



**NACY**   
National Alliance for  
Children and Youth

Annual Report 2012-2013

# WHO WE ARE

**With a *vision* of a *Canada in which all children and youth are thriving*, the National Alliance for Children and Youth (NACY) was formed in 2006 by a group of individuals who were active in the child and youth sector and had been involved with the National Children's Alliance.**

NACY is an umbrella organization that provides a unique opportunity for wide cross-sectoral membership and perspective about the issues facing children and youth and their families. NACY's members come from all sections of the child and youth sector: health, education, social services, recreation, family support and child development. This allows NACY to facilitate comprehensive and inclusive dialogue about child and youth issues, rather than be bound by sectoral perspectives.

The **mission** of NACY is to promote the health and well-being of children and youth in Canada in ways that are beneficial to the community, by means of the following:

- Facilitating the active participation and collaboration of its members and others in the development of consensus on policies, programs and practices that improve outcomes for children and youth,
- Promoting public awareness and understanding on issues relating to the health and well-being of children and youth,
- Providing public education regarding children, youth and families,
- Conducting and disseminating research into trends and issues affecting children, youth and families,
- Developing, encouraging and improving opportunities for national and international skill development and knowledge transfer among individuals, organizations and groups in support of children and youth,
- Developing and promoting a public policy agenda in support of these objects.

NACY provides no direct service to clients, but NACY does provide research, resources, leadership and vision to mobilize organizations to collective action, building on shared knowledge and pooled resources.

# CONTENTS

Who We Are .....	1
Message from the Chair: Collective Learning for Collective Impact .....	2
Highlights from 2012 - 2013 .....	3
Taking Stock: Supporting Canadian Child and Youth Agencies in Economic Crisis .....	5
Collective Impact .....	7
SuperSearch .....	9
Financial Statement .....	10
Our People .....	11
NACY Members .....	12
Special Thanks .....	13
Special Mention .....	14

# COLLECTIVE LEARNING FOR COLLECTIVE IMPACT

**Building capacity for social innovation, mobilizing new sources of capital to meet community needs, and creating a culture of continuous social innovation are clearly emerging themes as organizations grapple with the new reality of adapt or fail.**

The past few years have seen significant challenges for many organizations in the child and youth sector, particularly those whose projects and activities address pan-Canadian issues and who have been funded through programs of the Government of Canada. At the same time the members of NACY's Taking Stock project team were hearing about challenges resulting from reduced and restrained resources, they were impressed by many stories of adaptation and transformation shared by our members and partners.

The current environment clearly demands resilience and collaboration. Already designed to bring diverse organizations together around common issues to increase capacity and inform public policy, NACY is a natural vehicle for implementing collaborative innovation and collective impact.

There are many challenges to sustainability in the child and youth sector. Yet we see organizations coming together to have innovative conversations about the issues impacting the sector – acceptable levels of risk, how to be learning organizations, sustainability, credibility, relationship building, governance, organizational uniqueness, branding and marketing, policy development. Ongoing and creative insights into these will provide new ways of addressing questions of long-term sustainability.

For NACY, the idea of *collective learning for collective impact* is beneficial and will increase the capacity of the sector to cope with, adapt to, and succeed in a changing and challenging environment. We look forward to continuing to collaborate on issues of importance to the child and youth sector, to finding and sharing innovative way of doing business, and to together adapting , even thriving, in the face of adversity.

Special thanks to the dedicated and hands-on voluntary efforts of my fellow Board Members and gratitude to our General Coordinator & Director of Operations, Amanda Mayer, the Taking Stock project team, Larry Gemmel and the project Advisory Committee.



Janice MacAulay  
Chair, National Alliance for Children and Youth

# HIGHLIGHTS FROM 2012 - 2013



NACY continues to focus on the importance of partnerships and collective impact. These partnerships include member organizations, governments, and other local, regional and national organizations committed to children, youth and families. We have been working on an array of initiatives that keep us looking forward. Here are some highlights of NACY's undertakings in the past year:

- Received funding from J.W. McConnell Family Foundation's Innoweave initiative to explore and support the **implementation of an ICT Strategy** that would build on the foundation of the website enhancement made three years ago and to develop a more robust internal strategy.
- Hosted a **National Strategy Session** with over 50 leaders concerned about children and youth in Canada to participate on how to get children, youth and their families back on the national agenda.
- Wrapped up the **Taking Stock Project**, a three-year national study to examine the status and opportunities of community-based child and youth serving organizations across Canada. Community leaders were brought together to share knowledge and experience and to provide guidance and advice on how to survive and grow during challenging times and how to better collaborate and share information and innovation.

