

ANNUAL REPORT



**Twice
Upon a Time**

2019

**Il était
deux fois**



PRESIDENT'S MESSAGE

It's now our fifth year of operations at Twice Upon a Time, and stories from our visitors continue to inspire us. Recently, a mum picked up the board book version of *Goodnight Moon* at one of our locations, and her 2-year-old daughter came over and pointed to the book, saying "moon up" as she pointed up to where the moon would be in the sky. Her mother was thrilled, and *Goodnight Moon* was the book they took home to share.

This past year was another successful one for Twice Upon a Time. **Our volunteers gave away 7416 books this year to families at our nine locations, and partnered with several community organisations to provide books for events.** Interestingly, while the number of books we gave away wasn't higher than last year, we did meet more visitors! It's wonderful to know that more Ottawa families can enjoy the pleasure of owning and sharing a book together.

In 2019, the Board focused on reviewing our mission and vision. I always think a great mission statement should be memorable and clear (and preferably something you can use in an elevator conversation). Have a look at our revised mission and vision at right. We also developed a list of values, which you can find in detail on our website. In short, we are a child-focused organization committed to book ownership, equity, diversity, and accountability. We support literacy, and are advocates for children's social and emotional development. In the last 50 years, evolutions in child psychology have focused on the development of reason and emotion as interconnected processes; modern child development theory rests on five core aspects of social-emotional functioning that are thought to be critical for a child's well-being and educational attainment: self-awareness, self-management, social awareness, interpersonal relations, and decision-making.

OUR MISSION

We give books to children!

We give new and nearly-new books to children from birth to twelve years of age, to support literacy and foster a love of reading at home.

OUR VISION

We create welcoming places and opportunities for children to have books of their own, for free, in order to improve their literacy skills, nurture their imaginations, and bring a love of reading to their homes.

OUR VALUES

Book Ownership

Equity

Diversity

Child-Focused

Literacy

Accountability

Social & Emotional
Development

Building Relationships In
& With the Community

The Board also mapped out annual workplans for the next few years, to accomplish our four strategic objectives:

- Investing in services that align with our goals, provide value, and are welcome in the community
- Supporting volunteers
- Developing our brand, and
- Developing a fundraising framework.

To further these objectives this year, we revised our literacy brochure, re-designed our logo, developed a list of marketing tools that our volunteers need for our activities, and built capacity on our fundraising committee through volunteer recruitment.

I would like to take this opportunity to thank two dedicated “behind the scenes” volunteers this year: Tori Murray, and her husband, Jeff. Tori has been involved in Twice Upon a Time since before our doors first opened in May 2014 – in fact, she was one of our earliest volunteers at Heartwood House! What many people do not know, however, is the role she and Jeff played behind the scenes, graciously hosting our website and email on their server for the last five years. We have recently moved to hosting through Rebel.com, an Ottawa-based company whose values align with ours. We are immensely grateful to Tori and Jeff for their support over the last few years – we could not have gotten where we are without their help.

I’m honoured to have celebrated our fifth anniversary this year, and I look forward to many more anniversaries, surrounded by the amazing volunteers at our locations and on our Board of Directors, the community partners who support our work, and the families who discover or rediscover the love of reading when visiting us. Thank you to all of them! Here’s hoping you find your *Goodnight Moon*, a book to make you smile, learn, and share a story with someone you love.



ALEXANDRA YARROW

President & Founder

BOARD OF DIRECTORS



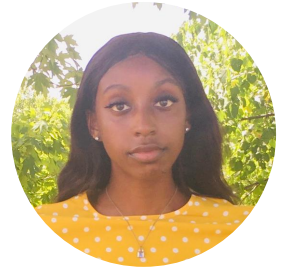
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President



Laura George Fernandes
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Secretary



Adya Afanou
Fundraising



Barbara Clubb
Fundraising



Karen Perras
Acquisitions



Stéphanie Plante
Acquisitions



Jennifer Walker
Communications



Helena Merriam
Volunteers

JOIE DE LIVRE!

French books for Ottawa Kids

Our 2019 fundraising campaign *Joie de livre! French Books for Ottawa Kids* brought even more French books to Ottawa families!

