2021 Annual Report



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#### **OUR MISSION**

# To lessen the impact of cancer on families.

#### **OUR VISION**

A world where every mother with cancer receives the support she needs to rest and get well. Where her children learn to cope with the stress of life's challenges and build resiliency in a healthy and safe environment.

#### **OUR VALUES**



#### Excellence

Thirty years of nanny agency expertise matched with our Certified Child Life Specialist team, we have developed evidence-based, customized in-home and virtual programs for our families. Our highly trained and vetted volunteers deliver our programs with excellence through all phases of the cancer journey.



#### Accountability

We are accountable to all our stakeholders – mothers, children, families, volunteers, community partners, funding partners and supporters – and are committed to evaluating our performance, measuring our impact, and improving our results.



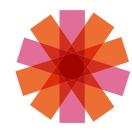
#### **Equity**

We believe all mothers with cancer, regardless of race, religion, sexual orientation, or socioeconomic status, should receive the specialized childcare they need during their cancer journey.



#### Compassion

We know what a difficult time this is for a family. We are here to give hope and support.



#### Innovation

We are nimble and quick to respond to the changing needs of our families and community with creativity and insight.

### BOARD OF DIRECTORS

Audrey Guth Board Chair

Joyce Frustaglio

Vice Chair

Glen Mortimer

Treasurer

Samantha Cherry

Director

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Director

Barbara Steinberg

Director

# We Have Come a Long Way

Dear Friends,

When I look back and remember the exact moment I decided I needed to do something to help mothers with cancer and their children, to where the Nanny Angel Network is today, I am filled with thoughts of incredible milestones. Seizing every opportunity has allowed us to grow over the last 12 years and push our mission further than I had ever imagined.

I am tremendously proud of the impact we were able to have on so many families living with cancer amid continuing change in 2021. Not only did we make a difference in their lives, but we were able to provide our volunteers and supporters with a sense of purpose when they too needed it most.

We launched our brand-new family event, Angels and Heroes and Bears Oh My! at the Toronto Zoo to celebrate our courageous mothers, connecting our community in a brand new and exciting way. We also held our very first Virtual



Auction to help raise vital funds, with an array of incredible prizes which was a resounding success.

These monumental events allowed us to continue to innovate and to support more families. We were able to expand to new regions, like Hamilton. Our Meal Support Program that to date has delivered over 22,000 nutritious meals to families who need it the most, is possible thanks to our continued donors and passionate meal partners.

We have come a long way. On behalf of every family we support, we thank you with tremendous gratitude, for being by our side. Without your help, these opportunities would not have been possible.

Audrey Guth Founder & Board Chair 7 OUR COMMUNITY

#### **OUR COMMUNITY**

We are a community of more than 195 passionate volunteers, countless supporters and many deeply committed community partners. It is because of you that we have been able to support over 1,750 families living with cancer since our beginnings. In 2021 we seized every opportunity to continue our growth.



Ajax
Aurora
Bowmanville
Brampton
Brighton
Brooklin
East Garafraxa

East York
Etobicoke
Hamilton
Kingston
Kitchener
Little Britain
Maple

Markham Mississauga Mount Albert Napanee Newmarket North York Oakville Oshawa
Pefferlaw
Pickering
Prince Edward
County
Richmond Hill
Scarborough
Thornhill

Toronto
Trenton
Westport
Whitby
WhitechurchStouffville
Woodbridge

Yarker

**OUR IMPACT OUR IMPACT** 

#### **OUR IMPACT**

2021 was a year of profound impact. We supported 128 families in 35 cities across 6 regions. Our commitment to provide new and innovative programs that help our moms and their children never stops. Click <u>here</u> to see our 2021 impact video.