- Joined forces with the Community Foundations of Canada, Deloitte, the Canadian Index of Wellbeing, Carleton University and many others, to move the needle on youth issues. As part of the 2012 Vital Signs report, **#GeneratuionFlux** told the story of the delayed transitions that are keeping young people from finding their place in our communities.
- Continued adapting our Bylaws to the new **Canada Not-for-Profit Corporations Act**.
- Created a **Unified Sector Voice Working Group** as an outcome of the Taking Stock project's key findings and subsequent National Strategy Session. The overarching goal is to formulate a policy framework for children, youth, and families in Canada that will have broad reach and lead to action by governments.
- Engaged members and sector colleagues in **networking lunches** to highlight topics of interest and to provide an opportunity to capitalize on the power of networking (e.g., seminar with Sean Moore on public policy advocacy from a nonprofit perspective, brown bag lunch with Paul Kershaw on the Gen Squeeze framework, etc.).
- Supported the **Innoweave** initiative by ensuring that its goal of strengthening charities and nonprofits in ways that are beneficial to the communities across Canada include organizations in the child and youth sector.
- Hosted a **Youth Engagement Session** with 15 young leaders from across Canada to provide input to help create A New Framework for Children, Youth and Families in Canada.
- Continued populating **SuperSearch**, a feature which allows users to browse curated resources and content that is relevant to the child and youth sector.
- Collaborated with Action Canada on raising awareness of the issue of **"Young Carers"** in Canada and participated in media interviews and dialogue around the findings in collaboration with the Vanier Institute of the Family.
- Sustained the partnership with Imagine Canada on the **Sector Monitor** initiative in efforts to gather data on the health and vitality of the child and youth sector on an ongoing basis.
- Produced the popular **e-Digest** electronic newsletter featuring important events, initiatives and policy work being done by organizations in the child and youth sector as well as issues of interest from the broader perspective of charities and nonprofits.
- Expanded our presence within the **social media** channels of Facebook, Twitter and Flickr, providing another means for members and sector colleagues to communicate with one another and to share their impact.

NACY owes its success to the talented and dedicated team of people who strive to achieve its goals: the Board of Directors, Members, consultants, valued volunteers and partner organizations, all of whom are working side-by-side to create the Canada we envision for our children, youth and families. With enthusiasm and commitment, we look forward to continuing to engage in activities which will result in a meaningful national child and youth strategy.



Amanda Mayer  
General Coordinator & Director of Operations

# TAKING STOCK: SUPPORTING CANADIAN CHILD AND YOUTH AGENCIES IN ECONOMIC CRISIS

Since 2010, **Taking Stock**, a three-year project funded by HRSDC's Social Development Partnership Program, has been bringing together the child and youth sector to share information, experience, and concerns. Through a series of regional think tanks, key informant interviews, surveys, focus groups and other informal discussions, NACY has engaged sector participants from across Canada to share knowledge and experience, to provide guidance and advice on how to survive and grow during challenging times, and to better collaborate and share information on issues facing the sector.

Five overarching themes emerged from this engagement:





Research was then conducted to delve into these themes through a literature review and analysis. The results of these efforts were published as five background papers to further inform our work.

NACY also identified and developed a series of case studies to explore concrete examples of how nonprofit organizations are coping, adapting and overcoming challenges. 14 case studies from across Canada of innovation and organizational transformation are presented, describing the issues and challenges that these organizations faced and the actions they took to achieve some remarkable outcomes.

Throughout the project, NACY has worked to identify and share innovations, solutions and effective approaches in the

child and youth sector in order to build increased capacity and efficiency, enhanced knowledge and resources, and to support and strengthen agencies facing crisis to create greater sustainability.

The Taking Stock project wasn't intended as an exercise with a specific end point, but rather as a starting point in a process of supporting change, innovation and capacity-building for the child and youth sector in Canada.

