



CANADIAN
CHILD CARE
FEDERATION

FÉDÉRATION
CANADIENNE DES
SERVICES DE GARDE
À L'ENFANCE



CCCF Annual Report 2017-2018



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We Value Children

We are the Canadian Child Care Federation.

Our organization is about the value of children.
We *value* children.

In order to protect and enhance our children, to promote their safety and their healthy growth and development, we are committed to providing Canadians with the very best in early learning and child care knowledge and best practices.

Our tools are research and knowledge dissemination, the creation and nurturing of active networks.

Our strengths are:

- Our ***national scope*** – giving us a unique, informed frame of reference;
- Our ***national network*** – Affiliates from coast to coast to coast who give us strength, knowledge, perspective, and credibility; and
- Our ***history*** – a legacy of excellence spanning over a quarter of a century that gives us a level of trust and credibility with Canadian institutions, individuals, and families.



<https://twitter.com/CCCF-FCSGE>



Canadian Child Care Federation

Working in partnership with our Affiliates, we are committed to:

- The importance of quality early learning and child care as an essential Canadian value and a right worth protecting and enhancing;
- The importance of quality delivery of early learning and child care as crucial elements in the healthy development of our children;
- The importance of competent, well-educated professionals who deliver quality early learning and child care with passion and pride.



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Message from the CEO

In talking about child care and the early years over the past year, the word historic has been used, including by the CCCF. Historic in that all of Canada's provinces and territories have signed bilateral agreements on early learning and child care with the federal government (but we are still waiting for the equally important Indigenous framework and agreement to be signed), which was predicated by the signing of a multi-lateral agreement in June 2017. Historic that funds from the federal government are being transferred to provinces and territories specifically for child care. Historic that Minister Duclos talks about the bilateral agreements as being the first step in a long-term aspiration towards the principles of universality. Historic that there are dedicated federal funds for innovation, data and research—long overdue as Canada has endured a virtual blackhole in these important elements over the past 13 years.

It is fair to wonder if the events and commitments of the past year will not only be historic but more importantly enduring, which is the true test of change and progress. The initial investments and agreements with the federal government are welcomed and are providing much needed support across Canada—providing new investments and support where, given the uneven support politics can play as it pertains to child care policy in Canada, a steadier ground. This is a very good thing.

This leadership and investment is not to be taken for granted. We have seen, and are seeing that changes in

government can dramatically alter the course of child care policy. The 2017 election in BC ushered in a promise to implement a universal child care system and true to that promise, the BC government is following through on that commitment. Contrast that with the recent Ontario election and how that result will most certainly alter the previous government's plan to build a universal child care system. Canada's child care history is filled with examples of progress and regress based on election cycles. Having Canada's federal government as a partner at the policy and funding table could be the long-awaited leveler of these cycles, and perhaps a tipping point.

This shapes our ongoing challenge and work. The role of the federal government is essential to helping to build and fund provincial, territorial and Indigenous child care systems, ensuring the continual progress of child care policy and funding. While historic, we recognize that Canada's federal government needs to invest more in child care and the early years as it can be the motivator and leader in addressing the decades old issues that the sector knows all too well. We are a resilient sector and the path forward will not be without its challenges, as we have seen and are currently witnessing, but now, more than ever, our collective work in getting our

federal government to do more for child care is pressing—especially as we head into a federal election cycle. The CCCF is ready to continue this important work for children, families and its pan-Canadian partners.

Strong partners—the CCCF affiliates—make for a strong Federation. A vibrant, thriving Federation helps to support robust and thriving affiliates. It is a symbiotic relationship that enhances a collective that recognizes and works towards excellence in early learning and child care for all of Canada’s children. As an organization and as a Federation, we recognize the support of the Lawson Foundation via a grant to bring together our partners, Canada’s provincial and territorial child care organizations for a face to face meetings in Ottawa. We look forward to our next meeting in October 2018. We are working collectively as child care organizations to better understand our members—who they are, why they join our organizations, why they renew memberships. Important work to help us all build and sustain support for our valuable work.

The CCCF also thanks the Muttart Foundation for their continued support, financial and so much more. We are honored and thankful for a renewed three-year core funding commitment from Muttart, that started in April 2017.