128+

**FAMILIES SUPPORTED** 

250+<sub>s</sub> CHILDREN SUPPORTED

100,000 °6,000+

HOURS OF VOLUNTEER **PROGRAM SUPPORT** 

MOM CARE BAGS DISTRIBUTED **THROUGH 11 CANCER CENTERS** 

**POUNDS OF SLIME** 

**NUTRITIOUS MEALS DELIVERED** TO FAMILIES IN NEED

**\*8,000+** 

**FUN-IN-A-BOX ACTIVITIES CREATED AND DELIVERED** 

**HOURS OF VIRTUAL CANCER SUPPORT FOR MOMS** 

**FAMILIES GRADUATED FROM NANNY ANGEL NETWORK** 

**189**<sub>5</sub>

**HOLIDAY STOCKINGS DELIVERED** 

**VOLUNTEERS RECEIVED 10 HOURS EACH OF SPECIALIZED TRAINING** 

KIDS RECEIVED CHILD LIFE **BEREAVEMENT SUPPORT** 

## **ENDLESS**

**VIRTUAL SMILES** 



# We Have Come A Long Way

From the day that we opened our hearts and doors to help mothers with cancer and their children, moments of opportunity were at every corner of our journey. Here's a look back at some of our most memorable ones that together have helped drive our mission forward.

 NAN expands our service to include supporting moms with all forms of cancer. NAN begins providing 4
hours of in-home support and
care weekly to moms with
cancer, delivered through
carefully matched and trained
volunteers.



- The Nanny Angel Network is founded to provide respite to moms with breast cancer as an on- call service, launching its mission to lessen the impact of cancer on families.
- Rethink Breast Cancer funds a \$60,000 pilot program with a Booby Innovation Grant.
- Audrey Guth receives CNN
  Hero Award, a year-long
  initiative that honors everyday
  people for their selfless,
  creative efforts to help others.
  CNN Heroes awarded Audrey
  \$10,000 for her work to lessen
  the impact of cancer on
  families.
- NAN holds its first annual fundraising Angels and Heroes Gala, featuring Michael Feinstein and raises \$525,000.



- NAN's research is published in Journal of Current Oncology, highlighting the importance of providing childcare to moms living with cancer with inadequate support systems to allow for greater adherence to treatment, medical appointments, and more time to recover.
- NAN launches a foundational Child Life Program to support children enduring the trauma of a mother's cancer. Expands services to include one year of bereavement support following the death of a parent.
- Audrey Guth receives L'Oréal Paris's inaugural Canadian Women of Worth award and charitable grant of \$10,000.
   A signature philanthropic program elevating and celebrating women who find beauty in giving back.
- NAN begins an annual partnership with University of Toronto Medical School to provide training to first year medical students.

2017



- Grand Prize Winner of Astellas Oncology C3 (Changing Cancer Care) Prize for best idea beyond medicine to improve cancer care for patients, caregivers and their loved ones. NAN awarded \$100,000 USD to help expand the reach and impact of its services to support more families.
- NAN presents unique proprietary program at the International Child Life Symposium.

2019

- Continuing to thrive in the face of adversity, Angels and Heroes and Bears Oh My! Launches a brand new COVID friendly family event to bring the NAN community back together at the Toronto Zoo!
- NAN launches Virtual Auction in an effort to innovate fundraising during COVID-19 protocols.
- To reach more moms, NAN develops Mom Comfort Kits, delivering care bags to chemo centers.
- To keep holidays joyful NAN launches Holiday Stocking Project for children.
- NAN begins expansion into the Hamilton region to continue driving its mission forward.
- NAN launches Peer Support Program for adolescents 12-16 years.

2021

- NAN expands its services to support families throughout
  - NAN launches a pilot program to support dads with stage 4 paliative cancer.

2018

- NAN develops and launches new robust virtual training program for volunteers.
- NAN innovates its program delivery and creates brand new support programs to help keep vulnerable families safe and positive during COVID-19. From Camp-In-A-Box and Virtual Mom Cancer Support Group, NAN families are supported throughout the pandemic.
- NAN partners with local caterers and provides 11,000 nutritious meals for families.

2020

- Volunteers experience a brand-new online training and learning management platform to help them thrive while supporting families during the pandemic.
- To support staff, NAN Team participates in a mindfulness program to foster resilience and self-care.
- Referral network expands to include 14 cancer centers and hospitals in the GTA, Kingston and Hamilton regions.
- NAN presents 'How to Support Kids Through Grief' at the International Nanny Association Conference.

12 OUR PROGRAMS

#### **OUR PROGRAMS**

# Building Resiliency



Children experiencing a parent suffering from cancer are at risk of developing lifelong social and emotional challenges. The trauma that a mother's cancer journey can enflict on a child can vary and during this time paying close attention to how a child copes with this life change is crucial.

