

## MISSION STATEMENT

The mission of the Block Parent® Program is to provide immediate assistance through a safety network and to offer supportive community education programs.

## MESSAGE FROM THE PAST CHAIR

For over 42 years, the Block Parent® Program has established safety networks in communities across Ontario. Thousands of Block Parent volunteers proudly display the easily recognizable Block Parent Window Sign, a symbol of safety and security to those who find themselves lost, frightened or in danger and need immediate help. Block Parents care about the safety of the residents of their communities and do their part to make them safer places to live.



There are currently 3668 Block Parent homes and 56 Block Parent businesses in 44 communities across Ontario. The Ontario Board of Directors would like to thank all Block Parents across the province for their dedication and commitment to keeping their communities safe. A special thank you is extended to those volunteers who have accepted positions on the Boards or Committees of their local Program. Your efforts make Ontario a safer place for all its residents.

## ANNUAL GENERAL MEETING and CONFERENCE

Our 2010 Annual General Meeting and Conference was held April 30<sup>th</sup> – May 2<sup>nd</sup> in Fort Erie, Ontario, hosted by the Fort Erie Block Parent® Program. Conference Committee Chair Tracey Calder-Rosettani and her committee members did an excellent job in organizing an educational and enjoyable conference for the 36 delegates and Police Liaisons in attendance. Workshop topics included motivational speaker Rosita Hall with Changes, Challenges and Choices: You've Got the Power, Recruiting to Retain, Social Media, Cons and Ponzi Schemes, Back to the Basics of Program Operation, and Keeping Your Audience Engaged.

We would like to extend our sincere thanks to The Co-operators and the St. Thomas Block Parent® Program for their financial support to help keep costs reasonable for the Community Programs.

Through the Pat Houston Memorial Conference Fund established in 2006, and the generous contributions by the St. Thomas Block Parent® Program and other Ontario Community Programs, financial assistance was provided to three communities who would otherwise have been unable to attend conference.

Block Parent Awards were presented to Woodstock Police Service, Niagara Regional Police Service, Betty Lu Dustow (Ingersoll Block Parent® Program) and Jorel Sumbler, OBPPI Webmaster, for their dedication, commitment and support of the Block Parent® Program in their communities.

## MARGARET MACGEE BLOCK PARENT® VOLUNTEER AWARD

The Ontario Board of Directors established this special award in 2003 to recognize and perpetuate the tireless volunteer efforts and dedication of Margaret MacGee, one of the founding members of the Block Parent® Pro-

gram in 1968. It is presented at our annual conference to an Ontario Block Parent volunteer who has demonstrated commitment to the Block Parent® Program's Mission, Mandate and Goals and has truly made a difference to the Program by their input and involvement.



The recipient of the 2010 award was Laurie Melcher, Public Relations Director on the Ontario Program's Board of Directors. Laurie has been involved with the Block Parent® Program since 1984. She has held various positions on the Board of her Community Program, including Chair, and joined the Ontario Block Parent® Board in 1995. She is an enthusiastic, dedicated, hard-working volunteer, whose generosity of spirit and friendly personality are a great asset to the Program. She maintains open lines of communication with Community Program Chairs, by letter and by phone, and adds her warm touch by sending personalized Christmas Cards to each Block Parent® Program Chair and other Ontario Board contacts. Sociable, caring and optimistic, she embodies the community spirit which is the basis of the Block Parent® Program. Laurie has truly made a difference to both Ontario and her Community Program and neither would be where it is today without her involvement.

## BLOCK PARENT® WEEK

The theme for National Block Parent® Week, October 24<sup>th</sup> - 30<sup>th</sup>, 2010 was *"Still Here ... Still Helping ... Still Needed"*. To recognize this special week, our Programs held fingerprint clinics, flag raising ceremonies, TV and radio interviews, classroom presentations, colouring contests, a Haunted Movie Night and Halloween Socials. One Community Program engaged some of their Block Parents by asking them to distribute Hallowe'en glowsticks to the children who came to their doors trick or treating.



## FUNDRAISING

Thank you to the following corporations and foundations who donated a total of \$16,750 to the Ontario Block Parent® Program in 2010:

The George Lunan Foundation	Takla Foundation
John Deere Foundation of Canada	J.P. Bickell Foundation
Realtors Care Foundation	Leon's Furniture Ltd.
Warner Bros. Entertainment	Teva Canada Ltd.
Hasbro Canada Corp.	Union Gas Ltd.
National Steel Car Ltd.	Casco Inc.

We also extend our thanks to the many individuals who made generous donations to our Program through Canada Helps.org or through our telemarketing and direct mail campaigns to assist us in our efforts to create safer communities. Thank you also to Rennick, Hoppe & Associates Inc. for their professional assistance and guidance in our fundraising efforts.

## BOARD OF DIRECTORS REPORT

After a year of development and much collaboration, the Ontario Board of Directors proudly launched our newest innovative resource, the graphic novel *"Who R U Really Talking 2?"*, at our annual conference. This resource,

which addresses online safety, has proven to be a popular educational tool for children in Grades 4 through 7 as it is written in a graphic novel style to be read from back to front, a format much enjoyed by this age group.

