

# SNAP<sup>®</sup> NATIONAL EXPANSION CAMPAIGN

## YOUR SUPPORT IN ACTION: 2016



POWERED BY THE MINDS AT CHILD DEVELOPMENT INSTITUTE



## SNAP CAMPAIGN CABINET

### Honourary Chair

The Honourable Margaret Norrie McCain

### Co-Chairs

Lyn Baptist

Janet MacPhail

Carol Bezaire

Judith Hinchman

Stephen MacPhail

Michelle and Patrick Meneley

Janet Nixon

Linda Pincott Kitchen

Kellie Sauriol

Ricki Sharpe

## VENTURE PHILANTHROPY PARTNERS

PecautCentre

LEAP

And its sector partners

BCG  
THE BOSTON CONSULTING GROUP

EY

perennial  
DESIGN

mccarthy  
tetrault

Offord Group

HILL+KNOWLTON  
STRATEGIES



# YOUR IMPACT

**On behalf of everyone at Child Development Institute, a heartfelt thank you for including the SNAP National Expansion Campaign in your personal philanthropy.**

Currently, we are at 90% of the \$12 million first phase of our campaign goal, and are well on track to making sure that at-risk children and youth in every province and territory are given timely and equitable access to this life-changing program.

SNAP is now available in over 30 affiliate sites in five provinces and your generosity has helped make this growth possible. However, there is still much to be done as we work to ensure that young people and their families across the country will benefit from SNAP's continuum of care. During this coming year we will begin Phase Two of the expansion, with the goal of increasing investment to ensure the sustainability of this unique venture philanthropy model.

Your support of the SNAP Expansion is an investment in society. By changing the life trajectories of over 20,000 high-risk children in 140 communities across our country, we will help these young people reach their full potential while saving \$3 billion in criminal justice costs alone.

We hope you enjoy reading about the positive impact SNAP has had across Canada this past year. Without your partnership, we could not have accomplished the milestones outlined in the following pages.

On behalf of all of the children and families we are privileged to serve, thank you.

Handwritten signature of Lyn Baptist in black ink.

**Lyn Baptist**  
Campaign Co-Chair

Handwritten signature of Janet MacPhail in black ink.