Child Life is a branch of psychosocial support that helps children cope with difficult life experiences. By supporting children with adverse child experiences, we aim to help children living with an ill parent build emotional resilience when faced with physical, emotional, developmental or social stressors, "We knew that we needed to help mothers create space and time within the home so they could focus on their health. We quickly realized the care their children were receiving was equally important for their well-being and development as was the respite for the mom." said

Audrey Guth. The programs that NAN offers focus on the social and emotional needs of children, "Children need a sense of normalcy when they lack stability in their lives. To help with this, all the programs that we build are rooted in Child Life. We provide our volunteers with specialized training, so they are equipped with the tools to help kids learn how to express and cope with their emotions in a healthy manner during the ever- changing uncertainty of their mom's illness." said Alyssa Gallant, Child Life Specialist at the Nanny Angel Network.

From the onset of a diagnosis, during treatment, through to recovery and in some cases, bereavement, the Nanny Angel Network's community of specially trained volunteers guides each child and mother through their experience. We planted a seed that you, our community, has helped us grow.

Continuing to thrive in the face of adversity, Angels and Heroes and Bears
Oh My! Launched a brand new COVID friendly family event to bring the NAN community back together at the Toronto 700!



#### **OUR MOMS**

# Johanna's Journey

Leaving your home country to start over is an unknown journey. In 2008. Johanna moved to Canada, she worked as a nanny to build a new life for herself. Living on her own in Canada with no family has been extremely challenging for Johanna. When Eli was just one, she found herself homeless but persevered and kept going to give herself and her son a better life.

Johanna was introduced to the Nanny Angel Network in 2010 when she became a volunteer, providing love and support to a family during their cancer journey. Ten years later, in December 2020 Johanna's world was turned upside down when she was diagnosed with stage three breast cancer. She found herself trying to recover from multiple surgeries and treatments, all while being a single mom, Joanna was now the one in need of support.

"Cancer has really had an awakening



on me. Over time, it has brought me to a place where I value my life and time so much more. It has made me realize that I need to make the most of every day. I don't have any family here, it's just Eli and me, so I haven't had anyone to comfort me when I needed it most." Their Nanny Angels Mikayla and Angelo have been not only a sense of comfort but unbelievable support to both Johanna and her son, even throughout the pandemic,

"I can see that she has helped him build such confidence. I can feel that he's getting all the little things that make kids happy and when he is happy, my joy is overpouring. When they are together, I'm able to take some time for myself and focus on what my body needs." Johanna reflects on how full her heart feels when she thinks about the support she has received, "It's been such a relief throughout my journey to have someone to support us. Mikayla isn't part of our family, but she treats us like family, she wants to help and do special things with us. It is unbelievable, and I don't know where we would be without her support." I am eternally grateful for her and to NAN.

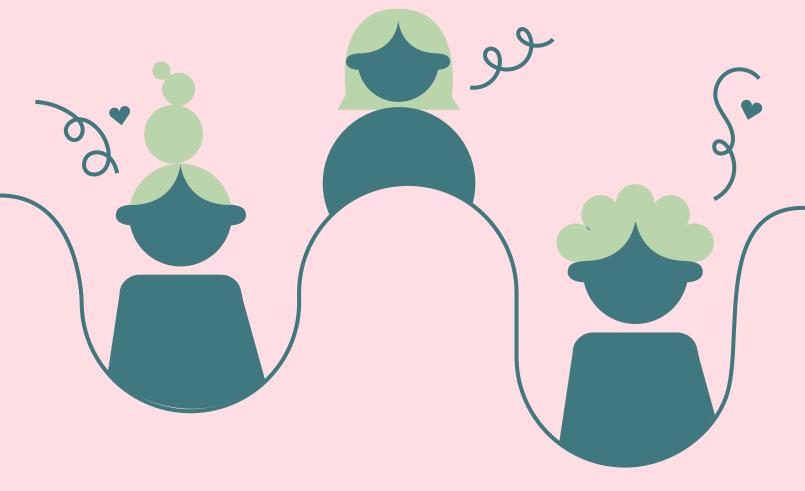
As a single mother who has overcome many obstacles, Johanna's positivity and resiliency are infectious as she pushes forward for her and her son.

"I sometimes cry when I think about what I'm scared of but then I shift my thinking when I catch myself. I focus on healing. There are 20- year survivors of breast cancer. I haven't known a lot about it myself in my life, like my favourite colour. I want Eli to know all these things. I want to see him finish school and help him create his own GPS system to grow up to be a good person. I put that in my mind so that my body delivers."

