



# Annual Report

## 2014

*We have grown, changed, succeeded, failed and defiantly maintained our focus on a singular objective: To empower, inform, and encourage innovative parenting.*





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## From the Chair

*ParentingTT is an NGO that celebrates creativity, innovation, design and social research. I have been part of ParentingTT for one (1) year, and I am inspired and encouraged by what I see. The business of parenting in today's society remains a challenging one, but ParentingTT is committed to supporting parents and families with all their dynamics. ParentingTT continues to look at innovative ways to promote best parenting practices for generations to come including a wide-range of public programmes.*

*For me, it is important that ParentingTT seeks to secure a strong financial position so that our services can be accessible to all families regardless of their individual backgrounds.*

*As Chair, I have had the opportunity to meet and work with stimulating, motivated and committed staff, as well as, creative and passionate parents. Individuals are receiving effective support and the creative skills necessary for today's and tomorrow's parents. I look forward to seeing ParentingTT's continued accomplishments and how its services can continue to improve the lives of others.*

*Joel Sandiford*

Chair March 2014 – February 2015



## From the Executive Director



*2014 was a year of organizational strengthening for ParentingTT. This was the result of firstly, our experience with the British Gas Project – The North Coast Empowerment Programme. The implementation of five simultaneous projects targeted at teachers, students and community members began in September 2012 and was completed in July 2014. More than ten contract personnel worked on the programme including ParentingTT's co-founder Marina Torres. This was the first venture of such magnitude embarked on by the organization. It required us to upgrade all our in-house systems and skills for financial management, HR management, as well as, monitoring, evaluation and reporting. The administrative staff performed creditably, often working beyond office hours to ensure the success of the programme.*

*At the end of 2014, British Gas extended the contract for an additional year and a modified programme called "Building Resilience" was designed. This utilizes some existing talent from the previous two years, but brings in the expertise of the ARROW Foundation to train 90 students in literacy skills and The art.IS Performing Arts Company to train students in the art of creating and performing spoken word poetry under the theme "Raising Parents."*

*The second area of capacity building came through board training provided by Veni Apwonn and funded by the J.B. Fernandes Memorial Trust I. Board members were trained in governance, financial reporting and taken through the process of strategic planning for the 2015-18 period; a process that maps the way for implementing succession plans for the organization.*

Our "Parenting 911" media campaign, funded by the J.B. Fernandes Memorial Trust 1, proved the power of advertising. We heard first-hand stories of struggle and triumph from parents who called to share their stories, seek help or simply guide us towards improving our ads. At times, the influx of phone calls brought the regular flow of administrative work to a halt. Our thanks to the Media Team for their creativity and dedication.

The Board, staff members and consultants - including those who have moved on - have worked with focus, determination and commitment to steer the organization through a period of maturation. Their solid support and guidance have been invaluable and deeply appreciated. Our deepest appreciation is also extended to our partners, including British Gas, J.B. Fernandes and the Ministry of the People and Social Development. They have supported and made possible the ongoing achievement of ParentingTT's mission: to inform, empower and encourage innovative parenting.

*Barbara King*

## Our Team

### Board of Directors 2014-15:

- Joel Sandiford: Chairperson
- Alicia Hoyte: Vice Chairperson, Secretary
- Nigel Campbell: Treasurer
- Barbara King: Executive Director, Founder
- Denise Bedishi: Member

### Consultants:

- Denise Bideshi: Accountant
- Kathryn Duncan: Graphic Artist,
- Keisha Anne Alleyne: Clinical Therapist
- Charmaine Moses: Custodian

### Presenters/Facilitators:

- Myrna Mitchell-Anderson
- Charmaine Joel-Gentle
- Salorne McDonald

### Staff:

- Barbara King: Executive Director, Programme Coordinator
- Golda Garraway: Office Manager
- Jennifer Quildon: Administrative Assistant: Finances
- Alicia Retess: Administrator (to August 2014)
- Dorian Porter: Administrative assistance (temp)
- Jonathan McEachrane: MuST Trainee, Office Assistant

### Project Sub-Contractors & Consultants:

- Marina Torres: Education & Child Development Specialist
- Dr. Karen Moore: Clinical Psychologist & Love and Logic Facilitator
- Alicia Hoyte: Clinical Psychologist & Love and Logic Facilitator
- Sophie Barcant: Love and Logic Facilitator
- Marie Pat Frederick: Peer Counselor, Facilitator
- Gerrard Dennis: Peer Counselor, Facilitator
- Anna-Kay Seaton: Mentoring Specialist
- Cheryl McKenzie-Cook: Appreciative Inquiry Facilitator





