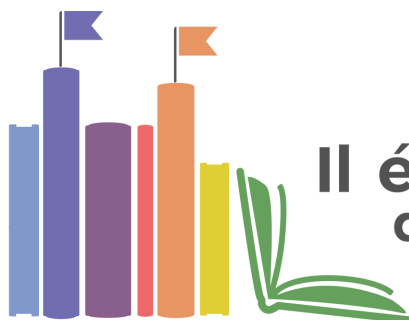


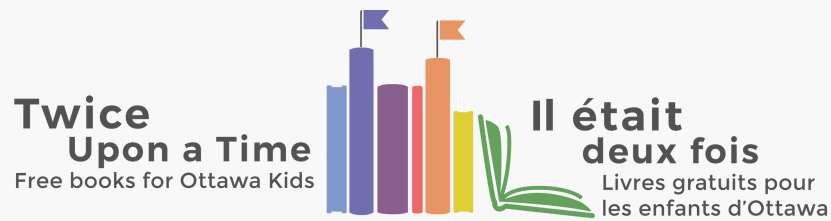


# 2021 Annual Report

**Twice  
Upon a Time**  
Free books for Ottawa Kids



**Il était  
deux fois**  
Livres gratuits pour  
les enfants d'Ottawa



## 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 Shared Values

Book Ownership

Equity

Diversity

Child Focused

Literacy

Accountability

Social and Emotional Development Advocate

Building Relationships (In and with the community)

# President's Message

While the past two years have been shaped by the Covid-19 pandemic, our dedicated team has worked hard to continue our mission of providing new or nearly new books to children from birth to age twelve to support literacy and to encourage a love of reading at home.

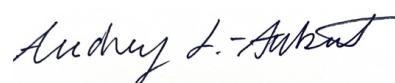
Twice Upon a Time was able to continue to support our community through our special COVID-19 project, which allowed us to deliver over 6,000 books to children in Ottawa.

In addition, we launched the new *ReconciliAction - Best Kids' Indigenous Books* campaign to provide Ottawa children with materials written by First Nations, Métis and Inuit authors featuring the stories, cultures and characters of these communities. We believe that it is essential for children to recognize themselves in books, which is why we plan to expand our collection of new books with the help of representatives from Indigenous organizations.

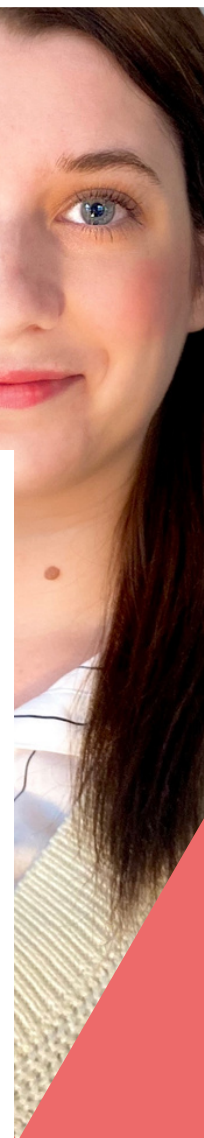
We also recently launched a new campaign in honour of Twice Upon a Time founder and former president, Alexandra Yarrow. Each year, Alexandra will be donating a selection of her favourite books for distribution to children in Ottawa.

I would like to thank Alexandra for her hard work over the past years and to celebrate all that she has accomplished in helping countless children discover the joys of reading.

As the new President, I am honoured to be a part of this amazing organization and to be in a position to ensure its continued success. I look forward to continuing the work of Twice Upon a Time and to helping families and children in Ottawa discover a love of reading.