For Johanna and Eli the Nanny Angel Network has been like family. Both their Nanny Angels have helped them navigate and thrive during the most difficult part of their life. Life in Canada has been an ongoing journey for Johanna, full of ups and downs. The beacon of hope that NAN has brought to their lives gives Johanna hope that she will get through this too and be around to watch her son grow up, knowing she gave him the best start she could in his life.



# In Their Words



"I got support from Esther during the lockdown. Even though she couldn't come over, the virtual help she provided every week was incredible. She answered so many of my questions. and we celebrated my daughter Marianna's milestones together. She also encouraged me to join NAN's Mom Cancer Support Group, where I virtually met other moms undergoing treatment, even some with stage 4 cancer.

part of because we continue to support each other and check in weekly. Esther is now able to visit us in-home every week, which has been so amazing. She takes the time to teach Marianna a lot and takes her to the park when I don't have the strength. I don't have any family close by, so Esther has become a special part of our family"

- NAN mom

"NAN opened my mind and empowered me to open up about my issues. They helped me also realize that my daughter has to face the world and she needs the right tools to do so."

- Sameera, NAN mom



It's been a beautiful community to be a

"At one point, one of our kids said he hoped Tessa's cancer DIDN'T go away because he didn't want to stop seeing his Nanny Angel. After we got over the initial sting, we realized what he really meant - that the relationship he had formed with his NAN was so important to him, that he didn't want it to ever end. The free childcare this organization provides for moms impacted by cancer

#### — Kyle, NAN family

is transformational and vital."

"A Cancer diagnosis is hard on any individual or family. It's even harder to deal with this during COVID while having young children. During this time, having the meal support program helped us a lot. I could focus on my treatment and other important things as I was satisfied my family was getting regular and healthy meals. My child enjoys the delicious, freshly made meals delivered to my doorstep. It has helped us maintain a level of sanity during a very hard time because even if nothing else was right we always have a great plate of food. They went the extra mile to provide vegetarian options for my family and keep in touch throughout to make it easier. Me and my family are very grateful for this."

- NAN mom

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### Our Angels

Grateful is an understatement. We could not support moms with cancer without the deep commitment of the 195+ volunteers who bring our programs to life. With each and every visit you lift up the lives of all the families we support.

"Through our endless laughs, crafts, and dance parties, the family I support reminds me how healing play can be for kids (and adults, too!). Every time I visit them, I'm proud that I can bring the kids some normalcy and create a space where they can share their emotions, good and bad. Volunteering with NAN has given me the opportunity to use play and my own experience as someone whose mom was diagnosed with cancer to help kids cope with some very difficult changes in their lives."

Jordan Chin, Nanny Angel Volunteer





"I cared for my mum as she fought strong through her battle against cancer. Nanny Angels has given me the opportunity to care for and relate to a child who is experiencing the same thing I experienced when I was younger. I can connect with the child that I volunteer with on a personal level, while also being given the chance to partake in fun adventures with him when mum needs time to rest and recover. Nanny Angels has given me a chance to help a child cope with big and sometimes scary changes in supportive, fun-loving ways."

- Marnie Potter, Nanny Angel Volunteer

"Volunteering at NAN is such a wonderful opportunity to help families who are in need. These families open up to me and let me into their lives during some of their worst moments, and I am able to give the children a few hours a week just to be kids, to let them enjoy life and play, like all their classmates. This is such a relief to all members of the family, it lets the kids play and run like kids, and it lets the parents relax for a couple hours without worrying about their children. Everyone involved is so grateful for everything I do, and NAN is such a great agency that I am really enjoying supporting, as well as their support for me and the families."

#### Megan, Nanny Angel Volunteer



"To me, volunteering with the Nanny Angel Network means building meaningful connections and friendships with children facing difficult circumstances"

Henry White, Nanny Angel Volunteer



"Volunteering at NAN means I get the chance to help families in need within my community. I can provide the parents with an opportunity to focus on themselves and provide their children with individualized support and a reliable friendship. In turn, I get to see families grow as they work through this difficult time, and it brings me happiness to be allowed into such an intimate part of their lives to witness this change. Overall, I believe NAN brings me closer to my community because I am developing positive relationships and gaining experience that strengthens my well-being and those within the community."

