so much fun learning new rhymes, songs, and stories
- The welcoming environment has allowed us to make new friends in the community. As well, we have a safe and affordable activity in the community to get out of the house.
- It's an amazing program that is a constant part of our weekly routine. So welcoming and my baby has really developed socially and emotionally through the program and is learning how to make friends and be gentle.
- It helps with learning to talk and continue further bonding with the baby.
- Learning new rhymes that can be told anywhere without books or other materials. My baby loves it and learning sounds, talking and mimicking others.



Outreach Activities

In 2025, we expanded our outreach efforts to raise greater awareness of our programs. Our team participated in multiple community events, information sessions, and local gatherings, actively promoting our services and strengthening our presence within the community. On October 24th, Susan Ida Bouchard and Maria Gangotena attended the "Check it Out" event hosted by the Etobicoke Brighter Futures Coalition EarlyON at the Mimico TPL; it was an amazing event that recorded 158 participants and 28 professionals. Furthermore, PCMGP has been invited to participate in the Sunday Market at Parkdale Hall on November 30th. This is a great community event that will help support the growth of our programs in the GTA.



Summary of Program Activities

- The PCMG programs serve to underserved Toronto communities at Downsview Infant and 2-4, Elmbank Infant, Parkdale Infant, Malvern Infant, and Somali 0-4.
- 41 books and disks were sold and, 36 books were donated to PCMG program providers and families across Canada and abroad

Program Statistics 2025

- 447 adults and 466 children registered in our directly delivered Parent-Child Mother Goose programs in Toronto this year.
- 52 new children and 51 new adults
- Total contacts were 1,016 children and adults.



Our Resources & Social Enterprise Overview

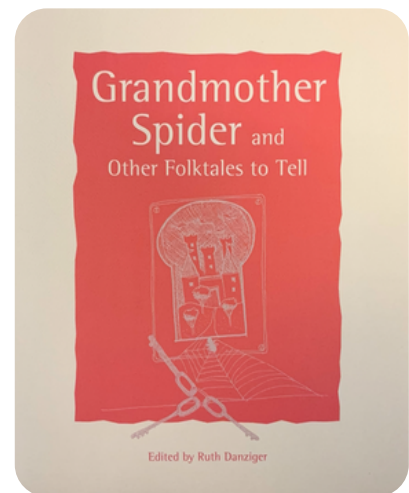
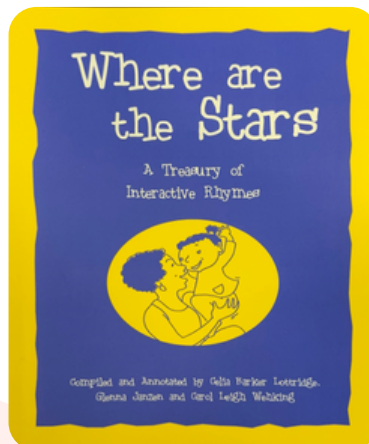
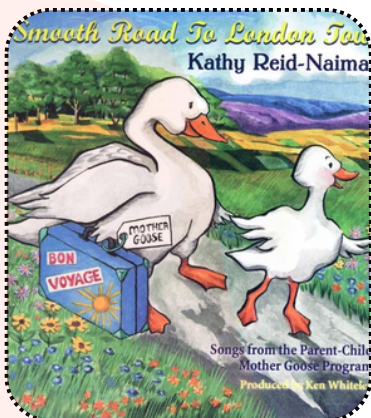
Social Enterprise Activities

Thanks to the model developed in 1992 by PCMG co-founder Celia Lottridge, our PCMG teacher training workshops, our books, and disks are offered as a supplementary service to agencies and individuals anywhere in the world who are interested in PCMG, with the ultimate goal of disseminating the PCMG program and its methods and benefits as widely as possible. In a good year, our social enterprise is a small source of revenue to support PCMG operations.

Book and Disk Donations

As part of our community outreach, we donated some of our books to:

- Our teachers/programs
- The Centre for Spanish Speaking People
- Black Creek Community Health Centre
- Jane Finch Centre
- Black Creek Community Farm
- Toronto Public Library – Yorkwoods Branch
- Check-In Event, Brighter Futures



Our e-Newsletter: GooseTrack

Our e-Newsletter, GooseTrack, launched in 2023. We continued our work with nine GooseTrack in 2024 and six in 2025.