To the CCCF Board of Directors, the CCCF Member Council, your volunteerism and support of the organization and belief that children, families and the child care sector

are worthy of your time and energy—thank you! To CCCF staff, Claire McLaughlin and Robin McMillan, as we like to say, we are a small, but mighty team who work collaboratively and earnestly for the value of children. To the CCCF’s national partners, the Childcare Resource and Research Unit and the Child Care Now (formerly the Child Care Advocacy Association of Canada), our continued shared work and efforts will build quality child care for all.

Don

A handwritten signature in dark ink, appearing to read "Don Siegmeyer". The signature is fluid and cursive, with a large initial "D" and a stylized "S".

At a Glance – Highlights of 2017-2018

Connecting Canada

In 2017-2018, CCCF staff travelled **42,092 miles or 67,740.5 kilometres**, connecting the child care sector across Canada. Attending and participating in meetings and conferences, meeting with federal and provincial ministers (and other elected officials), government officials, CCCF affiliates and members, national partners and others. We are honored to be an integral and important part of Canada's child care sector and to put in the kilometers on its behalf!

Conferences and Meetings

The CCCF continues to be very active in and conferences on early childhood education and child care across Canada and internationally. In 2017-2018 the CCCF was proud to attend and be involved in the following conferences and meetings:

- Saskatoon Federation of Early Learning (SFEL)
- Early Childhood Educators of BC (ECEBC)
- Manitoba Child Care Association (MCCA)
- Alberta Resource Centre for Quality Enhancement (ARCQE)
- International Play Association (IPA), funded by Lawson Foundation
- Early Childhood Development Association of PEI (ECDA of PEI)
- Home Child Care Association of Ontario (HCCAO)
- OECD Policy Forum/Symposium in Montreal

- Child Care Now (formerly CCAAC) Pan-Canadian Meeting in Ottawa
- CUPW's Working Group on Family Child Care
- CCCF affiliate meeting, with Minister Duclos attending
- Province of BC-- Towards Universal Early Care and Learning in BC

National Conference in British Columbia 2019

Along with our affiliate partner in B.C. the Early Childhood Educators of British Columbia, we have been organizing and planning a National Conference to be held April 10-13, 2019 in Vancouver: *Early Childhood Education -- Looking Back, Moving Forward*.



National Government and Provincial Relations

CCCF has been integral to advancing the Government's bilateral agreements with the provinces and territories, liaising with our affiliates and to move forward in advancing child care and early learning in Canada. CEO Don Giesbrecht, along with national child care organization members of CRRU, Child Care Now and Campaign 2000 have met with the Minister of Families, Children and Social Development, Jean-Yves Duclos and his staff over the course of 2017-2018.

Collectively CCCF has facilitated meetings and discussions between Minister Duclos' department staff and our provincial and territorial affiliates across Canada to support:

- Multilateral Agreement
- Bilateral Agreements
- CCCF and Affiliates-joint letter to Minister Duclos
- CCCF pre-budget submission/presentation at federal government's Standing Committee on Finance

Alberta and Saskatchewan Early Learning Leadership Caucus'

With funding provided by the Muttart Foundation, CCCF has continued to assist with the development of the leaders caucus' in Alberta and Saskatchewan. With the support and involvement of the CCCF, these groups of Alberta and Saskatchewan ELCC leaders is focused on the future of early learning and child care services in their provinces and also focused on the professional organization of the ECE sector and how to further their collective voice and work.

Get Outside! Outdoor Play Professional Development -- Online Training Course

Into 2018, CCCF continued to support the project being led by researchers Dr.'s Beverlie Dietze and Diane Kashin, which saw the development and launch of an online 12 module outdoor play training course. With the project now complete, the course and its content is now with CCCF and it will be relaunched in fall 2018, providing Canada's ELCC sector with access to this innovative and important online learning platform.

CCCF Outdoor Play Champions

With the support of the Lawson Foundation, CCCF supported 6 outdoor play champions from across Canada to attend the International Play Association conference in Calgary, September 2017. The conference had 693 delegates from 30 countries. These outdoor play champions have taken the online outdoor play training course, represent different regions of the country and diverse elements of the ELCC sector. They serve as CCCF's outdoor play experts and advisors for the outdoor play initiatives undertaken.