- Cassidy Colalillo, Nanny Angel Volunteer

To all our volunteers, **thank you** for your unwavering love, passion and dedication to our cause.

# A Purse with Purpose

LXR's mission is to make pre-loved luxury goods available to anyone who wishes to own one. Giving more lives to luxury handbags, is what LXR is all about and they do it well, always keeping environmental and social responsibility at the heart of everything they do. Along with that mindset is a strong set of values focused on giving back. When the team at LXR was looking for a meaningful way to pair their purpose-led business with meaningful impact, they matched with the Nanny Angel Network, "We wanted to give back and in looking for a charitable organization we came across the Nanny Angel Network. After speaking with Audrey, we were so moved and inspired by her story, it spoke to both me and my colleagues on such a deep and personal level" said Joslyn Paredes, Chief Operating Officer, LXR. "Mothers never put themselves first. So, when we found an organization that put mothers first, we immediately knew that it was a cause

that we wanted to support and help as much as we could."

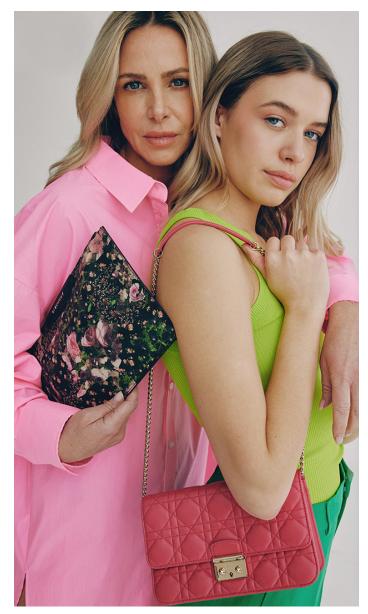
During the pandemic, NAN created a program for immunocompromised moms that kept them safe and allowed them to focus on their health without worrying about providing meals for their families. Thanks to our partnership with LXR, the incredible giveback driven from their Mother's Day and Breast Cancer Awareness campaigns, LXR has helped NAN provide over 4,700 healthy, warm meals to NAN families in 2021. Giving back in a meaningful way is a crucial driver for LXR, and that can be seen through the ripple effect of good that their partnership with NAN has created, "When our business goals and results can help drive life-changing impact, like directly providing the relief of thousands of meals to families, it's not only a concept that drives our team to do more but the direct connection to the hearts of our customers, because



they know that they have been a part of something bigger that's helping to change lives." says Joslyn.

After a year of remarkable impact, both teams are excited for what is on the horizon, "What's exciting for me is that as our business grows, it allows us to give back more. The idea that you can come to work every day and help others who need it most keeps us going and we are excited to do even more." says Laura Swan, Chief Revenue Officer, LXR.

NAN's Meal Support Program has been a lifeline to so many mothers living with cancer. As NAN strives to scale the program, the support from LXR has dramatically helped the program flourish. LXR is putting their purse first so moms with cancer can find the time to put themselves first.





# Mackenzie Investments Gives Back



Mackenzie Investments is driven to create a more invested world, together, so that all Canadians can be better off. Part of that includes their commitment to supporting communities and those who need it most. They achieve this through Mackenzie Together Charitable Foundation, which aims to drive community engagement by giving back where their employees works and live. The Nanny Angel Network is one of 30 charitable organizations that the investment management firm gives back to.

In 2019 Mackenzie expanded their charitable support with the intention of giving back to and engaging with more organizations that focused on supporting women in need. When Samantha Cherry, Mackenzie's Senior Manager, Sponsorship and Community Engagement, heard about the Nanny Angel Network it immediately resonated with Mackenzie's new impact strategy and aligned with their expansion goals.

"Everything we do as an organization needs to drive impact - we assess our partnerships on a 'cost per impact' basis so we can not only help a larger amount of people, but help ensure real lived change. NAN's impacts were so clear and we could directly tie our dollars to the results, so our partnership was a perfect fit from the start." says Samantha Cherry, Senior Manager, Sponsorship and Community Engagement



NAN's mission not only matched what Mackenzie's Foundation was looking to achieve, by providing an incredible opportunity for real direct impact, it also grew the company's ability to offer stronger employee engagement activities.

