



WE ARE THE  
**Canadian Child  
Care Federation**



ANNUAL REPORT  
**20•21**



The CCCF acknowledges that the land on which we are located is the traditional unceded territory of the Algonquin Anishnaabeg People. CCCF affirms that we are all treaty people and are committed to truth and reconciliation.

The CCCF respects and supports that First Nations, Inuit and Metis nations may choose unique and culturally specific approaches and content as it pertains to Early Learning and Child Care and that The Truth and Reconciliation Commission has called on federal, provincial, territorial and Indigenous governments to develop culturally appropriate early childhood education programs for Indigenous families as a part of healing and reconciliation.

The Indigenous Early Learning and Child Care Framework Agreement is a historic and critical step in this direction.

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.

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.

600-700 Industrial Avenue  
Ottawa, ON K1G 0Y9

Phone: 613-729-5289 • Toll-free: 1-800-858-1412 • Fax: 613-729-3159

[www.cccf-fcsge.ca](http://www.cccf-fcsge.ca) • [info@cccf-fcsge.ca](mailto:info@cccf-fcsge.ca)

 [https://twitter.com/CCCF\\_FCSGE](https://twitter.com/CCCF_FCSGE)

 [Canadian Child Care Federation](#)



## Message from the Chair, CCCF

I am proud to report that the Canadian Child Care Federation remains strong in our pursuit of achieving excellence in early learning and child care. This is a significant time for child care in Canada. A lot is on the table. We are ready.

In 2021...

**We've re-discovered our voice.**

For a long time, we've advocated for concrete solutions to the issues of affordability and access to licensed child care spaces for families, decent work and pay for educators, and the establishment of a respected early learning and child care system. These issues have always mattered to us. With recent federal support, we've gained the confidence to be a little noisy. We've set the tone for the future that children deserve. We've pushed our way to the table, and remain loud for change.

**We stuck together.**

During another year that had proved itself to be uncertain, we banded together and kept our footing. We knew who was counting on us - and we let this guide our mission. Our members and partners pulled together to do their best work. Together, when doors in our communities closed, we kept ours open (and opened more). Open to caring, collaboration, innovation, well-being and opportunity, we saw incredible impact across our network. We worked collaboratively with our funding, government and community partners to push for policy that would evidently impact the future of children and families.

That's what it's about - children; where and how they learn, play, connect, and where they will learn, play and connect tomorrow.

**We look forward to the future.**

The future of child care is here. The narrative is changing. Do you see it? We know that there is a long haul ahead of us. We continue to grow stronger in our learning and best practices to achieving what's best for children. As we move forward, as a Board, we recognize the value in the voices that sit at our table. However, we acknowledge that there are voices missing. As we continue to do our best work, we look forward to working toward the inclusion and equity of our organization, as we meet the quickly changing needs of early learning and child care across the country.

We look forward to building upon an inclusive and caring world for the future of our children.

Together, we are better.

Thanks,  
*Marni Flaherty*  
Chair, Canadian Child Care Federation



## Message from the CEO

If Canada's Early Learning and Child Care (ELCC) sector has ever doubted (and to be certain, I do not think it ever has) how important it is to families, children, society and the economy, all doubts should have been erased over the past 18-months. Is child care essential? The answer has been a resounding and emphatic yes, but let's be clear, until we fast forward through 2020 to the start of 2021 to April 19, 2021 (the federal budget), the challenge to actualize this importance was a cornerstone of our collective work.

COVID has exposed the many cracks in the structures (not systems, more on that later) that support ELCC across Canada. Too important to fully shut down—being the essential service that supported the other services, such as health care, emergency services personnel, grocery store employees, the list can go on and on—but not always worthy enough for fulsome support. The sector understands this as they lived it, and to be clear, not just during COVID.