Our website [www.blockparent.on.ca](http://www.blockparent.on.ca) continues to be an excellent source of information. We have recently added a Forum to give Community Program Chairs and their committee members a place to network with each other and share information about the effective operation of their Programs. A special thanks to our Webmaster Jorel Sumbler and Vice Chair Teresa Stalis for all their work in establishing the forum and also ensuring our website is current, informative and user-friendly.

*BP Connections*, a monthly email publication sent to our Community Program Chairs, has proven to be a successful communication tool. It provides reminders of upcoming events and deadlines, suggestions for promoting the Program in their communities and the resources available to them to assist in their promotional and educational efforts.

In the summer the Ontario Board held a "Show us your Bloomin' Block Parent® Home Photo Contest". Community Programs were asked to contact their Block Parents and encourage them to submit a photo of their beautiful gardens and flower boxes around their Block Parent window sign. A Tim Hortons gift certificate was awarded to the winner and the 2011 registration fee was waived for their Community Program. This has proven to be an excellent initiative at engaging our Block Parents. All photos are posted on the Current Events page of our website.

We have been quite successful in raising funds for the Ontario Program through the two direct mail campaigns we have administered manually, reaching out to a small number of individuals who have made previous donations to our Program. Considerable time over the past two years has been devoted to researching the multitude of fundraising programs available to assist organizations with fundraising efforts such as direct mail campaigns. After much deliberation, we have decided *Sumac* is the program which will best meet our needs. We have developed a feasible administrative strategy for its purchase and implementation in the coming year.

The focus of the Board for 2011 will be to continue addressing the directives outlined in our strategic plan, especially the issues of Sustainable Funding, Volunteer Recruitment and Membership Succession on the Ontario Board of Directors.

## BOARD OF DIRECTORS 2010 - 2011

Acting Chair - Teresa Stalis, Niagara Falls  
Treasurer - Sandra Warden, Fonthill  
Secretary, Sign Control - Terra Everitt, Chatham  
Purchasing Director - Johanna Hopper, Whitby  
Public Relations Director - Laurie Melcher, Sault Ste. Marie  
Past Chair - Marg Rooke, London  
Administrative Assistant - Erin Susin, Niagara Falls  
Police Liaison - Cst. Nicole Abbott,  
Niagara Regional Police Service



**ONTARIO BLOCK PARENT® PROGRAM INC.  
FINANCIAL STATEMENT  
JANUARY 1 - DECEMBER 31, 2010**

**REVENUE**

Direct Mail Donations	\$ 2,411.00
Individual Donations	28,025.71
Corporate/Foundation Donations	16,798.05
Interest Earned	214.65
Registration Fees - Current Year	2,090.00
Block Parent Resource Materials	2,442.50
Shipping Costs - Revenue	75.13
GST Rebate	<u>3,884.60</u>

**TOTAL REVENUE \$55,941.64**

**EXPENSES**

Cost of Resource Materials	\$ 13,855.19
Advertising/Promotion	1,123.76
Bank Charges and Interest	254.08
Postage/Shipping Costs	2,385.55
Office Supplies/Materials/Storage	2,041.80
Minutes/Newsletters/Registration/Annual Report	732.35
Telephone and Internet	1,294.90
Office Expense/Equip't Repair/Legal Fees/Insurance	1,662.78
Information/Communication/Training	419.19
Conference/Training Seminars	2,001.06
Board Meetings	3,347.04
Gross Wages and Expenses	15,936.37
Corporate Campaign	10,490.00
Xentel Fundraising	15,605.00
Direct Mail Campaign	369.92
Margaret MacGee Award	100.00
GST Paid	<u>3,452.84</u>

**TOTAL EXPENSES \$75,071.83**

**NET PROFIT / LOSS \$ -19,130.19**



**SUMMARY OF INCIDENTS & ACTIVITIES  
JANUARY 1 - DECEMBER 31, 2010**

**INCIDENTS**

Accident .....	3
Bullying .....	0
Car Breakdown .....	2
Followed by Person .....	0
Frightened by Animal .....	1
Illness/Injury .....	8
Inappropriate Behaviour .....	2
Locked Out .....	1
Lost .....	2
Molested/Assault/Rape .....	0
Weather .....	1
Other .....	14
<b>TOTAL .....</b>	<b>34</b>

**ACTIVITIES**

**School Presentations:**

Number of schools visited .....	195
Number of presentations completed .....	155
Number of students educated .....	21,199

**Safety Villages:**

Number of presentations .....	793
Number of students educated .....	15,652

**Community Awareness/Recruitments:**

Number of Community Groups .....	18
Number of Seniors Groups .....	9
Number of Parades .....	11
Number of Booths (Temporary) .....	85
Number of Permanent Displays .....	14
Corporate Presentations .....	6
Youth Recruitment Presentations .....	6
Internet Safety .....	2
Child ID Clinics .....	27
Lost Children's Booth .....	3
Safe Shelters at Fairs, etc. ....	3
Other Presentations .....	13

**Number of Fundraising Activities ..... 41**

**Other Activities:**

Bingo	Fashion Show	Safe Shelter at Concert
BBQ	Direct Sales	Safety Day Pictures
Raffles	Volunteer Fair	Haunted Movie Night
Play Day	Nevada Tickets	Neighbourhood Associations
Book Sales	Brownie Pack	Kids Safety Village & Daycare
Car Washes	Octoberfest Tickets	

**ONTARIO BLOCK PARENT®  
PROGRAM INC.**

**ANNUAL  
REPORT**

