



The years before five last the rest of their lives.[™]

Invest in Kids Annual Report 2002



Why We're Here

The first five years of life are truly the miracle years, the time of greatest human development. These years are pivotal in a child's ability to learn and create, to communicate, to love and to trust, and to develop a strong sense of who they are. The early years are the time when adults can most profoundly influence a child's future. How we care for our young children in their earliest years has a lasting impact on how productive, resilient, compassionate and confident they will be as adults.

While most children enjoy emotional, social and intellectual health, the Statistics Canada/HRDC *National Longitudinal Survey of Children and Youth* tells us that 27% of children aged 0-5 have an identifiable emotional, behavioural or learning problem. The survey also tells us that after genes, parenting style is the chief determinant of healthy children.

Invest in Kids

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Our own *National Survey of Parents of Young Children* indicates that 92% of Canadian parents believe parenting is the most important thing they can do, yet they have relatively little knowledge about how children grow and develop. And while parents want to improve their parenting behaviour, there are few meaningful opportunities for them to learn about parenting and child development. Imaginative and thoughtful efforts are needed to reach out to all parents and to support on all levels the important responsibility parents of young children have undertaken—to raise healthy and adjusted children who will grow to be the next generation of healthy and adjusted adults and parents.

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First speech

The smile that says a thousand words transforms into the ability to speak during those miracle years before five.



First masterpiece

A child develops the ability to use his imagination and express his creativity in the first five years.



First mission

The foundation for problem solving and critical thinking is built in the years before five.



First love

A child begins to learn to give and receive love right from day one.



First team effort

When toddlers learn to play together, they learn the skills to work with others.



First victory

The confidence to meet life's challenges head on starts with the smallest of victories.



First self-portrait

One's self image – good or bad – is well underway before the age of five.

Who We Are

Invest in Kids is a national not-for-profit organization dedicated to ensuring the healthy social, emotional and intellectual development of young children from birth to age five. Guided by our experts in child development and parenting, our research, public education and professional education initiatives are aimed at strengthening the parenting knowledge, skills and confidence of all those who touch the lives of Canada's youngest children.

Laying the Foundation for a Child's Best Possible Start in Life



The research is clear: the years before five last the rest of their lives. How we parent our children in the first five years profoundly affects their future well being. Thus, by building the parenting knowledge, skills and confidence of all those who touch the lives of our youngest children, we are ensuring our young ones indeed get the best possible start in life.

That is why, in this past year, we have focused our efforts on public and professional education programs and research initiatives that will enable us all to be the parents we need to be.

With the help and support of so many, we have expanded our activities to reach more parents in more ways than ever before. We have worked with our partners at CBC Television and *Canadian Living* and *Coup de pousse* magazines to help parents help their children Get Set for Life. Our experts in parenting and child development worked diligently to enhance our contribution to the 24-hour Parent Help Line. We distributed 350,000 Resource Kits with support from healthcare professionals. We have also significantly expanded our professional education efforts to reach a broad array of front line professionals who support and educate parents.

And our involvement in events like WebForum 2001, where we assembled eight of the leading experts in child development, was but one example of how we worked to make the science of child development readily accessible to professionals in the field.

A heartfelt thanks is extended to all those who made our work possible. The steadfast dedication of everyone who participated in some way—volunteers, sponsors, program partners, donors, experts, our board and the extraordinary Invest in Kids' staff—has contributed to the greatest investment possible: the future well being and health of our children.

A handwritten signature in black ink that reads "Judith Loeb Cohen".

Judith Loeb Cohen
Chair

A handwritten signature in black ink that reads "Nancy Birnbaum".