Over the past year the CCCF has focused on supporting the sector Canada-wide. We regularly, virtually connected with our pan-Canadian affiliates, making sure that the networks and information exchange across Canada continued in earnest, we gathered and shared data and

information about health/policy/funding directives (well done Nova Scotia, PEI and QC for fully supporting their respective ELCC sectors during COVID, showing yet again, government policy/direction matters), shared information about federal government funding supports (thank goodness for the Canada Emergency Wage Subsidy (CEWS), which supported the sector from catastrophic collapse), regularly met with federal officials on behalf of the sector, convened webinars (Canada's ELCC sector sure loves webinars!), detailed and analyzed the impact of COVID on Canada's ELCC sector and while we were doing all of this, rebranded and launched the brand new CCCF website in Spring 2021. The new CCCF branding and launch of the website culminated two years of work, creating a website that is accessible for all, based on data driven content that we know Canada's ELCC sector wants and providing a common access point for sharing evidence-based practice and building our shared community. It has been a journey of intention and immense pride.

While the CCCF's annual report is based on our fiscal year, which ends on March 31, I cannot go without talking about where Canada's ELCC sector is at. As mentioned, child care relies on unstable structures to support its important work for children and families. This fragmented approach changed as of April 19, 2021 when Minister of Finance Chrystia Freeland presented the federal budget, which as we all know, had Canada-wide ELCC system building as a cornerstone of Canada's economic recovery. Over \$30B in the next 5 years to support affordability for families, create accessible, inclusive spaces, and key support for the ELCC workforce. Additionally, and as importantly, increased funding supports for the Indigenous Early Learning and Child Care Framework were provided. A historic day for Canada.

A federal election, coming soon after the incredible news that to date, 8 provincial/territorial governments have signed funding and policy agreements with the federal government for ELCC system building, means that this election is the most important in the history of ELCC. Finalizing the move to fulsome system building in the remaining provinces/territories as well as the role and direction of the federal government hangs in the balance. Yes, it's that important and CCCF has continued to support system-building as the evidence-based solution to the long-standing issues that impact on the quality, affordability, accessibility, inclusivity and the ELCC workforce.

Finally, the CCCF recognizes and thanks the continued and significant support — financial and so much more—from the Muttart Foundation. We also recognize the significant support from the federal government via CEWS, which enabled CCCF to do the work it has done—fulfilling its mandate and mission—over the past year.

Additionally, to the CCCF Board of Directors, the CCCF Member Council and affiliates, 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, thank you for your continued professionalism and commitment to the CCCF, its mission and work. 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. Canada's children, families and ELCC sector deserve no less.

Don Giesbrecht



## At a Glance Highlights of 2020-2021

### **NEW—CCCF Website Launched, new Rebrand and Logo in Spring 2021**

Under the technical stewardship of Kadima Digital a leading web site solutions company contracted in 2019, CCCF launched its new dynamic website in spring 2021. The new website is a data driven, Search Engine Optimized, online content presence—with global interactive features. Our social media platforms are now more fully integrated into our website and search engines. In short we are gaining more traffic from visitors/members who are staying longer on the site and accessing and sharing our resources and articles. This is a whole new level of engagement with:

- Several courses offered by the CCCF and our partner organizations,
- Interactive webinars where members can re-watch anytime.
- New ECE data that's useful to inquiring students, academic faculty and experienced educators in the field in each province or territory on our brand new ECE map page
- Useful information for every career stage on our ECE Journey page
- An advocacy page to engage all across Canada

### **Great Editorial Online!**

Along with this, CCCF introduced our new logo, corporate image and corporate colours. Frequent editorial posts, research based articles from the sector, blogs and news updates have replaced CCCF's Interaction magazine with more current story and article posts for and by members and Canada's ELCC sector. As always, CCCF continues to engage more significantly and regularly via online platforms, working to build membership, enhancing ELCC practice/professionalism and supporting our affiliates.

### **Early Learning and Child Care Expert Panel on Data and Research**

CCCF CEO Don Giesbrecht was honored to be named to the Government of Canada's Expert Panel, bringing his knowledge of Canada's ELCC sector to this important work. Meetings of the Panel have been ongoing through 2020 and into 2021.