Audrey Lévesque-Aubut





# Board of Directors



**Audrey Lévesque-Aubut**  
**President**



**Stephanie Plante**  
**Vice President**



**Vishal Puri**  
**Treasurer**



**Adrianna Hislop**  
**Secretary**



**Karen Perras**  
**Acquisitions**



**Adya Afanou**  
**Fundraising**



**Barbara Clubb**  
**Fundraising**



**Helena Merriam**  
**Volunteers**



**Jennifer Walker**  
**Communications**

# Kids Today! Special COVID-19 Project

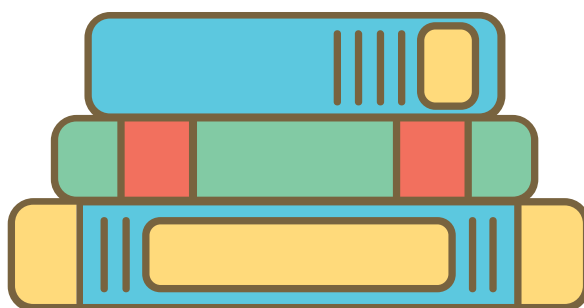
## Year Two

When we launched our *Kids Today! The Most Popular New Children's Books* fundraising campaign at the end of 2019, we had no idea what was in store for us. The initial plan for the 2020 *Kids Today!* project was to raise funds to purchase new books that truly responded to our little readers' requests for the most popular books published in recent years. 2020 had other plans, however, and our *Kids Today!* campaign shifted focus onto getting kids the books they want to read but in entirely new ways than we had done in the past.

Since summer 2020, Twice Upon a Time has been working with community partners to send books to kids. We aren't able to operate our normal free bookstores – something we miss tremendously – but with the help of other amazing organizations in the city, we've been able to provide books to many children.



During *Kids Today! Year 2*, we continued our fundraising efforts to purchase wonderful high quality, diverse, exciting, and popular books for Ottawa children. Thank you for all your support in the last year!



# Kids Today! Special COVID-19 Project

Twice Upon a Time was proud to work with the following community organizations to distribute free books to kids in 2021:

- ALSO – Adult and Family Literacy
- Carlington Community Health Centre
- Centretown Community Health Centre
- Confederation Court Community House
- Dr. F.J. McDonald Catholic School
- École élémentaire publique Marie-Curie
- École élémentaire catholique Montfort
- École élémentaire catholique Sainte-Anne
- Kitigan Zibii First Nation
- Minwaashin Lodge
- Overbrook Community Association – Backpack Program
- People Words & Change
- Pikwakanagan First Nation
- Queen Mary Street Public School
- Robert E. Wilson Public School
- Somerset West Community Health Centre Projects
  - Rosemount and Eccles Branches, Well Baby and Child Clinics
  - Ottawa Newcomer Health Centre
  - Rochester Heights Community House
- South-East Ottawa Community Health Centre
- St. Elizabeth Catholic School
- St. Luke Catholic School (Ottawa)
- Van Lang Field House Projects (Westboro Beach Community Association)
  - After the Bell
  - Community Kitchen
  - Taiga Building
  - Outreach Project









# Special Projects 2021

## Sharing in Student Success

Twice Upon a Time has been a yearly supporter of the Caring and Sharing Exchange's Sharing in Student Success backpack program, which provides back-to-school backpacks to Ottawa children. In 2021, we were delighted to donate 500 new and very gently used books to this program for inclusion in the backpacks of kids entering Kindergarten and Grade 1.



## PrezDential Basketball and Overbrook Community Association Annual Backpack Drive

We were excited to make a donation again in 2021 to the PrezDential Basketball and Overbrook Community Association's annual back-to-school backpack program. We provided 300 new and very gently used books to this amazing program.



## Algonquins of Pikwàkanagàn First Nation & Kitigan Zibi Anishinabeg First Nation

Reaching outside of our usual neighbourhoods in Ottawa, we connected with Pikwàkanagàn First Nation near Golden Lake, Ontario and Kitigan Zibii First Nation, south-west of Maniwaki, Quebec, and delivered 275 books. We have also partnered with them in our *Kids Today! Special COVID-19 Project*.





# Book Acquisitions

Despite the pandemic, Twice Upon a Time continued to receive many new and gently used books in 2021. In total, 4105 books were donated in 2021, double the amount from 2020!

Local bookstores continue to accept donations on our behalf and we are very grateful for their support. Thank you to Books On Beechwood, Coin du Livre, Librairie du Soleil, Octopus Books and Singing Pebble.

## Special Donations

Very special friend of Twice Upon a Time, Sophia, organized her annual birthday book drive and collected over 850 books. This was the first year she also linked her friends and family to the financial donation page on our website, so an additional \$145 was raised for Twice Upon a Time. Thank you so much, Sophia.

From Mme Bernadette Koala, a retired French teacher, we received 1500 French books. Merci beaucoup, Mme Koala!

From Deborah Cowley, we received a generous donation of 51 books written by Kathy Knowles, founder and director of the Osu Children's Library Fund. Thank you, Deborah, for this lovely gift.

Twice Upon a Time would also like to give special mention to Beverley Grostern and Sue Cole, who regularly donate books to Twice Upon a Time. Thank you for keeping our collection of books to give to children so dynamic!

