



WE ARE THE
**Canadian Child
Care Federation**



ANNUAL REPORT
23 • 24



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.

CCCF Vision for Quality Child Care in Canada

We envision an equitably funded Early Learning and Child Care (ELCC) system that provides culturally affirming environments and curriculum for all children to flourish wherever they live in Canada.

At the Canadian Child Care Federation (CCCF), we stand committed to work collectively towards a Canada where every child receives high quality Early Learning and Care, irrespective of family type, parental employment and income.





Message from CCCF's Interim CEO and the Chair

Workforce Quality

As we reflect on the 2023/2024 year, a period marked by significant opportunities and a national focus on Early Learning and Child Care, we are pleased to present this joint report. It underscores the Canadian Child Care Federation's (CCCF) ongoing commitment to collaboration and positive change.

Canada-wide Child Care Plan

The CCCF fully supports the transformative Canada-wide child care plan. We've engaged with our affiliates and partners to build capacity, share knowledge, and ensure the plan is solidified into social contracts and expectations that benefit families and children. Early Childhood Educators (ECEs) are the backbone of this system, and our efforts are focused on supporting their critical role.

Throughout the year, we collaborated with affiliates across Canada to shape a child care system that prioritizes quality for both children and early childhood educators. The generous support from the Muttart Foundation has been essential in growing our membership and providing the necessary

administrative and operational support to keep Canada's early learning and childcare sector connected and focused on best practices.

Workforce Strategy Vision

The CCCF has built on previous workforce strategies, including producing a comprehensive five-page document that consolidates the best workforce support initiatives from our affiliates. This vision document is designed to support and inform provincial and territorial work, focusing on essential components such as:

- Fair, market-competitive wages reflective of the uniqueness of ECEs
- Clear educational requirements and a vision for ECE credentials
- Ongoing professional development
- Pedagogical standards
- Comprehensive benefits, including group insurance, pensions, and mental health days
- An inclusive workforce

We believe that clarity and common sense are essential to completing this strategy.

National and Regional Engagement

This year, we reconnected with Canada's far north ELCC sector through the Yukon Child Care Association (YCCA) and the NWT Early Childhood Association (NWTECA). Although not yet full CCCF affiliates, their involvement enriches our pan-Canadian knowledge and capacity.

We also supported the Saskatchewan Early Learning and Care Caucus (SKLC) in their efforts to advocate for a licensed agency model, similar to those in Alberta, Newfoundland, Nova Scotia, and Ontario.

Advocacy and Media Presence

The CCCF has played a pivotal role in public advocacy through extensive media exposure. Our efforts have been highlighted in national outlets such as The Globe and Mail, The Toronto Star, CBC Radio, and various local and hyperlocal media platforms.

Looking Ahead

We hope this report provides our members with a deeper understanding of the work we do during this transitional period in ELCC in Canada. The CCCF, along with its affiliates and partners, is navigating the same challenges and opportunities in this time of change.

Finally, we express our sincere gratitude to our affiliates, partners, and the CCCF Board of Directors for their unwavering commitment and guidance. A special thanks to our dedicated staff—Claire McLaughlin, Robin McMillan, and Suzanne Schlechte—for their professionalism and commitment to our mission.

Interim CEO, CCCF



Marni Flaherty,

CCCF Board Chair



Taya Whitehead,



Watch on  YouTube

At a Glance Highlights of 2023-2024

Online Engagement, Communications and Sector Support

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. We manage the Web team to bring communications to the sector and partners through the website, social media, and engagement. In the marketing and advertising revenue component, we have increased the sales of e-blasts and the child care database by pitching to new clients and selling more ads to existing clients.

Video and Media Production

With our web team, CCCF partnered with Andrew Fleck to create the **CCCF ECD Video vignettes** to raise the value and recognition of ECEs across Canada. This is the first part of our Social Media Strategy project, to create the five video shorts as stage 1 of raising the value and recognition of ECEs in Canada as a part of CCCF's development of a workforce strategy for ECEs.