### **Federal Government and Provincial Relations**

Due in part to Finance Minister Chrystia Freeland's presentation of Canada's federal fall economic update for ELCC, which included expanding funding to build a national child care system in November 2020, CCCF augmented its correspondence and communications with Canada's federal government significantly. ELCC has become centre stage and online meetings between

the Minister of Families, Children and Social Development Ahmed Hussen and his parliamentary and department's staff and ESDC were held with our CCCF Affiliates across Canada to engage our sector in the policy direction going forward. CCCF has also worked tirelessly with its national partners the CRRU, Child Care Now and many others from across Canada in meetings with politicians, Members of Parliament and decision makers. Research, surveys, open letters and op-eds continued to keep the important conversation going on ELCC in Canada.

### **Econocoop**

The CCCF has been working with new partners, Econocoop, the Alberta Community and Co-operative Association and William Coop, to bring forth a new initiative and services for the ELCC sector to be piloted in fall 2021. Leveraging the expertise and knowledge of cooperatives across Canada, we will be launching a group purchasing platform along with online tools for the business operations of ELCC programs and support creating/sustaining child care spaces.

### **Membership, Engagement, Projects and Initiatives**

This past year CCCF focused more than ever on supporting our ELCC community with COVID 19 support and resources to help our child care network cope with the pandemic and navigate the tough seas and continue to support the children and families in their care, online or otherwise.

- Edmonton Community Foundation/Muttart Foundation—Communications and Stakeholder Engagement with the Alberta ELCC Sector
- CCCF, Child Care Now, Childcare Resource and Research Unit—Canadian Child Care National Survey During the COVID19 Pandemic
- CCCF and the Muttart Foundation—The Pandemic and Early Learning and Child Care in Alberta: Results from a National Survey During the Covid-19 Pandemic
- CCCF and the Muttart Foundation-- The Pandemic and Early Learning and Child Care in Saskatchewan: Results from a National Survey During the Covid-10 Pandemic
- Hosting CCCF meetings with affiliates and members
- ECEBC Virtual Conference— CCCF CEO Presenter
- AECENL Virtual Conference—CCCF CEO Presenter
- SECA Virtual Conference—CCCF CEO Keynote
- ARCQE Virtual Conference—National Child Day -- CCCF Keynote
- Vanier Institute for the Family: Families in Canada Virtual Conference—CCCF Panelist
- The Journey of the ECEBC Code of Ethics—CCCF Panelist
- University of Regina's Moving forward with uncertainty: the pandemic as déclencheur\* for a competent ECEC system across Canada—Panelist
- ECEBC/Province of BC: Sector Labour Market Partnerships project-- Early Care and Learning Recruitment and Retention Strategy

### **CCCF Online Professional Development**

We continued to offer the popular Online Outdoor Play Training Course. There were two intakes during the past year that saw over 300 individuals register and take the 12-module course. Along with the intake open to the sector, we had specific organizations such as the Aboriginal Head Start Association of BC, the Alberta Resource Centre for Quality Enhancement, Family Service Canada as well as students from Northern Lights College and Vancouver Island University.

### **CCCF Webinars — Bringing great minds in ECE together . . .**

During the past year CCCF has engaged with several national partners including Scholar's Choice, ONP International, the Child & Nature Alliance of Canada and the Canadian Partnership for Children's Health and Environment to bring new online professional development opportunities to the sector. We found the best and most recent research on topics that members indicate they want to learn more about and provide accessible online learning opportunities. Some webinars were offered free of charge and others involved a minimal participant cost, which was used to cover the expenses of the event. All participants who attend the live webinars received a certificate of participation.

### **CCCF hosted over 13 webinars on key topics of interest including:**

- Numeracy
- Risky Play Outdoors
- Language and Literacy
- Challenging Outdoor Environments
- Loose Parts Outdoors
- Mentorship in Early Childhood Education

### **Media**

An increased number of interview requests came forward from media about the impact of the pandemic, why so many ECEs and child care programs were forced to close, and how governments responded to what soon became clear to all as an essential service. CCCF provided information and our CEO spoke in many interviews for: Globe and Mail, National Post, CTV Your Morning, Toronto Star, Global News, CJOB, CBC News

### **Social Media**

Are you ready for this? We grew to 7.6 K members!!! We grew nearly 2000 this year during the pandemic. We knew our ECE network needed to stick together.