We also received 350 free new books from First Books Canada through a pop-up event held in Kingston in November. Thank you, First Books Canada!

## Purchases

Thanks to the hard work of the Fundraising Committee in securing special grants and through their fundraising campaigns, the Acquisitions Team was thrilled to be able to purchase 2,651 new books in 2021 for total cost of \$19,804.97.

## Acknowledgements

The last year was another busy year for the Acquisitions committee volunteers. Thank you so much for all you do for Twice Upon a Time to help give free books to Ottawa kids. Your dedication, time and effort is so much appreciated.

Committee members: Karen Perras, Kris Banerjee, Julie Rancour, Sue Cole, Kim Ferguson, and Leslie Tooze.

# Our New Book Locker!

Did you know that Twice Upon a Time keeps a locker for our book supplies? Since we started operations in 2014, our home base for storage has been Dymon Storage on Coventry Road in the Overbrook neighbourhood. By Summer 2021, our storage locker was too full! Not only do we store books in the locker, but we store other materials essential to our services, and use the space to sort new acquisitions. It was time to move to a new storage unit!

A big thank you to Kris Banerjee for working with our partners at Dymon to secure our new bigger and better locker, and also for all his work in moving our shelving, boxes, and books to the new locker and organising it all perfectly! We are thrilled and love our new space.

We would also like to thank our volunteer Sue Cole, who continues to help sort books and keep the locker well organised.



# Volunteers

For the past year, we were still under suspension for our regular operations, but are looking forward to resuming in 2022. We want to thank our volunteers for keeping in touch with us and continuing to wait until we can return.

On our Board of Directors, we bade farewell to our President and Founder, Alexandra Yarrow. Alex was instrumental in bringing Twice Upon a Time to life, after being inspired by a visit to the Toronto Children's Book Bank. She worked tirelessly for years, to build our organization and develop a strong team to continue the work of bringing books to children. Alex's vision, creativity, and strong management skills helped transform our organization. This year we welcomed our new president, Audrey Lévesque-Aubut, who brings a strong communications background to the team and is a strong advocate for books and literacy.

Our Treasurer Ash Ravindran left the board, due to new job responsibilities as well as pursuing academic credentials. We thank him for his excellent work and wish him all the best in his studies and his career. We welcomed Vishal Puri to the role of Treasurer this year. Vishal brings extensive experience in financial services and has helped our organization better manage our finances.

In addition, our Communications lead, Jennifer Walker, will be stepping down from the board in 2022. Jennifer has been with Twice Upon a Time since the beginning, and has been instrumental in designing our communication strategy, creating the overall look of our organization and developing our social media messages. Her professionalism, passion and creativity will be sorely missed. We thank Jennifer for all her amazing work. Jena Wren, who has been working alongside Jennifer Walker, will be taking over as Communications Co-Lead, along with long-time volunteer, Leigh-Ann Coffey. We welcome Jena and Leigh-Ann to this role and thank them for their commitment.





# Our Supporters

As we moved into the second year of the global pandemic, the work of raising funds to support the work of our organization continued. Individual donors were more generous than ever and corporate and organizational donations remained strong. This helped us to continue to bring the joy of reading to hundreds of Ottawa's children and to expand the number of service delivery partners in our *Kids Today! Special Covid-19 Project*.

Twice Upon a Time mounted major funding appeals, the first in June and the second in December. We continued to raise funds for the *Kids Today! Special Covid-19 Project*, and in December 2021 we launched our *ReconciliAction-Best Kids Indigenous Books* campaign which will continue as our major focus throughout 2022. The goal is to offer all Ottawa kids and our Indigenous partners outside the city perimeter, relevant materials by First Nations People, Métis and Inuit authors and featuring these communities' stories, history, cultures, and characters. We will expand our purchasing of books in this area with the help and guidance of Indigenous organizations' representatives.

Twice Upon a Time also created a new fund to honour the work and vision of our founding president Alexandra Yarrow who left the board in August 2021. *Alexandra's Picks* will be formally launched in 2022. Donations made to this fund are being used to purchase new books for Ottawa kids, as selected by Alexandra. The first list is available on our website.

To serve our donors and supporters better, the board of Twice Upon a Time approved the subscription to a new DMS-Donor Management System. This program has been developed by Canada Helps, which is a registered Canadian charity and social enterprise. Canada Helps has been in existence for more than twenty-one years and provides fundraising technology to more than 24,000 Canadian charities, of which Twice Upon a Time is one. Joining the DMS was a large undertaking but by the end of December 2021, all of our historical data had been reviewed and entered into the new database system. We will 'go-live' early in 2022.



