



20th
anniversary
Investing
in Children®
Helping children to learn,
grow and thrive since 1999

Our Mission -Investing in Children is committed to working with families and our communities to create and provide nurturing programs to eliminate barriers so that they may learn, grow and thrive.

Our Vision -We envision collaborating with the community and families to provide opportunities for children and youth to thrive physically, emotionally, artistically and academically. By working relentlessly to break all barriers, we encourage all children to reach their full potential and accomplish their goals.

Family Literacy and Math Events – (Since 2005)

More than 1,500 children and their families participate in Investing in Children's Family Literacy Events, held at various London and area schools throughout the year. Investing in Children's expert Literacy staff plan and provide a variety of engaging activities which nurture young minds, focusing on curriculum literacy skills and math strands, as well as up-to-date strategies as designated by the Ministry of Education. It also provides parents with ideas to extend the learning at home.

What are people saying about our Family Literacy Events?

"Awesome connections to the literacy and math curriculum. Very engaging and got the kid's talking about their favorite healthy foods."

"It was fantastic! Families came out and participate in the fun and engaging activities. The snacks, stories and centres were relevant and directly supported our school literacy and numeracy goals. We are so glad you came!"

"Always great. I come to all of them when I get a chance. My kid's really love it."

"Thank you for bringing this lovely program to our school community!"



After School Program – (Since 2009)

Investing in Children has had the privilege of leading After School Programs in some of London's most challenged socio-economic areas. These programs have been cherished by many families who appreciate the experiences their children are given, such as attending a local London Knights hockey game, watching a performance at Grand Theatre, or having exciting and famous Londoners visit the program such as London Firefighters, Therapy Dogs, and even NHL star Jason Williams and Gold Medal Olympian Alex Kopacz!

What do kids say about our After School Program?

"I like the food and trying new things!"

"I love going on field trips"

"My favourite part of the program is being able to see my friends for longer!"

"Sports! Soccer, hockey, is fun, fun, fun!"



Kids Power Conference – (Since 2005)

Investing in Children's Kids Power Conference gathers 100 Grade 6 and 7 students from London's schools to participate in a full day of workshops designed to nurture and develop leadership skills and strategies. The conference aims to inspire these students to utilize these skills in their schools and communities!

What are kids saying about the Kids Power Conference?

"I loved the variety of workshops we did today and what we learned. They all gave me a new perspective on life and what I want to do to help improve things in my community and in the world."

"The best thing about the Kids Power Conference was how everyone was really interactive in their presentation and wanted to get the message through but still be entertaining."



Ontario Student Nutrition Partnership – (Since 2007)

For more than a decade Investing in Children has worked as a community partner to assist in the provision of the OSNP program. Chaired by the Children's Nutrition Network we help to support over 90 schools in the London – Middlesex region, serving nutritious foods to over 19,000 kids per day.

The need continues to be critical; even beyond the funding we receive. Corporate and private donations are always required - and much appreciated - to help us help children!



Snack Stop – (Since 2018) **NEW**

As the Chair of the Children's Nutrition Network (CNN), Investing in Children has been very active in discovering new and innovative ways to provide nutritional food – especially for the start of a youth's day. We also realize that once the school year passes (and our school-based nutrition program halts), the need for a nutritious start to a child's day remains vital. Hunger does not take a vacation. With this in mind, Investing in Children has initiated a program called the Snack Stop, whereby once a week, our staff delivers fresh fruits and vegetables to numerous locations throughout the city during the summer and holiday times; including Libraries, Community Centres, Family Centres, and Resource Centres. This has been met with tremendous accolades.

What do those managing the sites say about Snack Stop?

"Our community is very diverse and the newcomers really enjoyed having fresh fruit. Having the program during the summer is excellent because we do get a lot of children for our Summer Reading Program." (Beacock Library)

"We do see many children and families making use of the snacks, but also some of the more vulnerable adult population that we serve at the library". (East London Library)



Summer Snack – (Since 2013)

During the months of July and August, Investing in Children has been providing breakfast-type foods to seven city camp locations in the east (Argyle) area of London. Staff visit the camp and serve the campers with a nutritious snack so they can have energy to enjoy their day at camp! This program has been highly welcomed, and highly utilized.



How can you help?

Donations help sustain programs like these! If you wish to donate please visit investinginchildren.on.ca/donate

Volunteers are always needed to help run our family/literacy events, conferences and camp.

Contact us at info@investinginchildren.on.ca or visit investinginchildren.on.ca for more information or to volunteer.

Get Social follow us on twitter @InvestChildren, facebook @investinginchildren and Instagram @investchildren

Kids 1st Day – (Since 2004)

More than 1,500 children and their families participate in Investing in Children's Kids 1st Day. It is scheduled yearly in June on a shared Professional Activity Day with all of London's School Boards. Investing in Children has taken the lead to solicit more than 50 area businesses and organizations who have graciously agreed to invite London's children and their families to join them for free or low-cost activities and places to visit, ranging from arts, culture, history, sports, music and other recreational type activities!

What are people saying about our Kids 1st Day?

"I have four kids. It is really expensive to take them to different places. This is a great way we can go to new places and try new things!"

"Kids 1st Day was a great way to introduce families to our new facility. We planned on maybe 30 kids showing up. We had more than 300!"