This dynamic platform has seamlessly connected us with our teachers, donors, and parents, fostering stronger communication. Introducing the mass emailing system through Mail Poet, we have meticulously prepared our recipient list, creating an effective channel to engage and connect with our community. In 2025, we added to our email lists several partner organizations and supporters.

Our Website

This year we continued updating our website! Our website can be found at:

www.parentchildmothergooseprogram.org

The new features have also helped to make a few of our internal processes more efficient and centralized.

We tried to make it more interactive and user-friendly. We also updated our NEWS section and our Donor and sponsor page.



Social Media Growth in 2025

In 2025, the Parent-Child Mother Goose Program (P-CMGP) dedicated substantial effort to expanding our social media presence, making it a pivotal year for engagement and outreach. Our active presence across Instagram, Facebook, and LinkedIn provided a window into our programs and events, creating a vibrant online community that brought us closer to families, partners, and organizations.

Each event was accompanied by live stories on Facebook and Instagram, giving our followers a real-time glimpse into our activities. We also produced video clips for each of our programs, which contributed to a significant boost in our visibility. For example, our Instagram followers grew from 200 in June 2023 to 536 by the end of 2024, and our monthly views skyrocketed from 500 to an average of 5,000.

Our LinkedIn page experienced remarkable growth as well, with an 80% increase in followers and impressions. Through continuous communication and responsiveness, we forged strong new connections with individuals and community organizations, using our platforms not only for outreach but also for fundraising support. Social media became an essential tool for advertising our programs, drawing new families and strengthening community ties.

Finally, we expanded our digital footprint by launching a TikTok account, revamping our YouTube channel, and establishing a WhatsApp group to streamline team communication. This year, we also proudly hosted two booths at in-person events, bringing our online efforts into face-to-face interactions.

Thanks to the team's dedicated work, P-CMGP's social media has become an essential platform for connecting with our community and amplifying our impact.



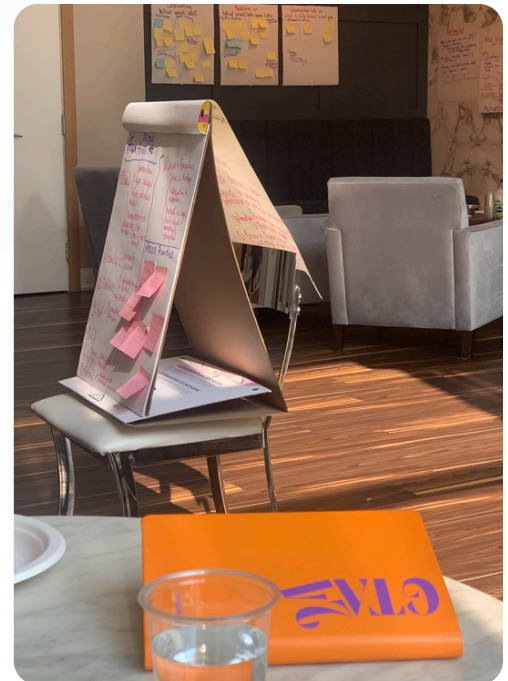
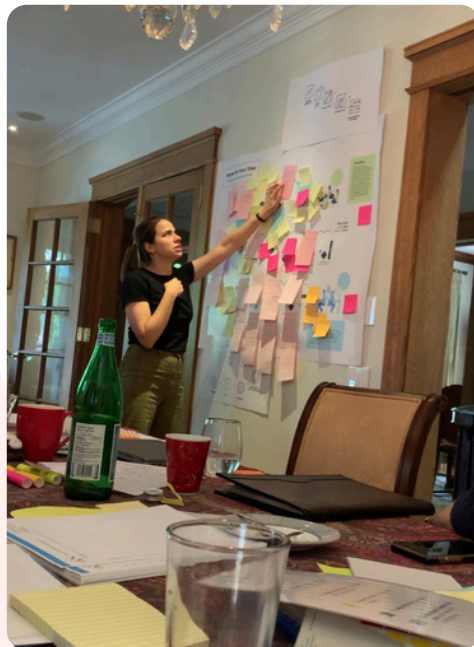
Strategic Planning Retreat

We are thrilled to share that this year witnessed an impactful Strategic Planning Retreat, bringing together our dedicated Board Members and Executive Director. The success of this retreat is a testament to our hard work and commitment.