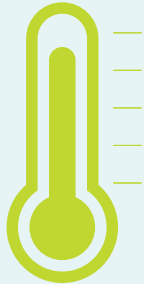
**Janet MacPhail**  
Campaign Co-Chair

# 2016 CAMPAIGN MILESTONES

## PHASE ONE: SCALING UP

**\$10.8 M +**  
**RAISED**

**90%**  
OF THE  
\$12M  
GOAL



**1,109**  
**CHILDREN**  
**SERVED**

**33 MAJOR**  
PHILANTHROPIC  
**INVESTMENTS**



**AFFILIATES IN**  
**30**   
**COMMUNITIES**

**90+**   
**THOUGHT**  
LEADERSHIP ACTIVITIES

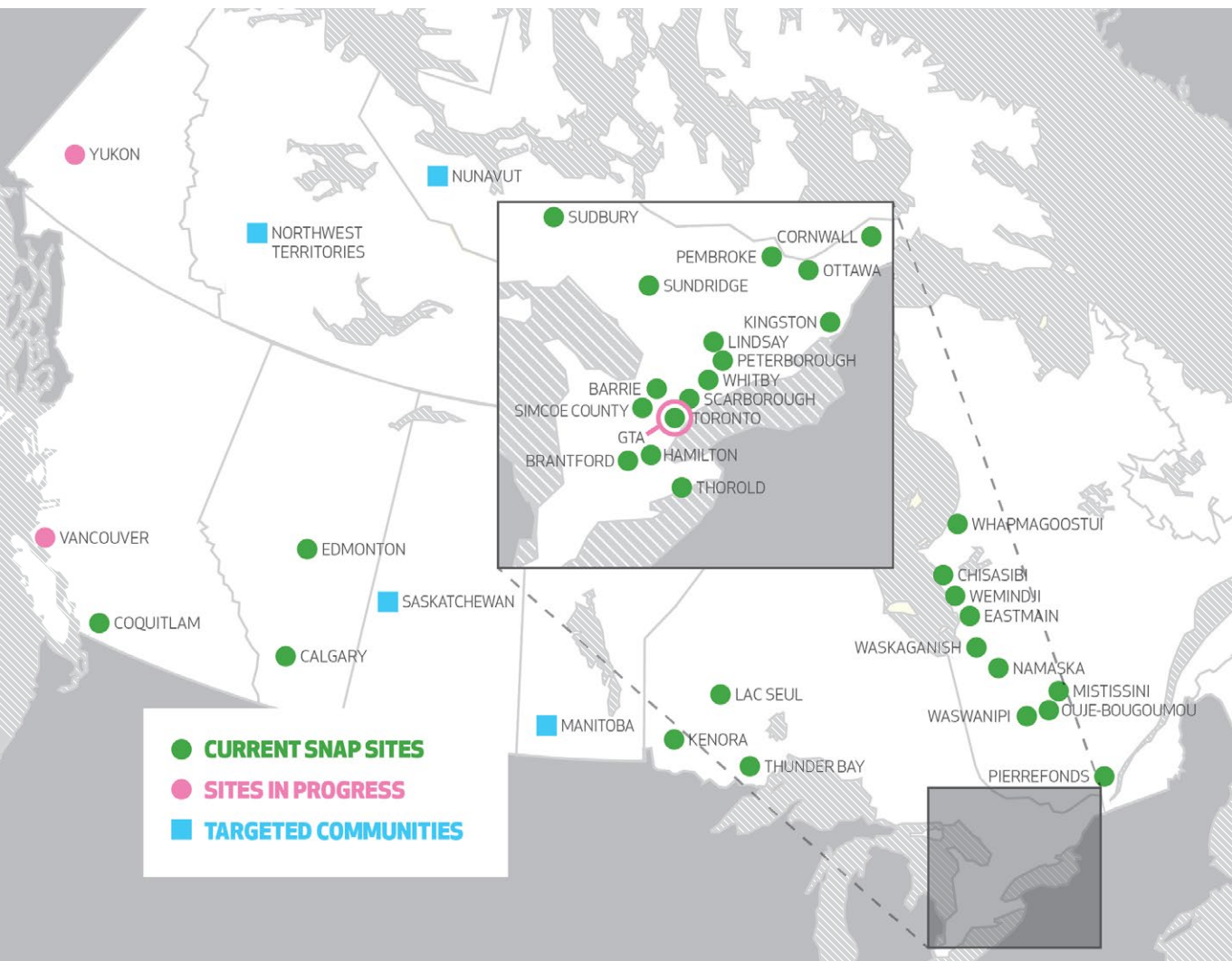
**AFFILIATES IN**  
**5**   
**PROVINCES**



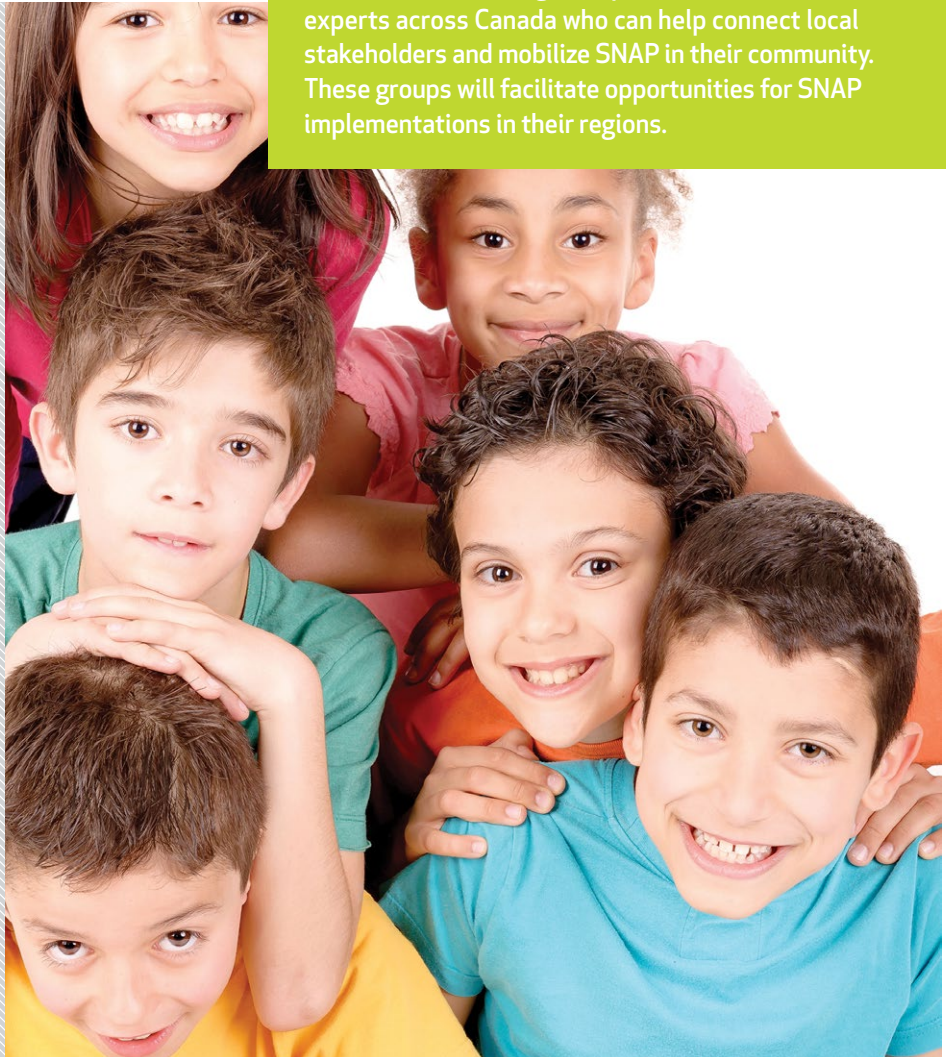
- 
- We supported **seven** full SNAP implementations across Ontario through a **\$10M investment** by the Ontario Ministry of Children and Youth Services (MCYS) Enhanced Youth Action Plan which endorsed SNAP as an effective Middle Years program.
  - SNAP was implemented in **Lac Seul First Nation**, a remote Ontario community located half-way between Winnipeg and Thunder Bay. We are developing the resources needed to take SNAP to additional Indigenous sites.
  - Through a unique partnership with Cisco and TakingITGlobal, we are working to take SNAP to an **Indigenous site in the Yukon**. This will enable local facilitators to deliver SNAP using real-time technology with remote support from SNAP's Headquarters in Toronto.
  - Through the generosity of Cossette and Cairns Oneil Strategic Media Inc., a **SNAP public service announcement** was launched in October 2016, and will continue to air on several television stations through spring 2017.
  - In 2016 SNAP re-launched its website, along with its program and campaign materials, in French (visit [stopnowandplan.com/fr](http://stopnowandplan.com/fr)).