CCCF National Affiliate Meeting

The CCCF had the opportunity and pleasure to host a meeting of its affiliates --- Canada's provincial child care organizations -- from across Canada in early November thanks to the Lawson Foundation funding. It was the second time in two years that CCCF was able to host a face to face meeting like this with one more to go in October 2018. Bringing together the CCCF affiliates in person solidifies our relationships. Minister of Families, Children and Social Development, Jean-Yves Duclos joined the meeting, taking questions from CCCF affiliates and engaging in discussion about the future of child care policy and direction in Canada.

Membership Engagement Project and Initiatives

The CCCF continued its membership engagement project, working with its affiliates on a strategic brief and member surveys. The surveys and brief inform the development of a membership engagement and recruitment strategy that the CCCF and its affiliates will use to build our collective capacity. This ongoing project will continue to roll-out in 2018-2019. Many thanks to Sandra Griffin and Ink Agency for

their support and expertise in creating the strategic brief and providing direction.

CCCF Board and Staff Strategic Plan Initiatives

Based on the our Strategic Plan for 2015-2018, the CCCF Board continued to focus on

membership growth and engagement, hiring a Bramm and Assocaites, to help guide and lead the work, on organizational growth, development and member engagement to better serve our collective members.



CCCF National Affiliate Meeting in Ottawa with Minister of Families, Children and Social Development, Jean-Yves Duclos

Projects, Programs and Partnerships

Family Child Care Training

Funded by CUPW Child Care Fund and working with Shelley Bird and Kathleen Flannagan, the CCCF joined with CUPW to host a national think tank meeting in early 2018 that brought together the leaders in Family Child Care research, training and delivery as a part of a larger multi-phased project to examine family child care. The desired end result is to see CCCF's Family Child Care Training Manual revised. The project has identified key characteristics of regulatory features of FCC across Canada, identified key organizations across Canada involved in professional support to FCC providers, development of a competency framework to outline the required skills and knowledge of FCC providers and development of a home visitor guide and a FCC provider self reflection tool.

Healthy Schools Day (April 3, 2018)

Funded by Health Canada and working with CPCHE

This initiative was led by our partners at the Canadian Partnership on Children's Environmental Health. The theme this year was *Rule Out Radon*. Actions included a successful social media campaign that included a public service announcement from Mike Holmes: *"As a father and a grandfather it's important to me to protect the next generation. I am seeing more and more homeowners and builders testing their homes for radon. But I also want to see our schools and daycares tested for this known health risk. Radon is the leading cause of lung cancer for non smokers. Join the movement, sign the petition and help Make it Right for the next generation."* There was also a successful

online national petition, website and media releases. Work has begun for the 2019 campaign which will involve revising and putting online the Child Care Environmental Health Checklist.

Radon Policy Advancement

Funded by Health Canada, working with CPCHE

Together with CPCHE partners, there was a policy paper developed that outlined the issue and regulations along with action steps and suggestions for advocacy regarding the elimination of radon in early learning settings.

The policy paper is available online [here](#)

This work was supported by a webinar, co-hosted by CCCF and facilitated by CPCHE and Health Canada experts.

Engaging women decision-makers to change child care: building a ramp to women's equality

Funded by Status of Women, working with CRRU, Child Care Now, this project is addressing the need for quality, affordable, available child care as an essential service for women with a goal to overcome the economic, social and institutional barriers faced by Canadian women who cannot access reliable, quality, affordable child care by motivating systemic change in child care. By engaging and empowering decision-makers, influencers and large employers on how an accessible, quality child care system can help break down these barriers to women's advancement, security and democratic participation, the project is contributing to motivating and making the system change in order to transform Canada's weak child care situation to one of strength.

Interaction Highlights

Early Childhood Education Faculty Forum

The ECEFF, is a group of post-secondary ECE faculty representatives from across Canada. The group plans events each year which bring the educators of soon to be educators together from across Canada to discuss emerging issues in ECE training. CCCF continues to be a member of this coordinating committee that links ECE faculty representatives from across Canada.

