

Report to Council

Report Title: G.R.O.W. rooted in love Maternity Home Six Month Update

Prepared By: Fiona Hamilton, Clerk and Sonya Watson, Chief Administrative Officer

Department: Administration

Date: November 12, 2019

Report Number: CAO2019-31 **File Number:** C11AD, L04GR

Attachments: None

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number CAO2019-31 – G.R.O.W. rooted in love Maternity Home Six Month Update, prepared by Fiona Hamilton, Clerk and Sonya Watson, Chief Administrative Officer for information purposes.

Report:

Background:

At the meeting on April 23, 2019, Council approved a By-law entering into a Lease Agreement with G.R.O.W rooted in love Maternity Home (“GROW”) for the Armoury Building in Walkerton. The Lease Agreement includes a provision that GROW would provide an update in the first six (6) months about the amount fundraised and the services provided to mothers and infants at the resource centre.

Sonya Watson, Chief Administrative Officer, contacted Bobbi-Jo- Moran, the Executive Director of GROW to obtain the information described in the Lease Agreement.

Analysis:

According to Ms. Moran, the initial operations were slightly delayed at the beginning due to a death of an immediate family members. Nevertheless, GROW has demonstrated a solid fundraising effort, having received \$5,000.00 in donations from residents, \$4,000.00 from Service/Church Groups and \$15,300.00 in additional monthly or one-time donations for a total of \$24,300.00. GROW also plans to launch a “Giving Tuesday” fundraising campaign using social media to raise funds for Christmas Hampers that will be given to ten (10) families. Last year this initiative raised \$5,000.00 and the goal this year will be to raise \$10,000.00. GROW has also organized a fundraiser a Musical Variety Show Fundraiser being held at Victoria Jubilee Hall on November 17, 2019 at 2:00 p.m. (tickets available for \$10.00 per ticket).

Despite the slower than anticipated start, GROW has also made significant headway in operations. The yard at the armoury was cleaned up and gardens planted early in the spring. These gardens have yielded zucchini, cucumbers, squash and many other varieties of vegetables that have been used to feed mothers and twelve (12) community families. The plan in the future is to establish a “Give and Take Stand” where the community can access excess produce when available as a means of expressing gratitude to the support received by GROW.

GROW has also connected with Keystone Child, Youth and Family Services and that organization plans to have a more permanent presence in the facility. GROW also partnered with the Bluewater District School Board to organize clothing for mothers and children. Some clothes are also being sold on-line to provide additional income while renovations are completed. In the future, GROW has a development a number of programs that could be run out of the Armoury Building, such as a Lego Club, Reading Club, Make and Take, and Moms and Mocha.

Most importantly, however, the first mother and baby started using the facility by August 1, 2019, and the demand has now swelled to such an extent that not all families can currently be accommodated.

As noted above, GROW has made steady progress in both its fundraising and operational goals, and the Armoury Building is being well used to serve a need in the community of Brockton.

Sustainability Checklist:

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

- | | |
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| • Do the recommendations help move the Municipality closer to its Vision? | Yes |
| • Do the recommendations contribute to achieving Cultural Vibrancy? | Yes |
| • Do the recommendations contribute to achieving Economic Prosperity? | N/A |
| • Do the recommendations contribute to Environmental Integrity? | N/A |
| • Do the recommendations contribute to the Social Equity? | Yes |

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:

A handwritten signature in dark ink, appearing to be 'Fiona Hamilton', with a stylized, flowing script.

Fiona Hamilton, Clerk

A handwritten signature in dark ink, appearing to be 'Sonya Watson', with a stylized, flowing script.

Sonya Watson, Chief Administrative Officer