Nancy Birnbaum
President & CEO

Highlights

- Distributed more than 300,000 “Years Before 5” Resource Kits to parents, healthcare professionals, government and social services organizations across Canada.
- Began the redesign of www.investinkids.ca and www.investirdanslenfance.ca to create destination sites of practical child development and parenting information for parents and professionals.
- Reached millions of Canadians with the *Get Set for Life* campaign on CBC Television, in *Canadian Living* and *Coup de pouce* magazines, and through the marketing efforts of Unilever’s Sunlight and Lipton brands.
- Distributed 620,000 copies of *Bringing up Baby*, the first in a series of *Get Set for Life* parenting booklets.
- Developed curricula for three new institutes, expanding the scope of our training to reach a broader range of professionals. Invest in Kids has trained a total of 800 professionals to date, who, through their work, will allow us to have a greater impact on children and families each year.
- Continued to provide support to parents, 24 hours a day, seven days a week, through the telephone and website counselling service of the Parent Help Line. To date, the service has responded to more than 47,000 calls and the website message libraries have been accessed more than 79,000 times.
- Assembled eight of the leading experts in child development to share their perspectives on issues in the field at WebForum 2001, a live webcast conference.
- Served 1,250 families at Growing Together sites in Ontario, Quebec and Nova Scotia.
- Raised \$3.4 million through the generosity and support of corporations, foundations, organizations and individuals.
- Benefited from the most successful Invest in Kids Day thanks to host Scotia Capital which raised more than \$800,000.
- Raised in excess of \$600,000 at the 9th annual Battle of the Brains.

“ I fully support the commitment of Invest in Kids to improving the well-being of Canadian children. In contributing to the National Children’s Agenda, Canadian parents indicated that what they want for their children is success at learning, social engagement and strong emotional health. The many initiatives in parenting and professional education undertaken by Invest in Kids are all directed towards helping parents in their efforts to make their children ready for the world, and the world ready for these children.”

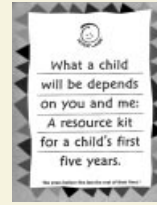
Senator Landon Pearson, Advisor on Children’s Rights to the Minister of Foreign Affairs

Enhancing the Capacity of Those Who Care for our Youngest

Public Education

Our multi-media public education initiatives have enabled us to support Canadian parents in caring for children from birth to age 5 in a wide variety of ways.

“Years Before 5” Resource Kit



This vibrant 24-page tablet is filled with practical information on child development and lists of parenting resources recommended by our experts. This year, we distributed 200,000 copies bringing it to a total of nearly 350,000 parents, professionals and organizations across the country who have received this resource. Of these, 260,000 were delivered to families by Ontario public health nurses through Ontario’s Healthy Babies, Healthy Children Program.



Get Set for Life is a joint venture of Invest in Kids, CBC Television, *Canadian Living* and *Coup de pousse* magazines and is supported by Unilever’s Sunlight and Lipton brands. Since 1998, we have been building this integrated national media and marketing campaign that translates the science of child development into practical, easy to understand information and ideas about parenting and child development. Invest in Kids contributes its parenting expertise and tremendous inventory of information to the activities undertaken by the partners in this initiative.

“ My children (2 years and 7 months) and I watch some portion of Get Set for Life every week day. As a CBC Kid myself, it motivates me to be a better parent. Thank you.”

Mother, Strathmore, AB

This year, *Canadian Living* and *Coup de pouce* magazines published monthly *Get Set for Life* columns which provided answers to some of parents' typical questions about parenting and child development. The magazines also distributed *Bringing up Baby* – the first in a series of *Get Set for Life* parenting booklets written by Invest in Kids – to 500,000 of their subscribers.



Get Set for Life on CBC offered fun, educational programming

for parents and preschoolers, Monday to Saturday mornings. Hosted by Alyson Court and Michael Clark and featuring the animated Zap Family, *Get Set for Life* on CBC provided insights on

parenting and encouraged children to explore their world.

Unilever's Sunlight and Lipton brands continued to support *Get Set for Life* with initiatives such as special *Get Set for Life* soup packages, including parenting messages on packaging and distributing materials through brand activities.

The Early Years Public Awareness Campaign

In March 2002, Invest in Kids partnered with Early Years Project Toronto and Toronto Public Health's Healthy Babies, Healthy Children Program to raise awareness about the lasting impact of a child's first six years. 325,000 brochures and posters (featuring the message "Comfort



them now. Play with them now. Teach them now.") were distributed to thousands of healthcare professionals, corporations and other organizations for the benefit of their clients and customers. In addition, a subway poster and newspaper campaign ran from March to June 2002.

Parent Help Line

Parent Help Line is a national, toll-free, confidential and anonymous, bilingual telephone and website counselling and referral service. Invest in Kids collaborates with Kids Help Phone to provide 24-

hour support to parents. We direct our expertise in child development and parenting to building the message library. Accessed via the phone and Internet, the message library now contains nearly 300 messages offering tips and information on a wide range of parenting concerns. To date, over 47,000 calls have been placed to phone line counsellors, and the French and English website message libraries have been accessed more than 79,000 times. The service was launched in May 2000 after three years of intensive development, research and testing.