"Our partnership has truly brought our employees together, especially during the pandemic. Everyone has a mother, and the stories of the women that NAN supports really hit home for so many members of our team. Especially during the pandemic when mothers were counted on even more, everyone felt very connected to NAN's cause and asked how they could help more." says Cherry

From a memorable lunch and learn, to countless volunteering opportunities,

NAN has given Mackenzie's employees the chance to come together and feel like they are part of the change, setting the bar the Foundation's future endeavours.

"Our Foundation is rooted in the belief that pairing business with impact not only drives results for both, but more importantly shows us how much more we can achieve when we come together." says Cherry

Mackenzie's vision for the future of their partnership is twofold. Taking part in more employee engagement opportunities as NAN grows, while also increasing their support to help the organization expand to more locations so they can support more families living with cancer.

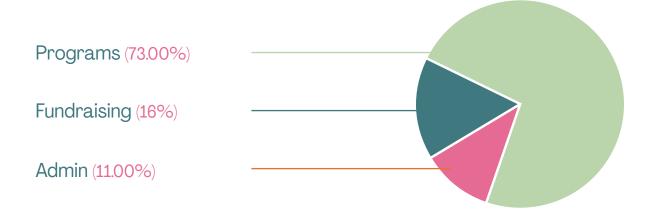
FINANCIALS 25 FINANCIALS

#### **FINANCIALS**

Thanks to the unwavering support and generosity of so many individuals, families, companies, organizations and foundations, 2021 allowed us to seize every opportunity and dream of new ones. Every dollar raised goes to support our mission to help lessen the impact of cancer on families.



#### TOTAL EXPENSES IN 2021 — \$1,570,298.82



PLEASE CLICK HERE TO ACCESS OUR 2021 AUDITED FINANCIAL STATEMENTS

#### **OUR DONORS**

Thanks to every individual, corporation, foundation, and organization that help drive our work, we can offer supportive and transformational experiences for mothers with cancer and their children free of charge.

The following list reflects the cumulative giving of donations and gifts in kind from January 1, 2021 to December 31, 2021. We have made every effort to include and list all donors accurately. We apologize for any inadvertent errors or omissions. To report discrepancies, please contact our Fundraising Specialist at 416-730-0025 ext. 5.



#### Heroes

Ltd.

\$100,000-\$200,000 Fred and Audrey Guth Homestead Land Holdings

#### **Dream-Builders**

\$25.000-\$99.999

Argo Development Corporation

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LXRandCo, Inc.

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The Miriam and Harold Green Family Foundation

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#### Champions

\$10,000-\$24,999

Anna & Edward C. Churchill Foundation

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CIBC (Real Estate Finance Division)

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Global Precast Inc.

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ivari

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M.E.H. Foundation

Mackenzie Investments

Charitable Foundation

Minto Foundation Inc.

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The Brown Group of Companies

The Catherine and Maxwell Meighen Foundation

The Fleck Family Foundation

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#### **Partners**

\$5,000-\$9,999

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Conrad Ogniewicz

Cindy Beitner

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Debra Wren

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McMichael Canadian Art

Collection

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Canada

Michael daCosta, Fortunes Fine

Jewellery

Microsoft

Mitch and Judy Wine

MVP Meals

Novo Spa

Oxford Properties Group

Paese Ristorante

Paul Gaspar, Christmas Décor of

Toronto

PearIMD Rejuvenation

Peller Estates

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Photography by Jérôme

Scullino

Piano Piano Restaurant

Pine Valley Florist

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Richard Emmanuel

Rocky Crest Golf Resort Samuel Bardon, Periphery

South Hill Home

Splitsville Entertainment Inc.

Ste. Anne's Spa

Surplus Furniture & Mattress

Warehouse

The Anne Innis Dagg (AID)

Giraffe Foundation

The Food Dudes
The Graze Anatomy

The Keg Steakhouse + Bar

The Miller Tavern

The Rampant Chef

Theo Décor

Toben Food by Design

Toronto Maple Leafs

Toronto Motorsports

TruBliss Wellness & Beauty Spa

Upper Unionville Golf Club

Watson's Glen Golf Club

WHOOSH!

Yumba

Thanks to the unwavering support and generosity of so many individuals, families, companies, organizations and foundations, 2021 allowed us to seize every opportunity and dream of new ones. Every dollar raised goes to support our

mission to help lessen the impact of cancer on families.















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