# Our Supporters

Twice Upon a Time acknowledges with gratitude our individual, organizational and corporate donors. All attempts have been made to verify the accuracy of this list and respect any donor's wish for anonymity. Please contact us to correct any errors which may have occurred.

## \$1000 and greater

Cajole Inn Foundation | David Hung | Anonymous (1)

## \$400 to \$999

CIRA-Canadian Internet Registration Authority | Barbara Clubb | Sylvain Coulombe  
 Scott Gordon & Alice Hutton | Marni Linton | Order of the Eastern Star  
 Karen & Tim Perras | Elizabeth Reicker | Robertson Martin Architects | Anonymous (3)

## \$100 to \$399

Alliance Security Team/Canadian Security Team | Jane Beaumont | John Black | Ken Blogg  
 Miriam Bloom & Victor Rabinovitch | Valerie Bryce | Camrose Burdon | Kevin Burns  
 Cheryl Burwash | Sue Cole | Samy Coulombe | Deborah Cowley | Richard Coxford  
 Terry Cullinan | Margaret Elson | Stacey Holmes | Susan Lewis | Laura Muldoon  
 Joshua Nutt | Paypal Giving Fund Canada | Maxine Simpkin | Sarah Simpkin  
 Marni Squire | Cecilia Tellis | Deborah Thomas | Leslie Toope | Cabot Yu | Anonymous (13)

## Up to \$99

Bonnie Campbell | Canada Helps | Phyllis Clark | Carole Clubb | Claudie Coulombe  
 Frances Davidson-Arnott | Sharon Fleming | Victoria Frost | Elizabeth Gluckstal  
 Alison Harding-Hlady | Tony Horava | Kathleen Kingsley | Helene Lamb  
 Audrey Lévesque-Aubut | Renée Marshall | Michael Murphy | Justin Paulson  
 Linda Sampson | Sally Walker | Ralph Yarrow | Anonymous (21)

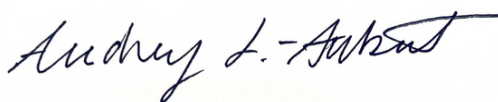
# Financial Statements

## Statement of Financial Position

As at December 31, 2021

	2021	2020
<b>Assets</b>		
Net Cash	\$ 33,829	\$ 44,096
CanadaHelps deposit outstanding	2,046	940
Prepaid expenses	1,428	1,125
<b>Total assets</b>	<b>\$ 37,303</b>	<b>\$ 46,161</b>
<b>Liabilities and Net Assets</b>		
Net assets	\$ 37,303	\$ 46,161
<b>Total liabilities and net assets</b>	<b>\$ 37,303</b>	<b>\$ 46,161</b>

On behalf of the Board:



Audrey Lévesque-Aubut, President



Vishal Puri, Treasurer



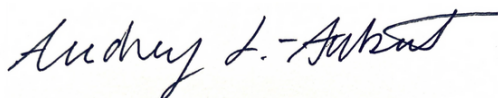
# Financial Statements

## Statement of Operations and Changes in Net Assets

For the year ended December 31

	2021	2020
<b>Revenue</b>		
Donations	\$ 21,610	\$ 21,381
Grants	-	16,500
Fundraising initiatives	-	234
	21,610	38,115
<b>Expenses</b>		
Book acquisitions	20,195	9,883
Storage rental	3,125	2,625
Memberships	1,163	1,008
Marketing and promotion	1,107	818
Insurance	899	872
Events	-	-
CanadaHelps processing fees	539	461
Supplies and other	3,440	570
HST recovered	-	(601)
	30,468	15,636
Excess of revenue over expenses	(8,857)	22,479
Net assets, beginning of year	46,161	23,682
Net assets, end of year	\$ 37,303	\$ 46,161

On behalf of the Board:



Audrey Lévesque-Aubut, President



Vishal Puri, Treasurer



## HOW YOUR DONATION MAKES A DIFFERENCE!

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**\$30** allows us to buy 3 brand new, unchewed boardbooks for our youngest readers



**\$50** allows us to buy 4 books for our ReconciliAction: Best Kids' Indigenous Books



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



**\$350** pays our storage costs for one month



**Registered Charity No. 803095777 RR0001**

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Ottawa, ON, K1K 1G8

**[www.twiceuponatime.ca](http://www.twiceuponatime.ca)**