Preliminary outcomes from a long-term study reveal that **an estimated 85% of children who received SNAP services have no criminal record in adolescence and adulthood**. These are excellent outcomes, particularly since research shows that children under 12 engaging in anti-social behaviour have a high probability of continuing this behaviour into adolescence and adulthood.

# SNAP SCALES UP



CDI is in the process of developing SNAP Regional Mobilization Working Groups — teams of local experts across Canada who can help connect local stakeholders and mobilize SNAP in their community. These groups will facilitate opportunities for SNAP implementations in their regions.





# IMPROVING COMMUNITIES FROM COAST TO COAST

CDI prides itself on implementing SNAP in ways that make sense for the local community. In Coquitlam, British Columbia, our SNAP team is working with School District 43 — the first district in Western Canada to adopt SNAP. The SNAP model will soon be operational in the region, with teaching staff and members of the

Counselling and Behaviour Support team set to deliver the program on site. Other teachers will be trained to introduce the SNAP strategy in their classrooms. SNAP is thrilled to be working with this exceptional team of educators, all of whom are dedicated to creating a safer, healthier learning environment for their children.



The Coquitlam school team at SNAP training in late 2016



Dr. Jennifer Bernier, PhD, Founder and Executive Director of BRAVE in Halifax, Nova Scotia, is one of SNAP's most vocal champions. After working for over a decade with women in the criminal justice system, Jennifer turned her focus to early prevention work — particularly with girls. SNAP stood out for Jennifer as a model that is proven to prevent this unfortunate life trajectory.

Since first implementing SNAP in 2015, and with funding from Public Safety Canada, BRAVE has delivered SNAP to 115 families through the SNAP Girls clinical program and 450 children through the universal SNAP strategy in elementary school classrooms.

Notably, Jennifer's commitment to improving young lives led to her receiving the Minister's Award for Leadership in Crime Prevention for her work with high-risk children. CDI congratulates Jennifer on her commitment to creating social change in her community through SNAP!

“ It is rare to work in a job where you get to see lives change on a daily basis. ”

— Dr. Jennifer Bernier, PhD, Founder and Executive Director of BRAVE in Halifax, Nova Scotia

**Left to Right:** Dr. Jennifer Bernier of BRAVE with Dr. Leena Augimeri, and Sarah Woods of CDI, present at the American Society of Criminology's Annual Meeting in New Orleans, November 2016