The essence of our strategic planning lies in recognizing that strategy is not merely a static plan or a list of tasks—it's a dynamic set of choices. In the face of uncertainty,

It emphasized that strategy goes beyond mission statements; it's about crafting specific, integrated choices that propel us forward. By fostering a collaborative environment, we collectively navigated the complexities and uncertainties, paving the way for a future that aligns with our organizational goals.

The next retreat will be in 2026.



Storytelling Toronto

In 2025, the P-CMGP partnered with Storytelling Toronto for two events.

We had a wonderful session at the 46th Annual Toronto International Storytelling Festival on May 4th!

Our special session, featuring songs, rhymes, and stories by Ruth, Leeya, and Maria, was well-received and warmly attended. The festival's theme, "Lost Rivers, Lost Stories", brought together diverse voices and powerful narratives from across the storytelling community.

The opening and closing of the festival—both led by the amazing Celia—were especially memorable. We also had a consignment table at the event where storytellers and groups could showcase and sell books—an excellent opportunity to share our resources.





1001 Nights Fundraising

In October Storytelling Toronto hosted a fundraising event on behalf of 1001 Nights for Parent-Child Mother Goose Program with the kind help of Pat Bisset and extended a warm invitation to our organization to participate.

Guita Movallali, our Executive Director, Sarah Abusarar, Leeya Solomon, and Maria Ordonez our dedicated teachers took center stage, weaving compelling stories that resonated with the audience. The event, a testament to the power of storytelling, left a lasting impression, fostering a sense of community and connection.



Our Partnerships

We cherish the model of partnership in all aspects of our work. We believe there is no need to reinvent the wheel, and we seek to partner with organizations with shared values and purpose where and when possible. This allows us to share and learn together, so we can collectively do our best work.



Memberships

PCMG is a member of Families Canada (previously known as the Canadian Association of Family Resource Programs FRP), Ontario Non-profit Network (ONN), Storytellers of Canada, Etobicoke Brighter Futures Coalition, Social Planning Toronto, the Centre for Social Innovation, and Sick Kids Hospital Infant Mental Health Promotion.



National Council:

Our longstanding collaboration with the Parent-Child Mother Goose Program® National Council remained strong throughout the year. Vermont Square PCMG continued to play an active leadership role, with Joan MacDonald, one of our board members, serving as Co-Chair of the National Council, and our Executive Director, Guita Movallali, continuing her service as a National Council board member.

When the Council's legacy website faced significant challenges and several key sections became inactive—particularly those related to training—we worked quickly and collaboratively to ensure that essential information was accessible through our own Vermont Square platform. This ensured that facilitators and communities seeking training experienced no disruption. Together with the National Council, we also supported the development of their new website, which is now in progress.

In addition, we proudly renewed the PCMG patent after many years and continued to serve as the main address for National Council mailings, memberships, and donations. Through all of these efforts, Vermont Square PCMG remained deeply committed to strengthening and supporting the national PCMG community.

OCSD Deaf organization: ASL PCMG

Our connection with the Ontario Cultural Society of the Deaf (OCSD) remained strong and meaningful this year. Vermont Square PCMG has a long history with OCSD, beginning with early collaborations between our founder, Celia Lottridge, and Mario Pizaccala. In recent years, this relationship has been renewed and strengthened through the active involvement of our Executive Director, who maintains close ties within the Deaf community. Through ongoing meetings and communication with President Leah Riddel and several OCSD board members, we were pleased to support their efforts to reintroduce workshops and explore restarting ASL Parent-Child Mother Goose programs. OCSD successfully delivered a workshop last year and again this year, and we were proud to contribute through a donation to help make these initiatives possible.



Parent-Child Mother Goose in Australia

We regularly share information and experiences with our fellow Geese in Australia.