In 2017, 28% of the books chosen by children at our locations were in French. Unfortunately, fewer than 15% of the donations for our free bookstores were in French. Additionally, much of the material donated was out of date, of poor quality, or not representative of the community. This meant we often had to supplement French material by purchasing books, (at bulk discounts through partner wholesalers and local bookstores) in order to offer adequate and appropriate material for the children who visit our sites.

Thanks to the generous donations of our supporters, the *Joie de Livre!* campaign was a successful one. We would also like to acknowledge the support of Le coin du livre bookstore, for their assistance in procuring high-quality French-language books and for their partnership pricing.

\$2,662
raised

640
books
purchased



OUR WORK

We are grateful to have both expanded our volunteer base this year, and to have retained many volunteers. Our volunteers operate our free bookstore locations, assist with collecting book donations, sort our books, and more. While Ottawa Police Service now charges for record checks for volunteers, we have not seen a negative impact on recruitment. We are grateful that our volunteers are willing to pay a nominal fee for the record check to participate with Twice Upon a Time.

With new volunteers, we expanded our services in 2019. Thanks to dedicated volunteers and strong staff support from the Boys and Girls Club and Rochester Community House, we've been able to add two new services in the Rochester Heights area. We also opened a new location at the Boys and Girls Club Tomlinson Family Foundation Clubhouse and are excited to serve the children of the Rideauview community.

We also continued our successful partnership with the Taggart Family Y. Our volunteers at this location received professional development opportunity in the areas of child safety and protection. We were delighted to provide mentorship (for the second time) to a health program for kids at the Y in collaboration with University of Ottawa medical student volunteers in winter 2019.

On the Twice Upon a Time board, we welcomed Adrianna Hislop as Secretary and Adya Afanou as a co-lead for Fundraising. We would like to thank our former board members Marni Squire, Laura May, and Jennifer Reynolds. While no longer on the board, Marni, Laura, and Jennifer continue as Site Leads at our free bookstore locations and we appreciate their on-going support.

Thank you to all of our volunteers, who help us serve children and families in the Ottawa area.



OUR 2019 LOCATIONS



Boys and Girls Club of Ottawa - Don McGahan Clubhouse + Rochester Heights + Tomlinson Family Foundation Clubhouse
Heartwood House

Ottawa Community Housing - Rochester Heights Community House
Overbook Community Centre

YMCA-YWCA National Capital Region - Taggart Family Y

With regular or special donations to:

Caring & Sharing Exchange + Somerset West Community Health Clinic
+ Minwaashin Lodge + Van Lang Fieldhouse

BOOK ACQUISITIONS

Many thanks go to our Acquisitions team: Karen Perras, Stéphanie Plante, Kim Ferguson, Leslie Toope, Kris Banerjee, Sue Cole, and Andrea Principe. Through their effort and commitment, we purchased 500 new books and collected and sorted over 4,000 gently used books in 2019. Here are some events of note:

Special Events

Export Development Canada, in partnership with Volunteer Ottawa, helped to sort 20 boxes of books at our storage locker. First Books Canada held its First Ottawa Free pop-up children's book event. We were able to pick up 200 free books at this event. We thank these volunteers for their time and for choosing Twice Upon a Time.

Birthday Parties

Several children asked for book donations as part of their birthday celebrations this year. There are too many to mention but we want to thank all the kids who want to pass on the gift of literacy by donating books they are no longer enjoying to other kids who will!

Book Drives

Book drives are a great way to help boost our inventory. Thank you to the following individuals, community organizations, businesses, and government departments for organizing book drives this year:

- Ontario Medical Foundation
- Lisgar Collegiate grade 11 students
- Statistics Canada
- Carleton Heights Community Centre Brownies



THANK
YOU!

Books on Beechwood
Octopus Books
Le coin du livre

} For collecting donations and
providing purchasing assistance!

OUR SUPPORTERS

With another year of fundraising complete, we are yet again thankful for the generous contributions of our supporters.

In 2019 we received \$14,453 in financial contributions, an increase of more than 7% over 2018. In addition to encouraging and receiving donations all year round, Twice Upon a Time mounted two targeted campaigns in 2019. The focus of these campaigns was two-fold: the conclusion of our 2019 *Joie de livre! French Books for Ottawa Kids* campaign and the launch of our 2020 *Kids Today! The Most Popular new Children's Books* campaign which will continue until the end of 2020.