PARENT assistance
help line **PARENTS**
1-888-603-9100
parentsinfo.sympatico.ca

"I recently pulled out a booklet entitled Bringing up Baby that was distributed in the latest Canadian Living magazine. It is a wonderful little booklet. The topics are exactly the ones that parents want to talk to us about all the time."

Administrator, family resource centre, Whitehorse, Yukon Territory

"The Resource Kit would be a wonderful teaching resource to give to parents in our community when we do home visits."

Public Health Nurse, Nunavut

Planet Parent

Invest in Kids established a relationship with Telefactory to provide content for its weekly television series *Planet Parent*. The half-hour series helps parents navigate the often murky and choppy waters of a child's first 12 years. Invest in Kids experts provide tips in "how to" segments on everything from how to dress a fussy toddler to dealing with sibling rivalry. These episodes will be seen on TVO beginning September 2002 and will subsequently be made available to other Canadian networks.

www.investinkids.ca and www.investirdanslenfance.ca

We began the redesign of our website to create a destination site that would provide real support and information to parents. The site will offer parents information on the ages and stages of their child's development, provide answers to specific questions about raising children, and recommend resources reviewed by our parenting experts. The website is also an important resource for professionals working with young children and families.

Research

Research enables us to stay on the forefront of knowledge about early child development and parenting. We use our research findings to ensure our public and professional education initiatives are answering the needs of all those who touch the lives of Canada's youngest children.

"I think your organization is wonderful. Some people fail to realize how important it is to stimulate children in all areas of development from a very early age. Working closely with children, and understanding the brain and its development, makes me even more appreciative of what your organization stands for."

Childcare worker, Woodbridge, ON

"Thanks to Invest in Kids' support, Web Forum 2001, was a base on which to further develop the linked social and technological innovations that are essential for promoting both understanding and action for early child development."

Daniel P. Keating, Ph.D., Atkinson Professor of Early Child Development and Education, OISE/University of Toronto, Toronto, ON

Parenting in The Beginning Years: Priorities for Investment

In a review commissioned by the Lawson Foundation, Invest in Kids undertook to determine the key vulnerabilities of our youngest children and to identify existing sources of parent education and what is known about what works in parent education. The resulting report found the most commanding problems of early childhood to be social, emotional and intellectual vulnerabilities which relate directly to parents' lack of knowledge about child development, their lack of confidence in their parenting abilities, and the need to improve their parenting skills.

While the report identified a number of existing venues for parent education and information, from high schools to help lines and parenting programs, it also determined that little, if any, research has been conducted to evaluate the impact of these efforts. A subsequent report – *What is Required to Build the Skills Parents Need to Raise Healthy Children* – is forthcoming.

WebForum 2001: A Millennium Dialogue on Early Child Development

Invest in Kids partnered with Dr. Daniel Keating of the Ontario Institute for Studies in Education

of the University of Toronto to marshal a leading edge review of contemporary evidence about early child development among eight of the world's leading experts. Through the presentations, commentary and roundtable discussions among the contributors and with a local and global audience, scientific directions were linked to urgent issues of practice, social policy, and the nature of society at large. The live Internet transmission was an experiment in the use of new technologies to fast-track the exchange of knowledge from research to practice and practice to research.

It was also a rare opportunity for professionals and students in universities, hospitals and research institutes around the world to learn firsthand from the foremost authorities in their field. Now archived on the Internet, the conference can be accessed by all those unable to view it in November. The CD-ROM version allows professionals to selectively screen the sections most relevant to their interests. Additionally, the content is being incorporated into several graduate curricula in Canada, the United States and Great Britain for the next generation of professionals working with young children.

“As scientists, my colleagues and I have often struggled with finding ways to communicate our findings to educators and front line professionals in a timely fashion. We have also been frustrated with the lack of opportunities for us to exchange ideas across disciplines in a meaningful way. WebForum 2001 resolved these two challenges. It was an innovative format designed to allow us scientists to dialogue and simultaneously have those ideas reach others in many fields in real time.”