Social Media and Membership Growth

Our social media presence has grown significantly, with increases in followers across Facebook, Twitter, LinkedIn, and Instagram. Our new YouTube Channel is helping us reach the younger sector and contains on demand webinars on PD and expert interviews, online courses, ECE video vignettes and we have a healthy subscriber list growing daily. We now have 10,750 members across Canada.

Marketing and Advertising Partnerships

We develop and nurture partnerships and relationships to strengthen our resource offerings and capacity for quality information and resources. We have established new formal partnerships (MOUs) with Active for Life and Outdoor Play Canada. We continue to support our partnerships with Storypark, Child and Nature Alliance of Canada, Canadian Partnership for Children's Health & Environment, Canadian Children's Literacy Foundation, Let's Talk Science, Sleep lab at Western U, World Forum on Early Childhood Education, Speech & Audiology Canada, BGC Canada (formerly Boys and Girls Club), Canadian Mental Health Association, and Wintergreen.

Federal Government and Provincial Relations

CCCF collaborated with two Ontario ELCC organizations, Andrew Fleck Children's Services and Mothercraft, who have obtained funding for a research project to "Re-imagine Professional Learning" in Canada. CCCF leveraged its partnerships to include Yukon, Alberta, and Saskatchewan for the project and continues to sit on the advisory committee. The project is working with various professionals who hold different roles in the ELCC sector, such as professional associations, employers/sector leads, ECEs working directly with children, and academia.

Connecting CCCF Affiliates with the Minister of Families, Children and Social Development

CCCF augmented its correspondence and communications with Canada's federal government significantly through liaising with the National Advisory Council on ELCC. ELCC meetings between the Minister of Families, Children and Social Development Jenna Sudds and her parliamentary and department staff, as well as Economic and Social Development Canada, were held with some CCCF Affiliates across Canada to engage our sector in the policy direction, focusing on developing a child care workforce strategy. Research, surveys, open letters, and op-eds continued to keep the important conversation going on ELCC in Canada.

CCCF Conferences, Meetings, and Consultations

- Alberta Virtual Round Table Guide on Workforce Development.
- Umbrella Family and Child Centres of Hamilton—Engagement and support for Umbrella's Strategic Planning.
- Manitoba Child Care Association's Annual Conference, held in Winnipeg.
- Today's Family, from Hamilton, on the Canada-wide child care plan.
- GRIT—Advisory Committee for its Connecting Canada project.
- Advice on creating a provincial child care association in New Brunswick.
- ECEBC/Province of BC: Sector Labour Market Partnerships project—Early Care and Learning.
- Advisory Committee for the Measuring Early Childhood Outside initiative and survey.
- Advisory Committee for Children's Inclusion Support Services at Andrew Fleck Children's Services.
- Advisory Committee for Engage at Every Age project on Intergenerational Programs with Andrew Fleck Child Care Services.
- New Child Rights Resource added to our CCCF website.

Membership Engagement, Projects, and Initiatives

This past year, CCCF continued to work with partnerships to bring quality practices into policy as we focus on creating a workforce strategy and emphasize system building for quality.

- We participated in developing a published research paper on sleep policy in early learning programs.
- CPCHE Committee and Advisory: We continue to support research proposals, participate in grant activities, and disseminate the good work that promotes quality research for healthy environments for children and families.
- A Policy Analysis of Sleep Legislation in Canadian Licensed Child Care Facilities co-authored with UBC and U of Western ON - the report will be out soon.

E3 Project

Increasing the quality of Family Child Care Services for existing and new providers via access to online, multilingual courses. We are in our 3rd year of the 3-year project. Through our E3 initiative, we have hired a project engagement officer (project coordinator) who has been able to support CCCF beyond the project, especially with social media.