Canadian Partnership on Children's Health and Environment

The Canadian Partnership on Children's Health and Environment (CPCHE) is an affiliation of groups with overlapping missions to improve children's environmental health in Canada. Working across traditional boundaries, CPCHE provides common ground for organizations working to protect children's environmental health from environmental contaminants. CCCF is a proud founding partner of CPCHE and continues to be involved in a number of projects and initiatives with them.

Child and Nature Alliance of Canada

The Child and Nature Alliance of Canada fosters meaningful connections with the outdoors for children and youth. CCCF is pleased to be working with CNAC on connecting children with nature through policy, research and practice. Actions include engaging decision-makers influencers and large employers to change child care practice to nature-based care.

CCCF continues to publish two issues of *Interaction* per year along with resource sheets for the sector and parents alike. Since 2015, the magazine has been accessible from anywhere for members who have registered with the site.

- Our winter 2018 issue, ***CCCF Turns 30 Years (part 2)***—highlighted for the first time ever video interview conversations with CCCF Founders and Leaders, in the form of an online video - thanks to Storypark who provided the videography production at the 2017 MCCA conference in Winnipeg.
- Our summer 2018 issue, ***The Power and Importance of Play*** looks at how play is key to the strong development and well being of young children.

One new resource sheet was produced and delivered with *Interaction* in 2017-2018:

- #109 – *Cheers to 30 Years! The Canadian Childcare Federation: A Dream that Became a Reality*

Interaction.ca Weekly

Since 2012, CCCF publishes [Interaction.ca Weekly](http://Interaction.ca), to share child care news from across Canada, resources and local and national child care activities for child care practitioners. This vibrant newsletter also connects our members to the ECE marketplace, college programs and resources across the country. Advertising revenues have been steady for this online media.

Social Media Community

CCCF's FACEBOOK page has grown to enjoy 3,534 members – an increase of over 300 since last year, our Twitter account has 2147 followers. We thank all *our* contributors for their ideas and inspirations -- keep them coming!

Media and Government Relations

CCCF sent out news releases in reaction to the Federal Budget 2018 in spring; a reaction to the the government's Canada Child Benefit increase; and to Ontario's Child Care and Investment Plan. The CCCF contributed a published OP ED - [Why can't Canada keep up on child care? – CCCF in the Toronto Star](#) arguing the need for affordable

child care in Canada and where Canada stands in comparison to other developed countries worldwide.

As such, media and parliamentary relations activity was busy in 2017-2018 with child care funding announcements from the federal government and policy announcements of a National Child Care Framework for Canada.

CEO Don Giesbrecht was interviewed and appeared in numerous national and local media over the year, reiterating the CCCF position on the importance of child care investment in Canada.

Thank You—CCCF Supporters

The Muttart Foundation, for their ongoing core operational and project funding support—and continued leadership, support and friendship with the CCCF and Canada's ELCC sector.

Andrew Fleck Child Care Services, for its' continued in-kind support of the CCCF, which means so much to us.

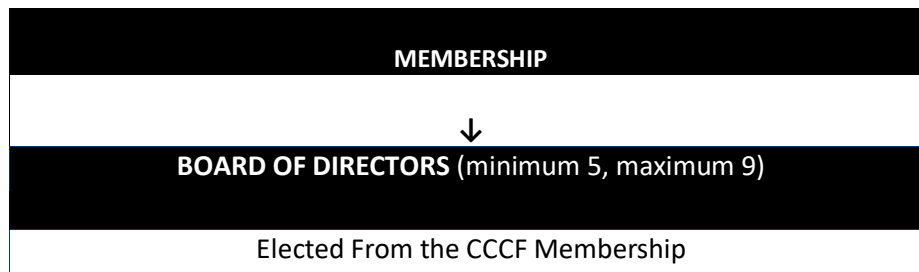
Lawson Foundation for its support of the CCCF's annual affiliate meeting and for its commitment to outdoor and nature play for Canada's ELCC sector.

CCCF's affiliates, committed to quality, connecting Canada's provincial and territorial child care organizations—because we are stronger together, building a better Canada for children and families.

Child Care Now and Childcare Resource and Research Unit, for the continued dialogue, collaboration and commitment to solutions for Canada's ELCC sector.

Ink Agency and Sandra Griffin for their support and expertise in creating the strategic brief and providing direction.