"Thank you from me and my two boys for the best PA Day ever!"



Book Camp London – (Since 2005)

Forty aspiring authors, ages 10-15, register for Investing in Children's annual Book Camp London, in partnership with the London Public Library. The young authors and illustrators are mentored by actual published authors and illustrators as well as other industry professionals! Upon completion of the camp, each participant receives a magazine brimming with stories and drawings created by all the campers!

What do kids say about our Book Camp London?

"My favorite part of Book Camp was all the friends that I made through our shared love of books and the positivity that came from it."

"My favorite part of Book Camp was the authors talking about what they see as the most important concepts in writing. Their different ideas help develop my writing."

"My favorite part is that everyone got to experience different ways of expressing themselves through either illustrating or writing."



Blue Boxes for Books – (Since 2004)

Blue Boxes for Books features recycling boxes filled with children's books placed in strategic locations throughout the city. Children are encouraged to choose a new or gently used book from the box. They can read it while waiting, take the book home to bring back at their next visit, or keep it! Investing in Children replenishes the boxes regularly at the various locations such as London's Food Bank and the Family Law Info Center at the London Court House so that all children can have access to literature because we all know how important it is to foster early literacy skills!





Free Youth Guitar Lessons

We piloted this fantastic program in 2018 at 6 different Family Centres – serving all corners of our city! Dozens of young people between the grades 7-10 celebrated learning how to play the guitar, for a 3 month period – without experiencing any concerns regarding costs of the guitar or for lessons. Not only did our students learn the basics of playing guitar via an inclusive, collaborative approach, but they were also able to take the guitar home to practice, and were taught by two “up and coming” London musicians – Cameron Jericho and Saveria (who in February 2019 was featured as the chosen performer on CTV’s “The Launch”!

Here’s what some of our parents and musicians have shared about our program!

“My daughter had a blast at the guitar program. She learned to play so many fun songs, so many new chords and she loved it so much!!!”

“Music is a natural for capturing kids’ attention and imagination and, as it turns out, it has a huge impact on my child’s body and mind, self-esteem playing guitar listening to a beat can shift a kid’s mood, help him cooperate and express emotions...”



Free Youth Song Writing Program

The pilot for this program was met with significant and unexpected success and accolades during its first run in early 2019! The launch of this program was inspired by London’s hosting of the JUNO’s in March of 2019. We proudly held sessions at Foxhollow Family Centre, where the youth involved (coached by Cameron Jericho and Saveria) created the lyrics, melody and theme for a wonderful composition dedicated to help people navigate through the experience of mental health, and helping to bring them to a resolution; looking at life through a renewed, positive lens. The work was ultimately recorded and entered into a CBC Radio Afternoon Drive “Next Junos” Song Writing Contest, where it was met with rave reviews by DJ Chris dela Torre, and his musical colleagues, who described the youth’s performance (the composers ranged in ages from 11-14) as “very human, showing human fragility”, and “wrapping up” with a message of “finding hope”; a “cool collaboration”!

Community Spirit

Investing in Children is proud to support various city programs such as Adopt-a-Park and numerous Child and Youth Network Initiatives. Investing in Children has also created several spaces in the aim of community betterment such as the reading garden along the path system and the art installation by the forks of the Thames. We also love to partner with other organizations to pool our resources and expertise in order to offer more programs and help more families, children and youth in the city of London.



Special Olympics – (Since 2003)

Investing in Children has partnered with the Thames Valley District School Board, the Harry E. Foster Foundation, Financial Horizons, TD Bank, and several other corporations and individuals, to provide more than 1,000 student athletes with special needs (coached by approximately 1,000 of their peer mentors) with an opportunity to experience athletic competition and success! Funding is much needed here, mostly to cover the costs of providing special needs bus transportation over the three day event.



What are people saying about Special Olympics?

“Over the course of a year, I hear my son (with special needs) repeatedly talk about how affirming his experience was at this Special Olympics event! His excitement increases notably as the date for this wonderful event draws nearer!”

Newcomer Parent and Child Literacy Programs NEW

Investing in Children was successful in its bid to take the lead in nurturing London’s newcomers with meaningful foundational literacy skills. These skills were introduced to Newcomer ESL families in a hands-on, fun and interactive way through various station activities. Each family also received a package to foster literacy skills at home. The program was led by Investing in Children’s expert literacy staff who were grateful to have the support of volunteers and translators to help make it into a valuable and enriching program.

A student who arrived to Canada, and had experienced the Newcomer Family Literacy Program stated the following:

“Others might view this event as simple recreation; but from my memory I can assure you that it was a rich opportunity, which helped me as a new immigrant, connect and build formative relationships”.

Please join us for our
20th Anniversary
Celebration on
October 3 at Cowboys
Ranch!

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INVESTING IN CHILDREN'S

BBQ THURSDAY OCTOBER 3

BASH

CELEBRATING OUR 20TH ANNIVERSARY

Investing in Children®
Helping children to learn, grow and thrive since 1999

AT COWBOY'S RANCH
60 WHARNCIFFE RD N
JOIN US FOR ENTERTAINMENT,
GREAT FOOD, AUCTIONS AND FUN!
DOORS OPEN AT 5:00

TICKETS ARE \$60
AVAILABLE AT WWW.INVESTINGINCHILDREN.ON.CA