## OUR STRATEGIC PRIORITIES FOR 2014

### Accomplishments

#### RESTRUCTURE Human Resources: Reevaluate our hierarchy and strengthen our professional capacities



From left: Alicia Hoyte & Joel Sandiford  
(Missing- Nelicia Adams & Joreane Pascall)

We created an active Human Resources Committee under whose leadership we:

- Identified and recreated the necessary job positions/descriptions to match our strategic plans and commitments.
- Reevaluated salary scales to attract and retain skilled personnel.
- Updated our Employee Manual.
- Recruited and trained staff members in areas such as facilitation skills, financial management and project design. Board Members were trained in strategic planning, change management and leadership.
- Successfully sourced funds to assist in covering staffing and organizational overhead costs via our projects and services that have continued into 2014.
- Developed a succession plan in anticipation of future transitions.

#### PROMOTE Organization: Improve our marketing and public relations strategies



From left: Barbara King,  
Moreena Campey, Cheryl  
McKenzie-Cook, Esuyemi  
Ogunbanke, Sophie Barcant &  
Dorian Porter

Our Media Campaign, funded by the J.B. Fernandes Memorial Fund I, successfully increased the public's awareness of ParentingTT:

- 30 "Parenting 911" ads were produced and 7 were aired on 8 radio stations: 104 fm, 103 fm, 97.1 fm, 96.7 fm, 93.1 fm, i95 RED, Toco Radio and Tambrin until June 2014.
- We reached approximately 124,000 listeners with 84 direct beneficiaries of ParentingTT's services from both print and radio ads.
- 369 residents of Trinidad & Tobago were surveyed to determine the impact of the Media Campaign. The survey yielded valuable responses on current parenting strategies in the nation, responses which will inform future projects.

Our use of mass emails, texts and social media was a successful promotional strategy and contributed to greater involvement in the organization. We continue to adapt to our technologically driven society to creatively meet their parenting needs.

#### ELEVATE Financial Status: Continuously apply transparency in financial operations & fund management

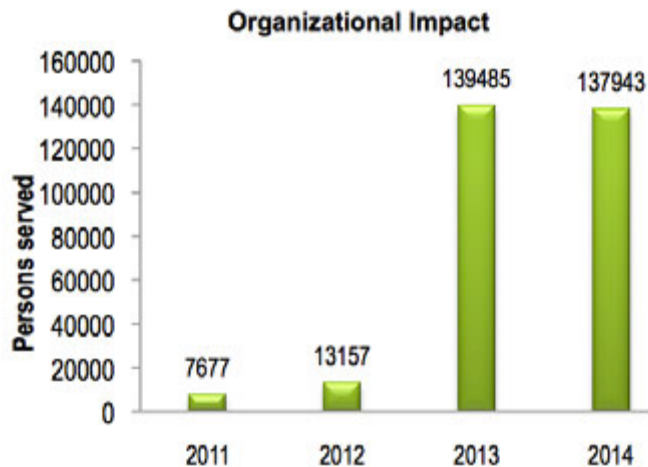


From left: Denise Bideshi &  
Jennifer Quildon

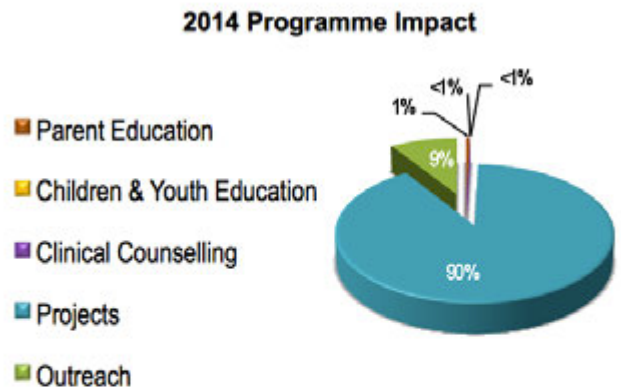
From our training efforts to the refinement of our financial processes, we were able to:

- Provide timely and accurate reports to funders and management team to support proactive management of funding and cash flow.
- Achieved full compliance with all statutory filing requirements.
- Received glowing reviews from audit exercises including those conducted by funders.
- Build an accurate database of financial information to create operating budget for 2015 strategic goals.

## PROGRAMMES THAT STRENGTHEN FAMILIES



Since its launch in 2013, the Media Campaign helped ParentingTT realize and exceed its on-going strategic goal of reaching 100,000 persons in Trinidad & Tobago.