For our **Family Child Care Online Training** program, CCCFs group page, [Canadian Home/ Family Child Care Providers](#) grew to over 844 members in the home child care community across Canada. It's a community of professionals caring, supporting and connecting

This project has also provided us the opportunity to expand our capacity and hire a **Virtual Community of Practice Facilitator** who will be able to inform our future online professional development opportunities. The final year of the project will also provide us with a social media promo plan for our online professional development opportunities.

Additional Initiatives and Partnerships

- CCCF worked on the development of a proposal submitted by Outdoor Play Canada involving exceptionalities outdoors.
- CCCF continues to work with organizations that develop pre-budget submissions, presentations, and papers for the government (e.g., Canadian Mental Health Association, Canadian Children's Literacy Foundation, Child Care Now, BGC Canada, and others).
- From nurturing and setting up new partnerships with other organizations, we have helped reciprocate resources and revenue with other organizations like Wintergreen, to provide gift cards, free resources, and sponsorship agreements that we have used in the social media strategy to attract ECEs for the video work and gift them, saving us expenses for projects.

Strengthening Our Network and Engaging the Sector

- Hosted and convened meetings and webinars with our affiliates and expert partners about supporting a quality workforce.
- Met with our national partners and other child care stakeholders (e.g., Child Care Now, the CRRU, the Ontario Coalition for Better Child Care, the AECEO).
- Met with Provincial and Territorial Ministers, MPs, and MLAs about the Canada-wide child care plan and workforce strategy.

Alberta and Saskatchewan Early Learning Leadership Caucuses

With funding provided by the Muttart Foundation, CCCF has continued to work with its leaders' caucus in both Alberta and Saskatchewan, connecting public policy to practice.

- This past year, we created web pages for each of the two caucuses within our CCCF website.
- Began the work to solidify the Terms of Reference for both the Alberta and Saskatchewan Caucuses.

Andrew Fleck Children's Services in Ontario Partnership

CCCF's partnership with Andrew Fleck is multi-faceted. The partnership started with an Ottawa mailing address for CCCF, board meeting space from time to time, and back office support. Our partnership has grown over the years to include:

- CCCF staff member sits on Andrew Fleck Children's Integration Support Services advisory committee.
- CCCF partnered with Andrew Fleck to create the Videos on ECE recognition project to source the ECEs and the space to film, saving time, money, and ensuring a quality product. This is part of our Social Media Strategy project, to create the five video shorts as stage 1 of raising the value and recognition of ECEs in Canada as a part of CCCF's development of a workforce strategy for ECEs.
- CCCF Staff member sits on Engage at Every Stage Advisory Committee for Intergenerational Child Care Programs

Child Care Now Partnership

Child Care Now (CCN) Initiatives—CCCF represents its affiliates on two CCN Advisory Committees:

- The "Innovation to strengthen and expand public and not-for-profit ELCC in Canada" project.
- The "Quality ECE through Policy Change" project.

CCCF has a deep collaboration with CCN. CCN has received grant dollars from a private foundation called for these projects. As part of their agreement with the private funder is a collaboration with the ECE sector across Canada, which of course means partnering with CCCF. We worked with CCN to connect our affiliates, ensuring the right folks are participating in developing early learning and child care policies. We are pleased to see how many folks affiliated with CCCF have joined these tables.

World Forum on Early Learning and Care, April 2024 in Vancouver

Board, Staff, and SK and AL Caucuses participated and connected with over 700 delegates from over 50 countries. CCCF collaborated with World Forum Leaders and lead the **O'Canada Day pre-conference event – A day for discussion and reflection on the Canada Wide Early Learning and Child Care Plan**. CCCF gathered over 200 attendees for this event, providing six key presenters:

Mary Teegee-Gray, Carrier Sekani Family Services

Don Giesbrecht, Chair of the National Advisory Council on ELCC;

Jacky Hughes, Britannia Community Services Centre

Peter Dinsdale, YMCA Canada

Christopher Smith, Muttart Foundation

Sharon Gregson, Provincial spokesperson for the successful \$10aDay Child Care campaign

CCCF staff were integral in planning the World Forum Event, facilitated workshops, and promoted information through our sector networks, on our website, and in e-blasts, meeting our deliverables for the World Forum Alliance Partnership agreement and being recognized for bringing the largest delegation and attendees to a World Forum event in many years.