Governance Structure



Builders

The following individuals – leaders in early learning and child care – have helped to build the Federation:

Sandra Griffin (1987-1989)
Karen Chandler (1989-1991)
Joanne Morris (1991-1993)
Cathy McCormack (1993-1995)
Gail Szautner (1995-1996)
Karen Charlton (1996-1998)
Sandra Beckman (1998- 2000)
Trudy Norton (2000- 2001)
Marg Rodrigues (2001-2004)
Gina Gasparrini (2004-2005)
Don Giesbrecht (2005- 2013)
April Kalyniuk (2013-2015)
Marni Flaherty (2015-Present)

Board of Directors 2017-2018

Marni Flaherty (Ontario)

Chair

Christie Scarlett (Alberta)

Treasurer

Joan Arruda (Ontario)

Director

Laura Fowler Massie

Director

Donna Stapleton (Nova Scotia)

Director

Taya Whitehead (British Columbia)

Secretary

Cynthia Dempsey (New Brunswick)

Director

Linda Cottes (Ontario)

Director

Cathy Ramos (Nova Scotia)

Director

Member Council 2017-2018

Alberta Family Child Care Association	Adel Kuzyk
Association of Early Childhood Educators of Alberta	Nicki Dublenko
Association of Early Childhood Educators of Newfoundland and Labrador	Helen Sinclair
Association of Early Childhood Educators Ontario	Ruth Houston
BC Aboriginal Child Care Society	Karen Isaac
BC Family Child Care Association	Suzanne Schlechte
Certification Council of Early Childhood Educators of Nova Scotia	Janice MacKinnon
Early Childhood Care and Education New Brunswick	Jean Robinson
Early Childhood Development Association of Prince Edward Island	Sonya Hooper
Early Childhood Educators of British Columbia	Charlene Gray
Home Child Care Association of Ontario	Marni Flaherty
Manitoba Child Care Association	Caryn LaFlèche
Nova Scotia Child Care Association	Catherine Cross
Saskatchewan Early Childhood Association	Georgia Siourounis

Personnel 2017-2018

CEO	Don Giesbrecht
Publications Manager, Marketing and Communications	Claire McLaughlin
Senior Consultant	Robin McMillan

2017-2018 Funders

CCCF thanks and acknowledges the generous support of its funders this year:

- The Muttart Foundation
- The Lawson Foundation
- Public Health Agency of Canada
- CUPW Child Care Fund
- Government of Canada- Status of Women



CCCF CEO Don Giesbrecht speaking at Ottawa Affiliate Meeting November 2018

CCCF Membership

As of March 31, 2018 CCCF membership is approx. 8,000 members, an increase of nearly 400 since the previous year.



**CANADIAN CHILD CARE FEDERATION
/FEDERATION CANADIENNE DES SERVICES
DE GARDE A L'ENFANCE**

**BALANCE SHEET
AS AT MARCH 31, 2018**

	2018	2017
ASSETS		
CURRENT ASSETS		
Cash	186,301	104,395
Cash - Restricted	97,702	98,806
Short-Term Investment - Restricted	102,298	101,194
Accounts Receivable	49,806	34,730
Prepaid Expenses	16,402	3,424
	<u>452,509</u>	<u>342,549</u>
TANGIBLE CAPITAL ASSETS	<u>4,641</u>	<u>6,617</u>
	<u>457,150</u>	<u>349,166</u>
LIABILITIES		
CURRENT LIABILITIES		
Accounts Payable and Accrued Liabilities	12,986	7,525
Salaries Payable	5,485	4,226
Deferred Revenue	103,343	30,136
	<u>121,814</u>	<u>41,887</u>
NET ASSETS		
UNRESTRICTED NET ASSETS	135,336	107,279
INTERNALLY RESTRICTED NET ASSETS	<u>200,000</u>	<u>200,000</u>
	<u>335,336</u>	<u>307,279</u>
	<u>457,150</u>	<u>349,166</u>

Reid & Associates Chartered Professional Accountants Inc.

Note: Complete audited statements by Reid & Associates Chartered Professional Accountants Inc. will be provided upon request.