*ParentingTT's modus operandi for 2014 continued to focus on projects that provide comprehensive interventions to families, schools and communities.*

### Parent Education

*"The staff was welcoming, open, pleasant and professional. I was amazed by the organization of the events. The content and delivery of the workshop were excellent." - S. Jones, Facilitator Training*

Through presentations, workshops and other training we were able to promote parent education to 647 persons. Our staff and affiliates presented on various parenting topics at 18 organizations: 3 Preschools, 5 Primary Schools, 2 Secondary Schools, 2 churches, 1 library and 5 community organizations.

We conducted 3 parenting workshops and 1 Facilitator Training Course at our headquarters. Fourteen (14) participants from various NGOs attended our facilitation training. Most of these participants worked with parents at their respective organizations and expressed their appreciation of the tools they acquired during this training.



*Left: Participants at Becoming a Love and Logic Parent course, Arima*

*Right: Learning and sharing Anger Mastery experiences, Arima*



## Children & Youth Education



Our commitment to support parents by facilitating childcare for workshop attendees continued throughout 2014. Supervision and entertainment was provided by volunteers.



Even though we did not host our usual summer camp this year, Ms. Dorian Porter engaged 47 young people at a local church's summer camp in learning about healthy communication. In 2015, we look forward to rejuvenating our summer camp and collaborating with other organizations' programmes for children and youths.

Keisha-Anne Alleyne, Clinical Therapist conducted a parent and student training workshop for the Belmont NGO CIT+E. Children were taught creative and critical thinking skills, assertiveness, and other skills.



*Above: Children at Love and Logic Parenting Course;  
Right: CIT+E homework centre workshop for parents and students, Belmont*

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## Clinical Counselling

*"The staff was helpful and pleasant. I felt confident knowing that the situation could have been addressed even though the time frame was a bit challenging."* - N. Richards, Counselling Services

Our Therapist and Counsellors met with 57% more clients this year when compared to 2013; an increase boosted by the Media Campaign. They counselled 37 new clients in face-to-face sessions and 21 persons in support groups. A total of 99 sessions were conducted, inclusive of clients who returned for follow-up counselling. Clients presented with challenges such as behavioural issues, relationship issues, parenting challenges, family conflicts and grief & loss. 30% of clients achieved one or more of their therapeutic goals while 44% partially completed their goals to date.



## Outreach

*"I use it for discussions in our Women's Group and the information is very helpful."* J. Wills-Newsletters

*"I share it with others and I like the new information on parenting that the newsletter gives, especially articles on discipline. I'm really trying hard to stop giving licks."* L. Sealy- Newsletters

- Our Parenting Support Newsletter reached an estimated 12,000 persons for the year. We printed and distributed 3000 copies each of Issues #63 to #67.
- We made 19 guest appearances on Marcia Miranda's show on Heart Beat Radio 103.5 fm, reaching an adult audience between the ages of 25-45 (75% female and 25% male) across Trinidad & Tobago on various parenting topics.
- We presented on the topic of child sexual abuse on 90.1 fm's WACK Radio and reached at least 5000 listeners.
- Our website continues to serve visitors with parenting information while our Facebook Page provides updates and information.



## Projects

*"It's a blessing to be able to acquire these services. From what I've seen over the past two years, I am very pleased and confident that you all will help us achieve the goals we set out to achieve."-P. Kalloo, B.S.S. Principal*

We continued our partnership with BG Trinidad & Tobago Limited and the Blanchisseuse Secondary School to address the needs of that community. We served 342 persons: students, teachers and parents through services such as psycho-educational workshops, peer-helper training, student mentoring, counselling and parent support. In addition, we facilitated a community engagement exercise that resulted in the formation of the North Coast Empowerment Group.

We are also happy to announce that BG has provided funding for another year to continue our service to the North Coast communities.