Ronald Barr, MA, MDCM, FRCPC, Director, Centre for Community Child Health Research, Vancouver, BC

Growing Together

The four Growing Together sites are designed to help improve the lives of children and families who struggle on many fronts whether as newcomers to the country, low income earners or because of poor mental or physical health. Currently, the program reaches 1,250 families in Quebec (Montreal), Nova Scotia (Dartmouth and Cape Breton) and Ontario (Toronto). The program is a unique collaboration of families and professionals who provide a range of services

from a developmental clinic to home visits, drop-in centres and recreation and parent education programs. Those in higher risk situations are supported through psychotherapy, play therapy, anger management and crisis intervention. This unique model of prevention and early intervention services and supports won the Peter F. Drucker Award for Non-Profit Innovation in 1995.

Professional Education

Health, social services and childcare professionals who work with young children and their families play an essential role in ensuring the positive health and well being of these individuals. This year, we expanded our reach beyond public health nurses who have been at the core of our efforts, to provide training to a wider range of professionals. In doing so, we enhanced our capacity to impact more lives, in more ways. To date, we have trained 800 professionals (social workers, early childhood educators, children's mental health practitioners, physicians and others) who work with families.

“ As a parent, I saw the results of our family's participation in programs at Growing Together when my son started school. I wish all the parents who have young babies could have the opportunity to participate in these programs.”

Chandra Jeyakumar, community member and home visitor,
Growing Together, Toronto, ON

Supporting a Diverse Group of Home Visitors

Our work with family home visitors is, in part, designed to help enhance the effectiveness of these professionals in intervening in situations of risk. We delivered our newest curriculum – *A Guide to Professional Home Visiting: A Strategy for Intervention with High-Risk Families* – to a diverse group of home visiting professionals to further their knowledge and skills and equip them with a range of strategies to enable families to better support their children’s development.

Early childhood educators, social workers, nurse and child protection workers in Edmonton, Alberta were trained in this curriculum. The training was also delivered to a multidisciplinary group from the Minnesota consortium of the Mayo Clinic, Winona State University and Olmstead Public Health Unit in the United States. This work, our first in the U.S., will support an early intervention home visiting program delivered by the consortium to families with young children.

Our *Curriculum for Training Family Home Visitors* trains those who train and supervise lay people who conduct home visits to families in need of some support. This year, it was delivered in Alberta through training partner Red Deer Community College and was also customized for and delivered to trainers in British Columbia to support Building Blocks, an early intervention program for high-risk families. All of this training will influence the work of over 500 home visitors reaching out to more than 10,000 families annually.

An Institute for Home Visitors: Strategies and Activities was created to further strengthen the efforts of trainers. This institute provides training on protocols for home visiting, activities and strategies for engaging families, and helps families support the growth and development of their children. Launched in spring, this institute has already been delivered in Minnesota, Edmonton, and Ontario to 85 professionals.

“ I have had the pleasure of participating in Invest in Kids’ training. The techniques used in teaching are invaluable and help demonstrate different perspectives of the work. Invest in Kids shows its commitment to children and their families as well as supporting those of us who are out here doing the work.”

Training participant, Edmonton, AB

Training Post-Partum Home Visitors

We continued to deliver our *Institute for Post-Partum Nurse Home Visiting* to support public health nurses working with Ontario's Healthy Babies, Healthy Children Program. This curriculum focuses on strategies to identify and assess infant and maternal risk and offers strategies on conducting post-partum home visits, infant feeding, parenting and attachment, and family transition. These home visits are accepted by over 75,000 Ontario families each year.

Working with Children's Mental Health Professionals

Commissioned by Children's Mental Health Ontario, Invest in Kids worked in partnership with Hincks-Dellcrest Treatment Centre to develop specialized training for professionals working in the children's mental health sector. We created a three-day institute and reference guide focused on the social and emotional development of young children, child psychopathology and intervention strategies. In fall 2002, we will train more than 250 children's mental health professionals across

Ontario who have the potential to influence the treatment and services provided to over 6,250 families annually in Ontario alone.

Furthering the Impact of Childcare Workers

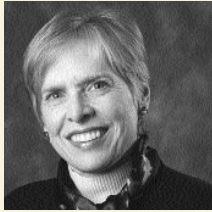
Childcare workers are in a unique position to have a significant impact on the lives of children on a daily basis. Because children often spend as much as six to eight hours in daycare, staff have the opportunity to have a positive influence on the healthy development of those in their care and the chance to interact with their

families. Through a grant from Human Resources Development Canada, we are developing a training institute for childcare workers which focuses on assessment, program planning, strategies for supporting and engaging families, and working with other professionals. Over the next year, we will work with Canadian Child Care Federation to pilot this new curriculum in Alberta and Quebec. Nearly 3,000 families will be reached in just one year through the pilots alone.

