

Message from the Chair

On behalf of Childhope Foundation Canada I would like to take this opportunity to thank our supporters for the generosity we have received over the years. On behalf of the Board members and Volunteers, I am pleased to present our 2003/2004 Annual report which shows Childhope Foundation's goals and accomplishments from the past year.

Current Projects/Objectives

Sustainability

Though financial stability is currently being maintained through balanced operating budgets and fundraising initiatives, we needed to improve it in order to accommodate growth. To improve sustainability we have added additional door-to-door campaigns and donation boxes to our current fund raising initiatives. Implementation of these initiatives required us to hire professional fund raising companies to run the door-to-door campaign.

Public Profile

To improve Childhope Foundation's public profile by implementing new marketing and advertising initiatives. These will be accomplished through the use of additional radio ads, banners, posters, telemarketing and door-to-door campaigns. Child hope's profile has been raised across the regions we operate through advertising and marketing initiatives, as well as through our door-to-door campaigns. Most notably our profile has increased through our radio commercials that have been broadcasted on ten radio stations local to the GTA.

Program/Service Expansion

Expansion of programs and services that the foundation offers the community is a priority. Specifically we intend to expand upon our Women and Children in Crisis, Youth Early Intervention and Mediation and our Job Skill programs. We are also looking to implement new programs which will benefit our cause, and will be looking further into this in the coming year.

On behalf of the Board of Directors I would like to thank all the volunteers and those that have helped us throughout the year. The hard work and generous hours spent helping our cause has gone along way to helping the communities in which we operate.

Board of Directors

Albert Morrison	Chairman
Jackie A.Fernandes	Vice Chairman
Joylyn Mendonca	Treasurer
Melva Durie	Director
Melody Mendonsa	Director

Service Delivery

Over the coming year the board will focus its attention on delivering additional services that will address the needs of women and children along with youth that are badly in need of these programs. We will continue to deliver the services that Childhope Foundation has been known for, such as the gift in kind program, helping hand program, and shelter support program. We will also take the necessary steps to expand our youth services. The expansion of youth services will require additional youth workers, which will depend on funding. The board will continue to do what is necessary to allocate the required funding needed to ensure expansion.

It is imperative that the board continue to focus its attention to the needs of the community and

the quality of service we deliver. The board is optimistic that with the continuous support from the community the foundation will be able to achieve its goals and insure the success of its mandate.

Treasurer's Report

To be successful in achieving our mission, Childhope Foundation must maintain a solid financial position.

In setting our fiscal 2003/2004 operating budget we had six goals: maintain the level of service we provide to the community, develop partnerships with other service providers, to raise the profile of the organization, expand our current programs, develop additional programs, acquire a residential location through our "Buy a House Campaign," to implement our programs.

To be successful in achieving all these goals we required an operating budget of approximately \$1,300,000. This would be accomplished through funding from Social Services in the form of per diem fees, grants, donations and fund raising events.

We were able to achieve the first four of these goals, while maintaining a strong financial position as a result from our fundraisers, donors, and volunteers. We are working hard on the remaining goals, and are confident they will be successful in the up coming year.

Annual Fundraising Report

The last year has seen much expansion in regards to fundraising and public relations.

Successful special events played a key part in the fundraising for the purchasing of the house, as well as public relations during 2003/2004 fiscal year. The United Steel Workers of America hosted for us a golf tournament that raised \$20,000 for the organization. This was hosted at the beautiful Glen Eagle Golf Club.

We have increased our direct marketing activities by adding Door to Door canvassing, and Donation boxes on top of our previous telemarketing and chocolate bar sales initiatives. Results thus far are positive, and are reflective of the growth and new donors to the foundation. This has had a tremendous impact on sustainability, with the Door to Door campaign alone generating \$2000+ a week thus far for the foundation.

The sale of Nevada instant win lottery tickets continues to be successful. Nevada ticket sales raised approximately \$5,000 for our organization. Thanks to the volunteers and staff who help with Nevada's success.

Over the past year our volunteers and canvassers have done a phenomenal job with our fund raising campaign and the promotion of the organization. It is due to the effort of these individuals and the support of the citizens and corporations that we will soon be in a position to purchase a house for the facilitation of our programs. At this time the foundation has no choice but continue to depend on individual and corporate donations as we have not yet received any form of government funding. Without continual support from the community the board will face extreme difficulty in sustaining the programs.