

# Business with an Eye to the Future



## *Invest Today, Win Tomorrow*

Child welfare in Ontario is a \$1 billion industry and most of that billion dollars comes from our taxes. Unfortunately, this money is needed to "put out fires" and react to problems, with few dollars left for preventive measures. These costs (and your taxes) won't decrease as long as the root causes persist. But, if communities step up and take action, they can work together to create their own effective, preventive strategies and begin to chip away at the need for, and costs of, child welfare.

A single dollar invested today, whether in after-school programs, athletics, or other services, saves many dollars in the long run. A child who is active and encouraged today becomes a productive member of the community tomorrow: working, raising a family and paying his or her own taxes.

Child welfare is also costing your company money. Employee absenteeism, stress and health problems, recruitment and retention are greatly affected by the welfare of children, as parents miss work, fall ill or even leave work because of problems with their children. Companies thrive in a community where operating costs are low and where skilled workers are plentiful.

Whether you collect coats, contribute to a neighbourhood homework club or sponsor a school's breakfast program, you are making a difference. You are helping to break the cycle.

A business with its eye on the future is one that understands that investing in a strong, vibrant community benefits the bottom line not only now, but for years to come. A business with its eye on the future is one that recognizes the importance of the needs of children. After all, their future is in our hands, and our future is in theirs.



*This past spring, Quixtar supported the White Oaks Community Service Club in a playground cleanup effort.*

## **Who we are**

**Investing in Children** is a London-based not-for-profit organization that works with others to put all children's needs front of the line. We accomplish this by increasing community focus on children, facilitating collaborative initiatives and stimulating new opportunities.

We are in the business of creating opportunities for children and their families. We continue to be successful because of our unique approach to working with community partners. This means:

- ▶ We always work with others
- ▶ We pay attention to costs, schedules and quality deliverables
- ▶ Our decision making is quick, flexible and highly responsive
- ▶ We actively solicit input to address issues
- ▶ We have a professional staff with varied backgrounds and experiences

***Working with others to put all children's needs front of the line***

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## What you can do

There are many ways that you, your organization, and your employees can work with us to put all children's needs front of the line:

- ▶ Partner with us on projects
- ▶ Share your expertise
- ▶ Share your ideas
- ▶ Join our Council of Partners
- ▶ Make an in-kind or cash contribution
- ▶ Volunteer
- ▶ Be a Champion

## How we work

We work in five key areas:

### Kids Count Neighbourhood Programs

- ▶ Leadership initiatives for more than 650 children
- ▶ Community Service Clubs in six neighbourhoods
- ▶ Homework Clubs in fifteen neighbourhoods
- ▶ Arts Adventure in four neighbourhoods
- ▶ Family Literacy Events in twelve library locations

### Community Projects

- ▶ Special Olympics for 850 athletes with peer mentors
- ▶ Roots of Empathy
- ▶ Circus Arts Mentoring Partnership
- ▶ Children's Art Wall at the Forks of the Thames
- ▶ Reading Space in River Forks Park
- ▶ Esso Family Math Partnership
- ▶ Children's Nutrition Network
- ▶ CyberKids Computer Camp

### Raising Awareness

- ▶ Development of community information materials
- ▶ Report Card and Snapshot of London's Children and Youth
- ▶ Community Conferences and Major Presentations
- ▶ Monthly banner ad in the London Free Press

### Tools and Websites

- ▶ Early Years Workshops and Workbooks
- ▶ Demographic Mapping
- ▶ [Investinginchildren.on.ca](http://Investinginchildren.on.ca), [FamilyInfo.ca](http://FamilyInfo.ca) & [EYLearningZone.ca](http://EYLearningZone.ca)

### Policy and Planning

- ▶ Participation in high level meetings at all levels of government
- ▶ Leadership role in provincial Early Years development
- ▶ Provincial and National conference development and implementation

## Our Successes

### Roots of Empathy



National evaluations have shown the Roots of Empathy program to be outstanding in developing empathy and reducing bullying and aggressive behaviour in children. Here's one of our positive examples:

*One of the students was sitting in the lobby with his hat and coat on when I arrived at lunch. When we greeted each other, he asked if the baby was coming today. I replied that the baby was not coming until next week. He let out a huge sigh and said, "I'm glad!" I was surprised; usually students are disappointed when the baby is not coming. He said "I was in a fight today. I have to go home. I didn't want to miss the baby visit! I'm glad that the baby isn't coming today!" We said goodbye, I reminded him to be there next week, and he said, "Okay, no fights next week!"*

### Circus Arts Mentoring Partnership

Research has shown that non-conventional recreational activities like C.A.M.P are highly successful at increasing self-esteem, self-confidence, performance in school and improving leadership skills.

*One parent said "My daughter is typically a timid girl when it comes to trying new physical activities. In the last four days, I have seen a dramatic change in her. She has experienced many successful moments during this camp."*



## Contact Us

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