Babies Best Start and Aisling Discoveries

Babies Best Start refers vulnerable participants to our Malvern program. This is part of the Strides program run by Aisling Discoveries in Scarborough. We have been connected to them for a very long time. Their home visitors who have taken our training, sometimes, visit our programs to enhance and supplement their early child development expertise. They refer many vulnerable families to the Malvern program. They also contributed to our book I Bring You a Story.

Etobicoke Brighter Futures Coalition

As a long-time member of the outstanding EBFC, who fund most of the direct costs of our Somali PCMG Program, we participate in the EBFC evaluation and coordination committees and meetings.

Program and Training Committee

The Program & Training Committee is a national volunteer group responsible for the policy and standards of the Parent-Child Mother Goose programs and teacher training workshops. We are very grateful to the dedicated people who do the invaluable work of maintaining the integrity of our programs and workshops.

Early Child Education Colleges

PCMG offers students from ECE and Child Care degree programs the opportunity to gain exceptional experience and knowledge as volunteer childcare assistants in our programs. Due to Covid-19 restrictions, we didn't have student placement, this year. However, we did host one student at our Parkdale program, from the CREATE Institute, a diploma program in Expressive Arts Therapy.

Midaynta Community Services

We are very happy to partner with Midaynta for our bilingual Somali Program. Midaynta Executive Director Mahad Yusuf offers highly knowledgeable support promotes the program to families, and encourages parents in the program to study English and learn computer skills



Family Resource Agencies

The Parent-Child Mother Goose Program is offered throughout the Greater Toronto Area by other organizations with teachers who have taken our teacher training workshops. These include:

- Afghan Women's Organization
- Alderwood Community Centre
- Birchmount Bluffs Neighbourhood Centre
- Brighter Futures, Etobicoke
- Blue Hills Child and Family Centre
- Centre for Immigrant and Community Services
- Davenport Perth Neighbourhood and Community Health Centre
- Elmbank Community Centre
- Jane & Finch Community Centre
- Malvern Public Library
- Milton Community Resource Centre
- Ministry of Education
- Mississauga Parent-Child Resource Centres
- Mother craft/Breaking the Cycle
- Native Child & Family Services
- Oakville Parent-Child Centre
- OEYC Today's Family
- OEYC Stoney Creek
- OEYC Today's Family
- OEYC Markham Family Day Care Services
- OEYC York North
- Parkdale High Park OEYC (Earlscourt-Creche Child Development Institute)
- Parkdale Community Health Centre
- Regent Park Community Health Centre
- Region of Peel
- Story Planet East York
- The Chartwell House Early Learning Centre
- Toronto Family Resources
- York Child Development & Family Services
- YWCA Durham OEYC



Thank You to Our Contributors

The Parent-Child Mother Goose Program extends heartfelt thanks to the creative and dedicated individuals who brought about the delivery of PCMG programs and workshops to the community!



Program Directors in 2025:
Guita Movallali
Maria Gangotena

Introducing Our Leadership Team

The Parent-Child Mother Goose Program is steered by a dedicated and experienced core team committed to operational excellence and mission delivery. Guita Movallali, as Executive Director, provides strategic leadership, while Hamida Arif expertly manages our finances and daily operations in her dual role as Office Administrator and Bookkeeper.

Supporting our expansion and community integration, María Gangotena serves as the Outreach and Program Coordinator.

Our program integrity and training standards are continually reinforced by Ruth Danziger and Lynda Howes, who serve as valued Program Advisors, leveraging their deep expertise gained as long-time co-teachers and trainers.



Office Administrator & Bookkeeper

Hamida Arif

Outreach & Program Coordinator

María Gangotena

Program Teachers

- Sarah Abusharar
- Velrina Alexander
- Susan Ida Bouchard
- Ruth Danziger
- Batun Farah
- Lynda Howes
- Falis Kediye
- Gail Miller
- Istarlin Omar
- Leeya Solomon
- Seema Walia



Childcare Assistants

- Nasira Hassan
- Seema Walia
- Grace Jordan
- Fahimeh JalilKhoei

Volunteers:

- Sahar Gholami
- Nasim Tahmasebi
- Milan Seki
- Azi Bokaei



Entering a New Era at 5700 Yonge:

After 20 wonderful years at CSI Annex, we moved to a new home at 5700 Yonge Street—a bright, inspiring office that marks a significant milestone for our organization. This move represents the beginning of a new era for the Parent-Child Mother Goose Program, filled with growth, renewed energy, and exciting possibilities.