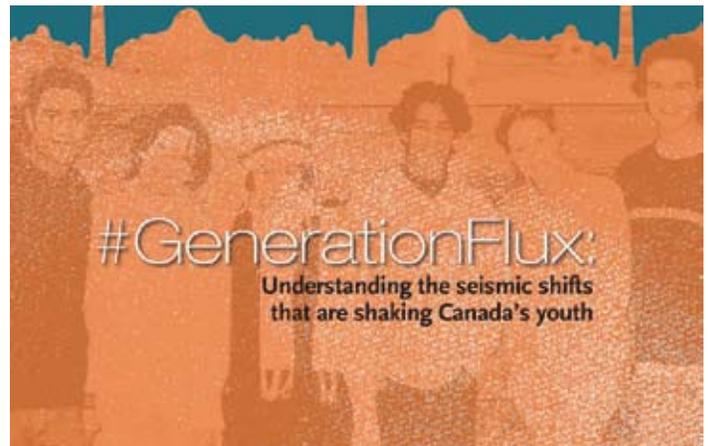
NACY would like to thank the project advisors, Kathy Rice and Elan Graves, for their support and for their expert and timely advice and guidance.

# COLLECTIVE IMPACT

## VITAL YOUTH – GENERATIONFLUX

Revealing the seismic shifts affecting youth.

In efforts to collaboratively make a difference in communities, NACY joined forces with the Community Foundations of Canada, Deloitte, the Canadian Index of Wellbeing, Carleton University and many others, to move the needle on youth issues. The #GenerationFlux report and video told the story of the delayed transitions that are keeping young people from finding their place in our communities.



Among the report's key findings are:

**Big debt, little work.** After graduation, youth are saddled with debt that can take 14 years to pay off. Then only piecemeal or part-time employment awaits: 1 out of 3 move into a low-skilled job after graduation.

**Summer jobs at all-time low.** The youth unemployment rate is consistently double the national average. In June, it was 14.8% compared to the national average of 7.2% and summer jobs in 2012 were at the lowest level since data was first collected in 1977.

**Delays in post-secondary.** Young people are delaying the start of post-secondary education to improve high-school grades, or save for tuition, which has risen up to 200% in some provinces in the past 20 years.

**Retirees still working.** Young people today face competition from Baby Boomers who are hanging onto jobs longer, or returning to work after retirement age.

 [www.vitalsignscanada.ca/en/vitalyouth](http://www.vitalsignscanada.ca/en/vitalyouth)

## SHARING PRACTICAL TOOLS FOR SOCIAL INNOVATION

A shared desire to strengthening the capacity of organizations in ways to support communities across Canada brought NACY and the J.W. McConnell Family Foundation together on the Innoweave initiative. Innoweave's tools and supports to help charities and nonprofits across the country to work more efficiently tie in directly to NACY's goals and recent activities dedicated to building resources aimed at improving the child and youth sector. NACY is very supportive of this initiative and committed to participating in it and encouraging the involvement of our member agencies across Canada.



 [www.innoweave.ca](http://www.innoweave.ca)

## UNIFIED SECTOR VOICE

The Unified Sector Voice Working Group was formed in November, 2012 as an outcome of the Taking Stock project's key finding that there was a "Need for a Unified Voice on Policy" and NACY's subsequent National Strategy Session held in September, 2012. Participants at the NACY Strategy Session discussed the need and opportunity to create a national framework for children, youth and families in Canada along with the specific strategies and resources that would be required to advance this work. 25 individuals dedicated to protecting and improving the lives of children and youth made up the working group that determined that the overarching goal was to formulate a framework for children and youth in Canada. A list of topics identified priority issues including: Children, Youth & Families, Mental Health and Wellbeing, Youth Employment, Youth Justice, Violence Bullying and Peer Victimization, Education, and Governance Roles and Structures. The content is being further refined and synthesized into ***A New Framework for Children, Youth, and Families in Canada***. This piece will hopefully lead to action by all levels of government to address many of the most pressing issues facing children, youth and families today in Canada.

## YOUTH ACROSS CANADA SHARE THE MOST PRESSING ISSUES AFFECTING THEM AT THE

### NATIONAL YOUTH ENGAGEMENT SESSION

With funding support from the Muttart Foundation and facilitation by YWCA Canada, young leaders aged 18 to 24 from across Canada gathered to discuss the most pressing issues affecting them and their peers. By the end of the session, after much discussion and debate, the group identified many important issues. The feedback from the young leaders will be useful in refining the framework and their continued involvement and input will bring an important contribution to the work of the Unified Sector



Voice Working Group.

