



January 27, 2104

To Whom It May Concern:

### **Parent-Child Mother Goose Program**

The Parent-Child Mother Goose Program was the recipient of a multi-year grant from the Paloma Foundation from 2010 through to the end of 2012. At that time, as a small private foundation, the Paloma Foundation's funding mandate addressed critical intervention programs of frontline organizations for:

1. Women & children's health
2. Women & children's education
3. Homeless populations living in downtown Toronto communities.

Thus, when we completed our due diligence for the Parent-Child Mother Goose Program, we were most impressed with its unique approach in being directed to young mothers as they interact with their babies, and it seemed at the time and was proven to be so throughout our granting history with them, that this program straddled both the women & children's health and women & children's education mandates we had set for ourselves at the Foundation. With proven data to show that the program's method strengthens the mother-child bonding process, we understood how critical this is to the baby's emotional, physical, and cognitive development while at the same time helping mothers feel more confident and supported as they see their baby's responsiveness develop.

Because the target audience of the Parkdale Parent-Child Mother Goose Program, where the Paloma Foundation funds were directed, was to focus on the many isolated newcomer mothers speaking imperfect English, and having lost their intricate traditional networks of maternal support from their home countries, another program strength was a fundamental element of how this program operates, offering the warmth of community for babies and mothers alike, a proven factor in mental and physical health.

Although we have been extremely happy to be a part of the Parent-Child Mother Goose Program, in 2013 during Paloma Foundation's 10th year of operations, the Trustees of the Foundation determined that it was an opportune time to reassess our investment strategy. Throughout our first 10 years, the response from frontline organizations serving our three key populations grew exponentially, with overwhelming evidence that the needs of service organizations working on the front lines far outstrip the resources of the Paloma Foundation. The Trustees determined that in order to create the greatest impact and investment from Paloma Foundation funding, we must collapse our target populations from three to one, and the decision was made to focus all of our grants on charitable organizations providing critical intervention programs for homeless populations living in Toronto's downtown core.

As I stated earlier in this letter, Paloma Foundation has been proud to be a small part of the Parent-Child Mother Goose Program. We certainly hope that we have helped this longstanding reputable program respond to the growing needs in Parkdale and that they will build secure partners for further growth in future years. Should you have any specific questions about our association with this organization, I will certainly be happy to address any inquiries you have.

Sincerely,

A handwritten signature in black ink that reads "Audrey Cole". The signature is written in a cursive, flowing style with a long horizontal line extending to the right.

Audrey Cole  
Managing Director