“ I am confident recommending Invest in Kids' professional training because the programs and training are based on solid research. The materials and training are adapted for local use, ensuring that they are relevant to each community's individual circumstances. This is invaluable to rural and northern communities who would otherwise not have access to the training that is critical for professionals working to support healthy families.”

Monica Lysack, Integrated Early Childhood Program Manager, Saskatchewan Social Services

Our Experts



Dr. Carol Crill Russell
B.A., M.S., M.S.W., Ph.D.

*Vice President,
Research and Programs*

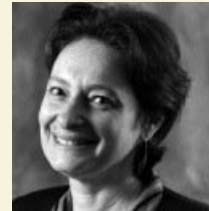
Dr. Russell oversees research and quality assurance for all research, education and training programs at Invest in Kids. She has spent over thirty-five years working as a researcher, policymaker, strategist, author and administrator in the field of research and community social services.



Dr. Chaya Kulkarni
B.A.A., M.Ed., EdD.

*Vice President,
Professional Education*

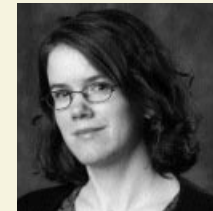
Dr. Kulkarni leads the development and implementation of curricula to support professionals working with children 0-5 years of age. She also plays a key role in adapting this information for public education materials. Dr. Kulkarni has spent more than 10 years working in the field of child development.



Nadia Hall
M.A., M.Ed., Dip. C.S.

Director, Professional Education

Ms. Hall develops and delivers curricula and training across Canada. She has worked for close to two decades in the field of children's services with a strong focus on infant development and has authored numerous publications on child development.



Liane Comeau
B.Psych.

Manager, Research and Programs

Ms. Comeau is the liaison to the Growing Together sites across Canada and the Parent Help Line program. She oversees all French-language materials and initiatives and reviews educational resources for inclusion on our lists of recommended resources for parents and professionals. Ms. Comeau is completing her Ph.D. in language development at McGill University in Montréal, Québec.

Program Sponsors and Partners

Program Sponsors

Invest in Kids is grateful to the following organizations for their significant contributions to our programs.

Get Set for Life

- Unilever Canada

Parent Help Line

- Bell Canada

“Years Before 5” Resource Kits

- Scott Paper Limited

Partners

Invest in Kids would like to thank our partners for sharing our vision.

Early Years Public Awareness Campaign

- Toronto Public Health
- Toronto Healthy Babies, Healthy Children

Get Set for Life

- *Canadian Living* and *Coup de pousse* magazines
- CBC Television
- Health Canada

Growing Together – Cape Breton and Dartmouth

- Department of Community Services, Government of Nova Scotia
- Department of Health, Government of Nova Scotia
- I.W.K. Grace Health Centre

Growing Together – Montreal

- Centre Local de Services Communautaires (CLSC) Côte-des-Neiges

Growing Together – Toronto

- Hincks-Dellcrest Treatment Centre
- Toronto Department of Public Health

Parent Help Line

- Kids Help Phone

Professional Education

- Red Deer Community College
- Canadian Child Care Federation
- Hincks-Dellcrest Treatment Centre

WebForum 2001: A Millennium Dialogue on Early Child Development

- The Lawson Foundation
- Ontario Institute for Studies in Education, University of Toronto

Invest in Kids is grateful to the following organizations for their contribution of gifts in kind:

- Ace Bakery
- Arlequin Restaurant
- Bar Mercurio
- Basketwares
- Cave Spring Cellars
- Cuiscene Restaurant Group
- Estates of Sunnybrook
- Fairmont Royal York
- Good Humor-Breyers
- Hasbro Canada Inc.
- Jeremy Bortz and Frame Concepts
- Kappa Publishing

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Science City Inc.

TAG HEUER Canada Ltd.

The Great Atlantic & Pacific

Company of Canada

The Mirror

The Vine [Robert Groh Agency]

Invest in Kids is thankful to have been the recipient of proceeds raised through the following events and programs:

- 2nd Annual Toronto Hydro Citisource Golf Tournament
- CIBC World Markets Children’s Miracle Day Campaign
- Cornerstone 52 Holiday Greeting Card Campaign
- Merrill Lynch Community Day

Demonstrating Support for Families and Children

Our work is made possible thanks to the commitment and support of our donors, sponsors, partners and friends. The year ending April 30, 2002 marked a record level of revenue thanks to those corporations, foundations, organizations and individuals who demonstrated their extraordinary generosity and support for Canada's youngest children.