In order to reach as many people as possible we coordinate our campaigns with the two major giving programs. The first is the Great Canadian Giving Challenge held across Canada in the month of June. The second is Giving Tuesday: a global movement for giving and volunteering held each December. As always, supporters could also choose to direct their donations to our *Indigenous Materials* project, to book purchase in general or to "where most needed" which helps with the operational costs of Twice Upon a Time and supplements other special projects.



CORPORATE & ORGANIZATIONAL DONORS

A special thank you to our corporate and organizational donors including:

- **Cajole Inn Foundation**
- **Retired Teachers of Ontario – District #27 Ottawa-Carleton**
- **Librarianship.ca** (*Sales proceeds from "Bites by the Books: a Cookbook from the Canadian Librarianship Community"*)
- **Robertson Martin Architects**
- **United Way** (*Donor designated program where our donors request to remain anonymous*)
- **Ottawa Triathlon Club** (*Spinning Evening organized by volunteer and former Twice Upon a Time board member Laura May*)

OUR SUPPORTERS

Twice Upon a Time acknowledges with gratitude our individual donors listed below. All attempts have been made to verify the completeness of this list. Please contact us to correct any errors.

\$1000 and greater

Harold Blount
Cajole Inn Foundation
Retired Teachers of Ontario -
Ottawa-Carleton District #27
Cabot Yu

\$400 to \$999

Rosalind Bell
Barb Clubb
Terry Cullinan
Elizabeth Reicker
Robertson Martin Architects

\$100 to \$399

Anonymous (9)
Miriam Bloom & Victor Rabinovitch
Valerie Bryce
Camrose Burdon
Kevin Burns
Deborah Cowley
Mrs. Johanne Deslauriers
John Gregory
Barbara Kaye
Lori Knoll
Susan Lewis
Marni Linton
Laura May
Susanne Mueller
Ottawa-Carleton District School Board -
Teachers of English
Ottawa Triathlon Club
Karen Perras
Sarah Simpkin
Marni Squire
Cecilia Tellis
Sarah Visintini
Alexandra Yarrow

Up to \$99

Anonymous (24)
Adya Afanou
Sarah Anson-Cartwright
Leslie Bliss
Brad Boehringer
Cheryl Burwash
Phyllis Clark
Carole Clubb
Catherine Cohen
Johanna Cooke
Margaret Elson
Olivia Faveri
Kaya Fraser
Alison Harding-Hlady
Chang Hong-Michael
Tony Horava
Jennifer Johnson
Isla Jordan
Librarianship.ca
Laura Muldoon
Michael Murphy
Jo-Anne Valentine
Jennifer Walker

FINANCIAL STATEMENTS



Statement of Financial Position

As at December 31

	2019	2018
Assets		
Cash	\$ 21,609	\$ 18,416
CanadaHelps deposit outstanding	1,023	1,300
Prepaid expenses	1,050	998
Total assets	\$ 23,682	\$ 20,714
Liabilities and Net Assets		
Net assets	\$ 23,682	\$ 20,714
Total liabilities and net assets	\$ 23,682	\$ 20,714

On behalf of the Board:

Alexandra Yarrow, President

Ranya Tantawy, Treasurer

FINANCIAL STATEMENTS

Statement of Operations and Changes in Net Assets

For the year ended December 31

	2019	2018
Revenue		
Donations	\$ 14,453	\$ 10,377
Fundraising initiatives	430	4,739
	14,883	15,116
Expenses		
Book acquisitions	5,859	3,776
Storage rental	2,468	2,319
Memberships	960	989
Marketing and promotion	970	812
Insurance	775	775
Events	458	-
CanadaHelps processing fees	283	277
Supplies and other	142	395
Storage area fixtures	-	818
	11,915	10,161
Excess of revenue over expenses	2,968	4,955
Net assets, beginning of year	20,714	15,759
Net assets, end of year	\$ 23,682	\$ 20,714



HOW YOUR DONATION MAKES A DIFFERENCE!



\$25 allows us to buy 3 brand new, unchewed boardbooks for our youngest readers



\$50 allows us to buy 4 books for our Kids Today! The Most Popular New Children's Books project



\$100 helps us to produce professional promotional materials for our outreach efforts



\$200 pays our storage costs for one month



REGISTERED CHARITY NO. 803095777 RR0001

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www.twiceuponatime.ca

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