*"It was an amazing experience to be a part of a vital moment in formulating an agenda for children and youth in Canada that will have broad reach and will lead to action by politicians and governments"*

~ Sara Eftekhar, Vancouver, BC



# **SUPER**Search

NACY's SuperSearch website feature is a custom built search engine that finds information related to the child and youth sector in Canada through one central portal. Using keywords, SuperSearch not only searches NACY's website, but also websites of each partner organization to find reports, blog posts, articles, best practices, etc. relating to children and youth. The SuperSearch Network continues to grow, thus increasing the resources available.

Try it out and join ... it is free!

 [www.nacy.ca/resource-centre/supersearch](http://www.nacy.ca/resource-centre/supersearch)

# FINANCIAL STATEMENT

## BALANCE SHEET

	March 31, 2013	March 31, 2012
<b>Current Assets:</b>		
Cash	22,344	54,959
Innoweave	7,500	
GST/HST Receivable	<u>74</u>	<u>6,168</u>
Total Current Assets	29,918	61,127
Capital Assets	0	3,309
<b>Total Assets</b>	<b><u>29,918</u></b>	<b><u>64,436</u></b>
<b>Liabilities &amp; Equity:</b>		
Liabilities:		
Accounts Payable & Accrued Liabilities	856	
Deferred Revenue	<u>7,500</u>	<u>47,484</u>
Total Liabilities	8,356	47,484
Equity:		
Retained Earnings	18,452	14,509
Earnings/(Loss) Current Period	<u>3,110</u>	<u>2,443</u>
Total Equity	21,562	16,952
<b>Total Liabilities and Equity</b>	<b><u>29,918</u></b>	<b><u>64,436</u></b>

## INCOME STATEMENT

	March 31, 2013	March 31, 2012
<b>Income:</b>		
Memberships	7,725	5,600
Gov't of Canada - HRSDC	142,486	153,514
Other Income	<u>26</u>	<u>3</u>
<b>Total Income</b>	<b><u>150,238</u></b>	<b><u>159,117</u></b>
<b>Expenses:</b>		
Accounting	10,837	11,000
Bank Charges	64	158
Contracted Services	11,070	16,000
Depreciation	3,309	
Insurance		710
Meeting Expenses		7,813
Office Expenses	4,949	3,056
Professional Fees	73,902	93,546
Professional Memberships	318	100
Specialty Consultants	7,796	1,869
Telecommunications	6,397	4,294
Travel and Accommodation	<u>28,486</u>	<u>18,128</u>
<b>Total Expenses</b>	<b><u>147,128</u></b>	<b><u>156,674</u></b>
<b>NET INCOME/(LOSS) FOR YEAR</b>	<b><u>3,110</u></b>	<b><u>2,443</u></b>

# OUR PEOPLE

One of the keys to understanding any purpose driven organization is to know the team of people behind it. A number of people from varied backgrounds and different skill-sets have come together to drive the organization forward. These are the stellar individuals who served during 2012-13.

## BOARD OF DIRECTORS

Nancy Birnbaum  
Riverside Consulting

Gordon Floyd  
Children's Mental Health Ontario

Amanda Penrice  
Middle Childhood Matters

Maria Cain  
HeartWood Centre for Community  
Youth Development

Janice MacAulay  
Canadian Association of Family  
Resource Programs

Tara Stang  
The Muttart Foundation

Sue Delanoy  
Elizabeth Fry Society of Saskatchewan

Amy Mapara  
Canadian Red Cross

Barbara Willet  
Health Nexus Santé

Peter Dudding  
Government of Nunavut

Carole Matusicky  
United Way of Lower Mainland, Early  
Childhood Development and Middle  
Childhood Matters, Board Voice Society  
of BC