Invest in Kids Day® 2002

On February 28, 2002, Scotia Capital, one of Canada's largest investment banks, hosted Invest in Kids Day®—a charity trading day that saw all commissions generated from institutional equity trades donated to Invest in Kids. With overwhelming support from Scotia Capital's broker team and their clients, Scotia Capital raised an all-time record of more than \$836,000.



Alex Trebek (back row, centre) with Mandrake, the winning team of the 2002 Battle of the Brains.

Battle of the Brains® 2002

On April 18, 2002, more than 60 teams from Toronto's corporate elite competed in this signature fundraising event for Invest in Kids. Hosted by Alex Trebek of the popular game show *Jeopardy!*, the contest featured questions in a variety of categories from arts to current affairs, sports to history, geography to fashion and beyond. Presenting sponsor TD Securities led the charge to raise \$650,000. Special thanks to the tireless team of volunteers, our sponsors and event chair Barry Myers for making this event such a success.

Presenting Sponsor: TD Securities
Production Sponsor: Corus Entertainment
Creative Sponsor: FCB Toronto
Media Sponsor: National Post
Print Sponsor: KP Graphics
Travel Sponsor: Air Canada
Technology Sponsor: Telemetech
Website Sponsor: Agile
Accommodation Sponsor: Windsor Arms

Invest in Kids Lottery 2002

Winners of the first Invest in Kids Lottery were drawn the night of Battle of the Brains® with more than \$90,000 raised from ticket sales. The grand prize was a Buick Rendezvous from Addison on Bay; second prize, accommodations at Fernie Snow Resort in B.C.; third prize, a Tag Heuer watch; and fourth prize, artwork from Jeremy Bortz & Frame Concepts. Special thanks to all the sales captains and ticket sellers who helped make the lottery a success.

Sponsors: Addison on Bay, Jeremy Bortz & Frame Concepts, TAG HEUER Canada Ltd.

Contributors: KP Graphics, MacLaren McCann Retail, The Mirror

Special thanks to: O.K. Transportation

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Corporations and Organizations

\$100,000+

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The Lawson Foundation
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Miracle Foundation
Fraser Milner Casgrain LLP

\$20,000+

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National Post
PricewaterhouseCoopers LLP

\$10,000+

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Rothmans, Benson & Hedges Inc.
Soroc Technology Inc.
State Street Trust Company
Canada
The Henry White Kinnear
Foundation
Toronto Stock Exchange
Torys LLP
UBS Bunting Warburg Inc.

\$5,000+

Abraham and Malka Green
Foundation
AIC Group of Funds
Agile New Media
Air Canada
Blake, Cassels & Graydon LLP
Cap Gemini Ernst & Young
Corus Entertainment
FCB Toronto
Graphic Alternatives &
Communications
KP Graphics
Loyalty Management Group
Canada Inc.
Ogilvy Renault
The Cadillac Fairview
Corporation Ltd.
Toronto Hydro Energy Services
UBS Bank (Canada)
UBS Capital Assets

\$1,000+

Aecon
Akinai Canada Inc.
Canada Life Assurance Company
CIBC Mellon Global Securities
Services Company
Degussa-Huls Canada, Inc.
Heathbridge Graham Inc.
Linda and Steve Lowden Fund -
Toronto Community Foundation
Procter & Gamble Inc.
Telemetech
Windsor Arms Hotel

Individual Giving

\$20,000+

Michael & Rosemary Edwards and
Family

\$10,000+

Judith & Marshall Cohen
Alex Trebek
E. Peter Elwood

\$5,000+

Stephen Daub
James Mountain
James O'Sullivan and Lucie Vallee
Brian Porter
Dr. Mark Smith
Stephen Walker
Tom and Ruth Woods

\$1,000+

Nancy Birnbaum & Rod Skelton
Michael Booth
Robert Dorrance
Margaret and Mark Franklin
Deborah Gibson
Ron Matheson
Kathleen and Stephen McGill
Ron Myers
Michelle R. Savoy
Riccardo Trecroce
Ross Tyrell
Bill Verner
Marie Verschuuren
Donald A. Wright