**CANADIAN CHILD CARE FEDERATION /
FEDERATION CANADIENNE DES SERVICES DE
GARDE A L'ENFANCE
STATEMENT OF REVENUE AND EXPENDITURE**

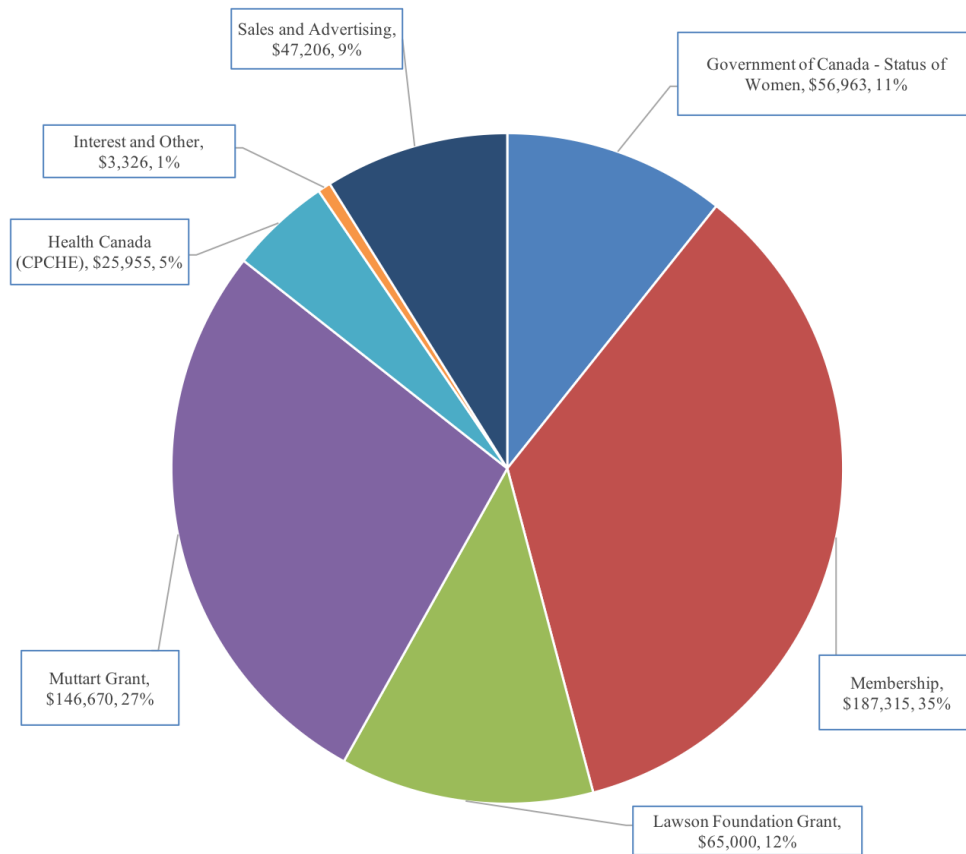
FOR THE YEAR ENDED MARCH 31, 2018

	2018	2017
REVENUE		
Government of Canada - Status of Women	56,963	16,636
Membership	186,935	179,242
Lawson Foundation Grant	65,000	51,500
Muttart Grant	146,670	135,890
Health Canada (CPCHE)	25,955	9,310
Interest and Other	3,326	5,650
Contract Services	-	6,000
Sales and Advertising	47,206	65,392
	532,055	469,620
EXPENDITURE		
Conferences	15,440	386
Communications	29,086	27,128
Health Canada (CPCHE) Project	19,151	5,853
Meetings/Travel	56,140	60,332
Promotions/Production/Dissemination	46,419	45,749
Rent/Insurance	7,400	9,321
Personnel/Contract Services	328,386	295,563
	502,022	444,332
EXCESS OF REVENUE OVER EXPENDITURE BEFORE AMORTIZATION	30,033	25,288
AMORTIZATION		
Current	1,976	1,472
EXCESS OF REVENUE OVER EXPENDITURE	28,057	23,816

Reid & Associates Chartered Professional Accountants Inc.

Note: Complete audited statements by Reid & Associates Chartered Professional Accountants Inc. will be provided upon request.

CCCF Revenue 2017/2018



CCCF Expenses 2017/2018