## STAFF

Amanda Mayer  
General Coordinator & Director of Operations

# NACY MEMBERS

Agincourt Community Services Association  
BC Association of Family Resource Programs  
Big Brothers Big Sisters of Canada (BBBSC)  
Big Brothers Big Sisters of Peterborough  
Boys and Girls Club of Canada (BGCC)  
4-H Canada  
Canadian Association for Community Living (CACL)  
Canadian Association of Family Resource Programs  
(FRP Canada)  
Canadian Association of Social Workers (CASW)  
Canadian Foster Family Association  
Canadian Public Health Association (CPHA)  
Canadian Child Care Federation (CCCCF)  
Canadian Paediatric Society (CPS)  
Canadian Red Cross  
Canadian Teachers' Federation (CTF)  
Canadian Women's Foundation  
Child Care Advocacy Association of Canada (CCAAC)  
Children's Mental Health Ontario (CMHO)  
Child Welfare League of Canada (CWLC)  
Coalition of Child Care Advocates of BC  
Early Childhood Development Support Services (ECDSS)  
Girls Action Foundation  
Girl Guides of Canada  
Health Nexus Santé  
HeartWood Centre for Community Youth Development

Human Early Learning Partnership (HELP)  
Kids Help Phone  
Laidlaw Foundation  
Landon Pearson Resource Centre for the Study of Childhood  
and Children's Rights  
The Muttart Foundation  
Office of the Child and Youth Advocate  
(Newfoundland & Labrador)  
PREVNet  
Public Health Agency of Canada, Division of Childhood  
and Adolescence  
Society for Educational Visits and Exchanges in Canada  
(SEVEC)  
Today's Family Early Learning and Child Care  
UNICEF Canada  
United Way Centraide Canada  
United Way of Lower Mainland  
Vanier Institute of the Family  
YOUCAN  
Young Naturalists' Club (YNC) of BC  
YMCA Canada  
Yukon Child Care Association  
YWCA Canada

## **Friends of NACY**

Larry Gemmel  
Amanda Mayer

# SPECIAL THANKS

**NACY gratefully acknowledges the commitment of supporters who have contributed to the success of its activities over the last year. In addition to the Board Members, these volunteers provided a vast array of advisory and hands-on talent that have enabled NACY to provide greater impact within the child and youth sector. Thank you for your support and generosity!**

Marvin Bernstein  
*UNICEF Canada*

Sara Lyons  
*Community Foundations of Canada*

Aldeli Albán Reyna  
*YWCA Canada*

Mark Gifford  
*Vancouver Foundation*

Beth Malcolm  
*Canadian Women's Foundation*

Katherine Scott  
*Canadian Council on Social Development*

Rachel Gouin  
*Boys and Girls Club of Canada*

Susan Manwaring  
*Miller Thomson LLP*

Alisa Simon  
*Kids Help Phone*

Paul Kershaw  
*Generation Squeeze & Human Early Learning Partnership at UBC*

Anne-Marie McElrone  
*Community Foundations of Canada*

Lisa Wolff  
*UNICEF Canada*

Myna Kota  
*Girl Guides of Canada*

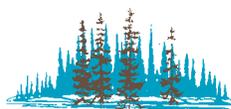
Sean Moore  
*Advocacy School*

Bob Wyatt  
*The Muttart Foundation*

Raine Liliefeldt  
*YWCA Canada*

Danielle Pearson  
*YWCA Canada*

## IN-KIND CONTRIBUTIONS & SUPPORT



The Muttart Foundation



## PHOTOS COURTESY OF NACY MEMBER ORGANIZATIONS AND AFFILIATES:

Girl Guides of Canada  
Charlie Round-Turner Photography  
Middle Childhood Matters  
RainCity Housing  
Yale County 4-H Club  
Kids Help Phone

PEI Early Childhood Development Association  
Superior Children's Centre  
Canadian Association for Community Living  
Canadian Association of Family Resource Programs (MOSAIC)

Early Childhood Educators of British Columbia  
Ontario Coalition for Better Child Care  
Big Brothers Big Sisters of Canada  
Plan Canada

# PETER DUDDING AWARDED THE QUEEN'S DIAMOND JUBILEE MEDAL



NACY honoured Peter Dudding, past Chair of the Board, with the Queen Elizabeth II Diamond Jubilee Medal. Awarded to Canadians who have built and continue to build a caring society and country through their services and achievements, the medal was presented during NACY's Annual General Meeting in Mississauga, Ontario on September 13, 2012.

Peter was celebrated for his dedication to NACY, as outgoing Chair of the Board, and honoured for his 30 years of service in child welfare, public health and international development. His passionate interest in children's services and dedication to improving the quality of life for children, youth, families, and Aboriginal and multicultural communities made him a deserving recipient of this prestigious award.



**National Alliance for Children and Youth**

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[www.nacy.ca](http://www.nacy.ca)