*A poetic presentation by performer Brendon O'Brien*

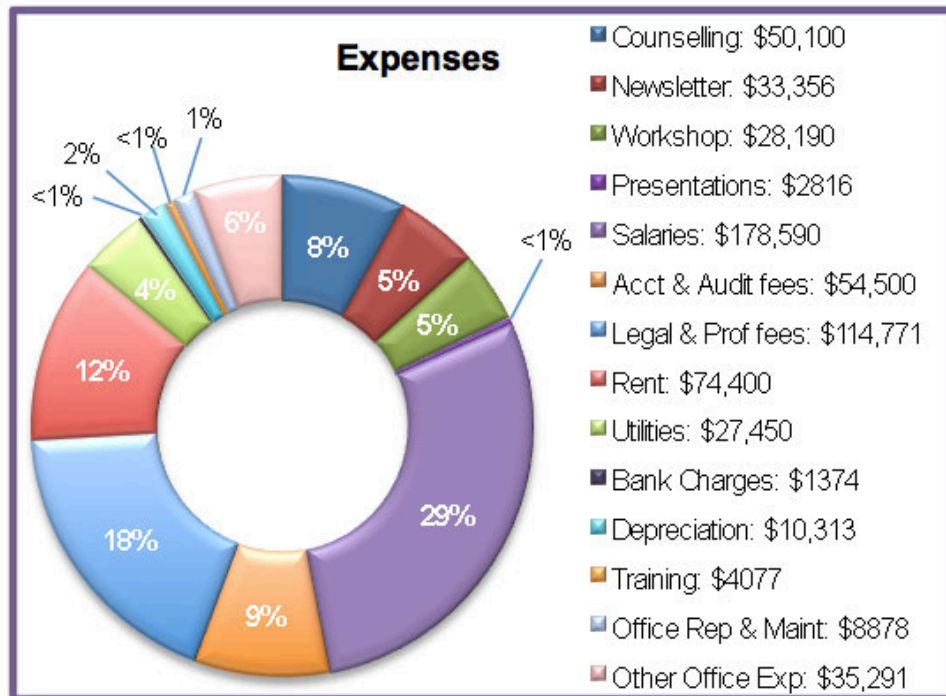
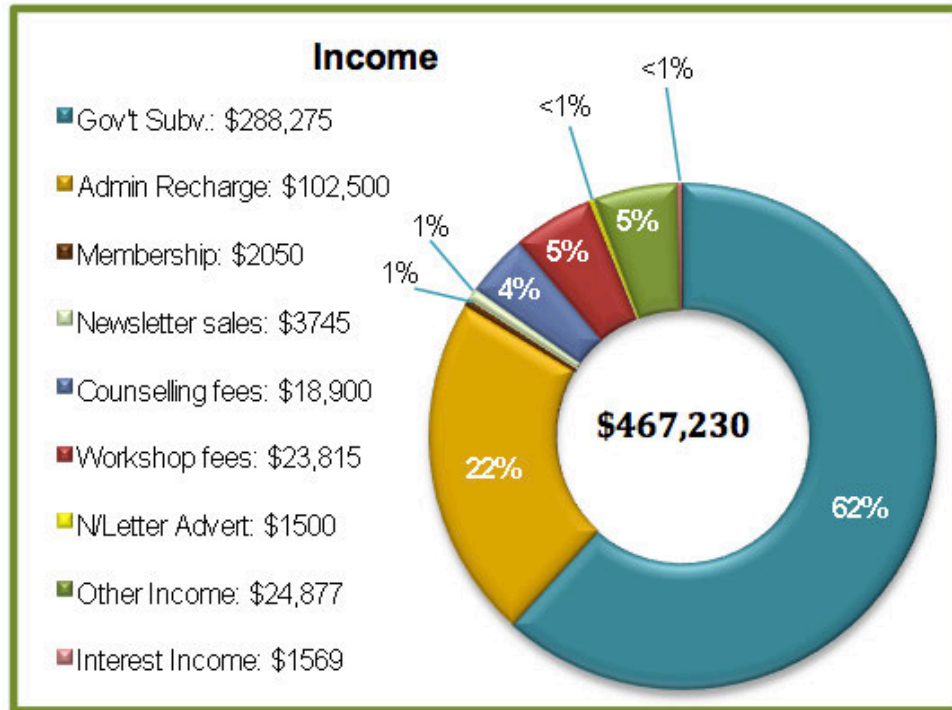


*Blanchisseuse Secondary School teachers take part in Love and Logic in the Classroom training session.*



*Left: Students in Social and Emotional Learning session*

## 2014 Financial Overview



## Opportunities for YOU

- ***Become a Donor***  
We need to increase ParentingTT's independent income by \$30,000 per quarter (\$120,000 for the year) for sustainability.
- ***Sponsor a Project***  
When we can offer subsidized workshops to the public, we have greater responses and impact.
- ***Invest in our Media Campaign***  
Fund the continuation of our "Parenting 911" parent education campaign by sponsoring airing costs.
- ***Subscribe to our Newsletter***  
Pick up a bulk subscription for your office, church or school and help us increase positive parenting awareness in Trinidad & Tobago. Sponsor the distribution of Parent Support Newsletter for a school(s) or community of your choice.
- ***Become a Member of ParentingTT***  
Enjoy membership benefits and a rewarding affiliation to the work of the organization.
- ***Volunteer your expertise***  
ParentingTT would like to create an annual signature event to raise a minimum of \$50,000. We also have other projects that require specific proficiencies to help us grow.

### Special thanks to our partners:

- All members and subscribers
- British Gas Trinidad & Tobago Ltd.
- Citizens Security Programme in the Ministry of National Security
- The Ministry of the People & Social Development
- JB Fernandes Memorial Trust I
- Community Development Fund

## Where to find us

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