\$500+

Peter Blaiklock
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Jill Pepall
Gary Pottruff
Philippe Savoy
James Sidlofsky
David Smith
Jennifer Spencer
Charles Winograd

*Barbara Mitchell Fund
(\$18,722 raised)*

\$500+

John Abell
Richard J. Currie
Blake C. Goldring
Jim McGovern
Eliza Mitchell
George Weston Ltd.
W. Garfield Weston Foundation

Auditors' Report on Summarized Financial Statements

To the Members of the Board of Directors of Invest In Kids Foundation,

The accompanying summarized balance sheet and summarized statements of operations and changes in general fund balance are derived from the complete financial statements of INVEST IN KIDS FOUNDATION as at April 30, 2002 and for the year then ended on which we expressed an opinion without reservation in our report dated June 28, 2002. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the Foundation's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.

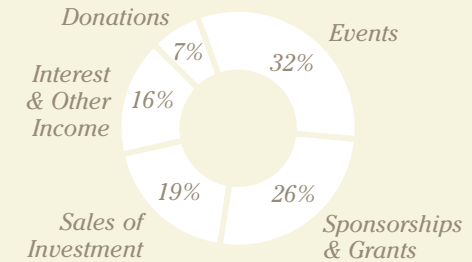
The summarized financial statements as at April 30, 2001 and for the year then ended were audited by other auditors who expressed an opinion without reservation on those statements in their report dated June 22, 2001.

Deloitte & Touche LLP

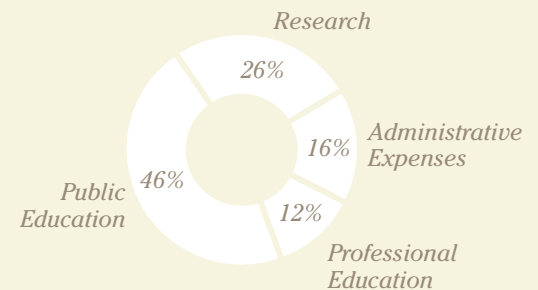
Chartered Accountants
Toronto, Canada
June 28, 2002

Financial Highlights

Funds Raised 2002



Use of Funds 2002



Summarized Financial Statements

Summarized Balance Sheets

April 30	2002	2001
	\$	\$
Assets		
Current Assets		
Cash and cash equivalents	1,034,870	1,140,974
Short-term investments	1,922,872	1,311,155
Amounts receivable	420,684	332,856
Due from Get Set For Life	78,684	–
	3,457,110	2,784,985
Investments	3,683,121	4,445,839
Capital Assets	57,437	63,764
	7,197,668	7,294,588
Liabilities		
Current Liabilities		
Accounts payable and accrued liabilities	240,511	200,066
Committed funds	721,775	859,271
Due to Get Set For Life	–	359,093
	962,286	1,418,430
General Fund Balance	6,235,382	5,876,158
	7,197,668	7,294,588
General fund balance is represented by:		
Investments in capital assets	57,437	63,764
Unrestricted funds	6,177,945	5,812,394
	6,235,382	5,876,158

Approved by the board



Judith Loeb Cohen, Director



Stephen Daub, Director

Summarized Statements of Operations and Changes In General Fund Balance

Year ended April 30	2002	2001
	\$	\$
Revenue		
Get Set for Life	500,000	550,000
Gifts	339,881	575,914
Events	1,105,496	527,335
Donations and other	409,769	227,427
Investment income, net of amortization of bond premiums	916,148	210,381
Contract income	177,261	184,815
	3,448,555	2,275,872
Expenses		
Personnel	152,449	289,296
General and administrative	129,715	177,765
Professional fees	108,022	137,114
Fundraising and marketing	105,742	140,315
	495,928	744,490
Excess of revenue over expenses before undernoted programs	2,952,627	1,531,382
Research initiatives	812,902	856,578
Public awareness and education initiatives	695,984	445,523
Get Set For Life (“GSFL”) Less: Amounts from GSFL for services provided	997,226	905,848
	(297,226)	(92,729)
Professional education initiatives	384,517	213,135
	2,593,403	2,328,355
Excess of revenues over expenses (Expenses over revenues)	359,224	(796,973)
General fund balance, beginning of year	5,876,158	6,673,131
General fund balance, end of year	6,235,382	5,876,158

Our Team

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