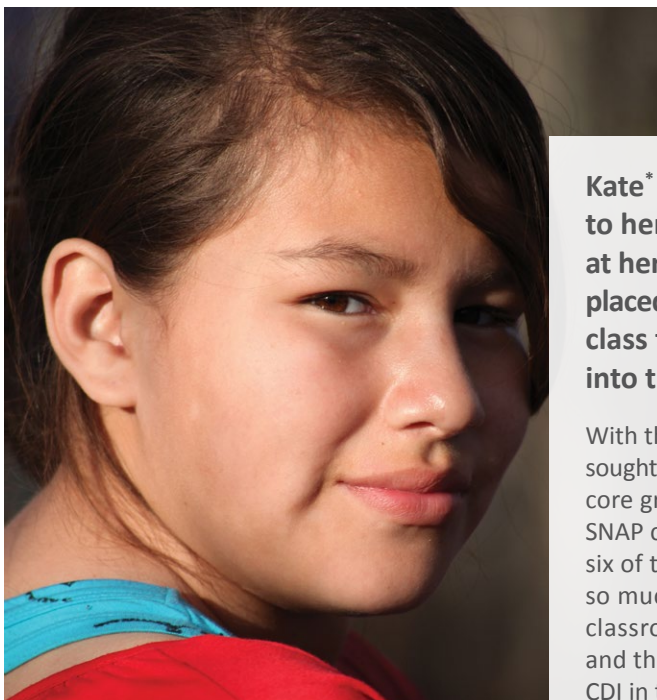


# THANK YOU TO OUR CAMPAIGN DONORS

- Atkinson Foundation
- Canada Post Community Foundation
- CIBC
- CIBC Children's Foundation
- Cisco
- Community Foundation of Ottawa
- D & G Estey Foundation
- E.W. Bickle Foundation
- Hourigan Foundation
- Krembil Foundation
- Nixon Charitable Foundation  
(Janet and Gordon Nixon)
- Ontario Ministry of Children and Youth Services
- Ontario Trillium Foundation
- SmartSimple
- TD Bank Group
- The Cadillac Fairview Corporation Limited
- The Gordon and Ruth Gooder Charitable Foundation
- The J.W. McConnell Family Foundation
- The McLean Foundation
- The Shen Family Charitable Foundation  
(Eleanor and Francis Shen)
- The Slaughter Family Foundation
- Toronto Centre for Advanced Reproductive Technology Ltd.
- Lyn and Sandy Baptist
- Colette and Thomas Barber
- John Bardawill and Audrey Vermeer
- Jillian Beattie
- Carol Bezaire
- Diane Blake and Stephen Smith
- Vivien and Les Cappe
- Mario Causarano
- Scott Conover and Karen Bowles
- Tami and George Cope
- David Feather and Lily Chow
- Frank and Tina Giordano
- Patricia and John Gounlock
- Kim and Hal Gould
- Vanessa Grant and Phillip Street
- Susan and Greg Guichon
- Judith Hinchman and Patrick Garver
- George and Fanny Klas
- Shauna Klein
- Karen and Donald Lang
- Steve and Miseon Lee
- Janet and Stephen MacPhail
- Karen Mann and Nye Thomas
- The Honourable Mrs. Margaret McCain
- Michelle and Patrick Meneley
- Robert Morton
- Susan Paterson
- Linda Pincott Kitchen and Andrew Diamond
- Chip Pitfield and Michelle Savoy
- Jill Price
- Kellie Sauriol
- Ricki and Steven Sharpe
- Nora and Tim Spence
- Jennifer Wardrop and Dr. Robert Casper
- Susan Weedon
- Cate and Tony Woodward
- Cecilia Zimerman and Brandon Snow

The SNAP National Expansion Campaign is partially supported by the Government of Canada.

**This list represents gifts over \$1,000, given since the Campaign launch.**



**Kate\* aged seven, was referred to SNAP due to her aggression towards fellow classmates at her Sudbury school. She had recently been placed in a Section 23 classroom — a specialized class for children who have challenges fitting into the regular school environment.**

With the cooperation of her parents who desperately sought help for their daughter, Kate began the 13-week core group component of SNAP in addition to other SNAP components in fall 2016. Remarkably, by session six of the SNAP curriculum, her behaviour improved so much that she was re-integrated into her regular classroom. With Kate and her family's commitment, and that of her teachers — who have been trained by CDI in the universal SNAP strategy — we are confident that she will continue to make better choices 'in the moment', and will succeed at school and beyond.

*\*Names have been changed to protect identity.*

ON BEHALF OF  
EVERYONE AT SNAP,  
**THANK YOU**

**SNAP — Stop Now And Plan — is a proven program that teaches children with behavioural issues, and their parents, how to make better choices 'in the moment'.**

**SHAUNA KLEIN**

Director, Fund Development,  
Marketing and Communications  
SNAP® Campaign Director  
Sklein@childdevelop.ca  
416.603.1827 x 2291

**DR. LEENA AUGIMERI**

Director, SNAP® Scientific and  
Program Director & Centre for  
Children Committing Offences  
@LeenaAugimeri  
Laugimeri@childdevelop.ca  
416.603.1827 x 3112

Connect with the SNAP community:



[www.stopnowandplan.com](http://www.stopnowandplan.com)

Please visit our newly launched French website,  
[www.stopnowandplan.com/fr](http://www.stopnowandplan.com/fr)

[www.childdevelop.ca](http://www.childdevelop.ca)

**Charitable Registration Number:** 119292795RC0002