Teacher Training Workshop Facilitators

- Heather Boonstra
- Lizanne Eastwood
- Ruth Danziger
- Terrie Moar
- Maureen Doll
- Ginger Mullen
- Carol Dwyer
- Maria del Carmen Ordonez
- Mary Fearon
- Marie-Line Therriault
- Lori Fritz
- Rachel Wagner Lemblé
- Chantal Rogers
- Guita Movallali
- Kim Heatherington
- Beth Hutchinson
- Katherine Grier
- Megan Williams
- Joan Quaglikana
- Lynda Howes

Board of Directors

- Mary Argent-Katwala, Chair
- Joan MacDonald, Vice Chair
- Irving Cho, Treasurer
- Allen Karakatsanis, Secretary
- Samina Hashmi, Director
- Uma Gopinath, Director
- Anna Vrana, Director
- Cynthia White, Director

Leadership Transition:

In October 2025, after 15 years of exceptional and dedicated leadership, Samina Hashmi stepped down from her role as Chair. We extend our heartfelt gratitude for her unwavering commitment and remarkable contributions to our organization.

We are pleased to welcome Mary Argent-Katwala as our new Chair and look forward to her leadership in guiding the next chapter of our work.



Our Donors & Funders

We are immensely grateful to all of our donors, who so generously support our causes. We apologize if any names were missed.

Thank You to Our Foundation, Corporate, and Government Funders

- Ontario Trillium Foundation
- CIBC Wood Gundy World Markets Children's Foundation
- Canada Post Literacy
- Catherine and Maxwell Meighen Foundation
- City of Toronto Community Service Partnership Program
- Etobicoke Brighter Futures Coalition (EBFC)
- Frances MacDonald
- George Lunan Foundation
- Leonard Wolinsky Foundation
- Jackman Foundation
- J. P. Bickell Foundation
- N. R. Harris Family Foundation
- P.E.A.R.L. Foundation
- Potruff Family Foundation
- Rotary Club of Toronto
- Shum Vourkoutiotis Fund at the Toronto Community Foundation
- St. Andrew's Charitable Foundation
- Tippet Foundation
- Toronto Foundation
- TD Bank Group

Ontario
Trillium
Foundation



Fondation
Trillium
de l'Ontario

Major Funding Achievement: Three-Year OTF Grant

This year, we successfully secured a three-year, \$360,000 grant from the Ontario Trillium Foundation (OTF) to launch two new programs in the Jane & Finch community. This generous funding has been transformative for our organization, and we are thrilled that, starting in September 2025, we will begin offering two new Parent-Child Mother Goose programs at Finch & Yonge EarlyON.



Thank You to Our Individual Donors

- Andrea Gonsalves
- Andrea Imada
- Anonymous
- Aria Moradpour
- Ashok and Mary Argent-Katwala
- Benevity
- Anthony Keith
- Charles Casement
- Carolyn Malloch
- Desmond and Pamela O'Rorke
- Donald Cameron
- Eunice Rebello
- Frances Gregor
- Francis Roche
- Glenna Janzen
- Graham Jones
- Joan and Tom MacDonald
- John and Linda Bailey
- John Hylton
- Jonanne Fenton
- Joyce Henderson
- Kirsten Ward
- Lucy Waverman
- Margaret Anne Jones
- Mary Ketchum
- Nancy Howard
- Nancy M. and Stuart H. Smith
- Nancy Timbrell-Muckle
- Naomi Harris
- Ning Cui
- Patricia Pinfold
- Penelope Ecclestone
- Robert Dart
- Robert Frank
- Saba Kiaei
- Samina Hashmi
- Susan Hartman
- Susan Hylton
- Valerie Michell



Report prepared by :
Guita Movallali, Executive Director
Vermont Square Parent-Child Mother Goose Program