Our Twitter account now has 3259 followers — a 362 increase from the previous year. We thank all our contributors for their ideas and inspirations — keep them coming!

### **Social Media Community**

CCCF has also created a separate CCCF Facebook Page and offering member only access to discounts and benefits on this page—all part of our expanding membership engagement strategy.



# Structure and Personnel and Funding

## Governance Structure

Membership —→ Board of Directors (minimum 5, maximum 9) Elected from the CCCF Membership

## Builders

The following 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)

## CCCF Board of Directors 2020-2021

Marni Flaherty (Ontario), Chair  
Christie Scarlett (Alberta), Treasurer  
Taya Whitehead (BC), Secretary  
Angie Stevenson (Saskatchewan), Director  
Cathy Ramos (Nova Scotia), Director  
Charlene Gray (BC), Director  
Lea Blust (Alberta), Director  
April Kalyniuk (Manitoba), Director  
Mandy MacNevin-Reynolds (PEI), Director

## Member Council 2020-2021

Alberta Family Child Care Association, Cheryl Crowther  
Association of Early Childhood Educators of Alberta, Jennifer Usher  
Association of Early Childhood Educators of Newfoundland and Labrador, Meredith Loveys  
Association of Early Childhood Educators of Nova Scotia, Catherine Cross  
BC Aboriginal Child Care Society, Karen Isaac  
BC Family Child Care Association, Rena LaBerge  
Early Childhood Care and Education New Brunswick, Vacant  
Early Childhood Development Association of Prince Edward Island, Sonya Hooper/Jennifer Nangreaves  
Early Childhood Educators of British Columbia Violet Jessen  
Home Child Care Association of Ontario, Kim Hiscott  
Manitoba Child Care Association, Tracy Cosser  
Saskatchewan Early Childhood Association, Georgia Lavallee

## Personnel 2020-2021

CEO: Don Giesbrecht

Media and Communications Strategist/Editor: Claire McLaughlin

Innovator - Projects, Programs and Partnerships: Robin McMillan

## 2020-2021 Funders

Andrew Fleck Children's Services—In Kind

CCCF Affiliates

Edmonton Community Foundation

Government of Canada—CEWS and CEBA

Muttart Foundation

## CCCF Membership

As of March 31, 2021 CCCF membership is approx. 8,500 members.

CCCF Thanks the following for their continued support and collaboration.



# CCCF Financials at-a-Glance

## Revenue and Expenses\*

\*(This is for information only. Please see the full CCCF 2021/2022 audit for detailed financial information)

Revenue	2021	2020
Government of Canada—WAGE		\$ 73,804
Membership	\$ 195,305	\$ 204,629
Lawson Foundation Grant		\$ 30,000
Muttart Grants	\$ 211,833	\$ 225,575
Health Canada (CPCHE)		\$ 29,096
Interest and Other	\$ 6,327	\$ 11,400
Sales and Advertising	\$ 36,021	\$ 81,031
Federal Government Assistance (CEWS, etc)	\$ 103,285	\$ 4,888
<b>Total Revenue</b>	<b>\$ 472,771</b>	<b>\$ 660,423</b>

Expenses	2021	2020
Health Canada (CPCHE)		\$ 4,035
Conferences		\$ 40,375
Meetings/Travel	\$ 3,867	\$ 63,541
Office Communications	\$ 28,626	\$ 20,469
Personnel/Contracts	\$ 365,443	\$ 393,686
Project Expenses	\$ 24,000	\$ 86,193
Promotions/Productions/Dissemination	\$ 12,698	\$ 23,323
Rent/Insurance	\$ 9,330	\$ 8,416
<b>Total Expenses</b>	<b>\$ 443,964</b>	<b>\$ 640,038</b>

Gross Surplus (Deficit)	\$ 28,807	\$ 20,385
Less Amortization	\$ 2,729	\$ 1,340
<b>Net Surplus (Deficit)</b>	<b>\$ 26,078</b>	<b>\$ 19,045</b>



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

***We value children.***



**CCCCF | FCSGE**  
CANADIAN CHILD CARE FEDERATION | FEDERATION CANADIENNE DES  
SERVICES DE GARDE À L'ENFANCE