Professional Development Webinars and Co-hosts

CCCF partnered with leading content experts on trending topics in early learning to provide the following webinars for the sector this past year. Over 2,000 participants from across Canada participated in these online professional development opportunities.

- Uncover Problem Solving Through Outdoor Play (Let's Talk Science)
- Experiencing Math Through Nature (Let's Talk Science)
- Let's Get Moving (Active for Life)
- Let's Get Talking! How to Stimulate Oral Language in the Early Years (SAC)
- Let's Get Talking! Building Phonological Awareness in the Early Years (SAC)
- Parlons-en! Développer la conscience phonologique (SAC)
- Parlons-en! Comment stimuler le langage chez les tout-petits (SAC)
- Succession Planning (StoryPark)
- Begin the Design and Build Journey (Let's Talk Science)
- Healthy and Sustainable Environments for ECE Practitioners- EN and FR (CPCHE)
- Healthy and Sustainable Environments for Home Child Care Providers – EN and FR (CPCHE)

Partners in Early Learning

Through innovative partnerships, CCCF continued to bring new and exciting learning opportunities and resources to the Early Learning and Child Care (ELCC) community. This year our Partners included:

- The Child & Nature Alliance of Canada (CNAC).
- Canadian Partnership for Children's Health & Environment (CPCHE).
- Let's Talk Science.
- Speech and Audiology Canada.
- Storypark.
- Wintergreen.
- Outdoor Play Canada.
- Canadian Children's Literacy Foundation.
- Western University, Child Health and Physical Activity Lab.
- Active for Life



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 (2015-2022)
Taya Whitehead (2022-Present)

CCCF Board of Directors 2023-2024

Taya Whitehead (BC), Chair
Diane Daley (ON) Director
Angie Stevenson (Saskatchewan), Secretary
Cathy Ramos (Nova Scotia), Director
Hilary Bartlett (Newfoundland) Director
Lea Blust (Alberta), Treasurer
April Kalyniuk (Manitoba), Director
Jayne Crane (PEI), Director

Member Council 2023-2024

Alberta Family Child Care Association, Cheryl Crowther
Association of Early Childhood Educators of Alberta, Mary Frances Smith
Association of Early Childhood Educators of Newfoundland and Labrador, Skye Taylor
Association of Early Childhood Educators of Nova Scotia, Terri Roberts
BC Aboriginal Child Care Society, Karen Isaac
BC Family Child Care Association, Rena LaBerge
Early Childhood Development Association of Prince Edward Island, Jennifer Nangreaves
Early Childhood Educators of British Columbia, Emily Gawlick
Home Child Care Association of Ontario, Brenda Ferguson
Manitoba Child Care Association, Jodie Kehl
Saskatchewan Early Childhood Association, Georgia Lavallée

Personnel 2023-2024

Interim CEO: Marni Flaherty
Media and Communications Strategist/Editor: Claire McLaughlin
Innovator - Projects, Programs and Partnerships: Robin McMillan
Project Engagement Officer: Suzanne Schlechte

2023-2024 Funders

CCCF Affiliates
Muttart Foundation
Andrew Fleck Children's Services—In Kind

Project Funders/Partners

Employment and Social Development Canada (ESDC)
Government of Canada—Health Canada
Muttart Foundation
Canadian Partnership for Children's Health and the Environment
Let's Talk Science
Wintergreen
Storypark
Mount Royal University (Child Rights Project, lead by Susan Garrow-Oliver)
Post Secondary Indigenous Knowledge Conference (lead by Susan Garrow-Oliver)
Newcomers Integration Solutions

CCCF Thanks the following for their continued support and collaboration.



Affiliate Members 2023-2024



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.

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