

WE ARE THE
**CANADIAN
CHILD CARE
FEDERATION**



**ANNUAL
REPORT
24 • 25**

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Land Acknowledgement

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.

CCCCF 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 (CCCCF), 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 or income.



MESSAGE FROM THE CEO AND THE CHAIR



CCCF is committed to achieving excellence in early learning and child care.

As we reflect on the 2024/25 year, a period marked by significant opportunities and a national focus on Early Learning and Child Care, we are pleased to present this joint annual report. It underscores the Canadian Child Care Federation's (CCCF) ongoing commitment to collaboration with inspired minds in early learning and child care. We continue to inform policy for positive change on a national level.

**MARNI
FLAHERTY**

Interim CEO

CCCF's Strategic Plan 2022-25 has kept us focused on our key priorities of:

- Community Partnerships & Relationships
- Government Policy & Practice
- Increased Organizational Capacity

These priorities guide our work. The well-being of children is at the heart of what we do. This year, we have been engaged in developing our valued relationships to help the sector strengthen to ensure we implement the Canada-wide early learning and child care program. CCCF membership continues to grow. As Affiliate organizations increase their membership, it positively impacts CCCF. Gradual, positive growth.

Canada-wide Child Care Plan

The CCCF fully supports the transformative Canada-Wide Early Learning and Child Care Plan (CWELCC). 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

CCCCF 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 (group insurance, pensions, and mental health days)
- An inclusive workforce

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

Expanded National and Regional Engagement

CCCCF connected 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 CCCC 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 "Family Home" agency model, similar to those operating in Alberta, Newfoundland, Prince Edward Island and Ontario.

Strengthened CCCC Board of Directors involvement

CCCCF board members are involved in Early Learning and Child Care locally, provincially and/or nationally. The board table provides a chance to learn from each other and support one another as we transition our sector. Specifically, we have one board member on the CCCC National Quality Statement on ELCC advisory committee; Three board members joined us with the Child Care Now 10-days of Action campaign; and one member joined us at the ECE summit in Ottawa in November which was hosted by Child Care Now and partially supported financially by Muttart; Two members engaged with the leaders caucuses in Alberta and Saskatchewan; and nine board members engaged in plans for the Fall 2025 ECE Conference in PEI.

Advocacy and Media Presence

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

Looking Ahead

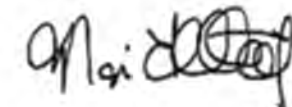
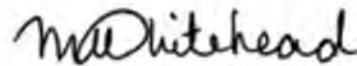
2025-26 will be an important transition year. Though there was welcome continuity in the election of a government supportive of child care, we are preparing for new ministerial changes and developments. We will continue to work closely with governments at both federal and provincial levels to continue to roll out the national child care plan and to create the fulsome workforce strategy needed for its success.

During the next fiscal year, we will be working closely with Affiliates regarding membership engagement. This fiscal year is the end of the 3-year Innovations Fund project called E3: Upgrading CCCF Family Child Care Resources. We are ready to launch our new and exciting Family Child Care training supports across Canada. We are prepared to engage in a strategic planning process to keep CCCF focused on its mission – achieving excellence in early learning and child care.

We hope this report provides our members with a deeper understanding of the work we have done and continue to 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 colleagues – Claire McLaughlin, Robin McMillan, and Suzanne Schlechte—for their professionalism and commitment to our mission.

Interim CEO, CCCF CCCF Board Chair



Taya Whitehead.

Marni Flaherty.



**TAYA
WHITEHEAD**

CCCF Chair





AT A GLANCE: HIGHLIGHTS OF 2024 - 2025

FEDERAL GOVERNMENT AND PROVINCIAL RELATIONS

Provincial Territorial CCCF ECE Presentation on Workforce Initiatives to Minister's Table

In April, CCCF's Interim CEO, Marni Flaherty, together with our affiliates, had the privilege of presenting our national workforce goals and initiatives for the Early Learning and Child Care (ELCC) sector to the Provincial/Territorial Ministers responsible for ELCC workforce strategies. Joined by affiliates from Ontario, Manitoba, and Prince Edward Island, we shared CCCF's workforce vision, including proposed wage grids and improved working condition initiatives. Our presentation emphasized the critical recognition and value of Early Childhood Educators (ECEs) in achieving the objectives of the Canada-Wide Early Learning and Child Care (CWELCC) plan.

Advocacy with National Partners on ELCC for Spring Federal Election

During the spring federal election campaign, CCCF engaged members in advocating for affordable, high-quality child care and collaborated closely with Child Care Now on their Ten Days of Action for the \$10-a-day plan.

- Developed online advocacy tools promoting higher wages and better working conditions.
- Supported the expansion of affordable child care and implementation of the National Child Care Plan.

We also worked alongside the National Advisory Council on ELCC to inform policy direction. Meetings with Minister Jenna Sudds, her department, and affiliates across Canada focused on advancing a child care workforce strategy. Through research, surveys, open letters, and op-eds, we kept ELCC issues at the forefront nationally.

World Forum on Early Learning & Care (April 2024, Vancouver)

CCCF Board, staff, affiliates and caucus leaders from Saskatchewan and Alberta participated in this global event, connecting with 700+ delegates from 50+ countries.

Key highlights:

- CCCF co-led the sold-out O'Canada Day pre-conference, featuring keynote speakers from Canadian ELCC organizations, governments, and child care leadership.
- Promoted the Forum widely through sector networks, our website, and e-blasts, exceeding attendance expectations and fulfilling all deliverables under the World Forum Alliance Partnership.





CCCF CONFERENCES, MEETINGS & CONSULTATIONS

CCCF participated in and contributed to numerous initiatives, including:

- Alberta & Saskatchewan ELCC Leaders' Caucus policy development meetings
- World Forum on Early Learning & Care
- Educators Matter: Workforce Policy for Quality ELCC Advisory Committee
- National ELCC Workforce Policy Table
- Physical Activity Policy Table (Child Health & Physical Activity Lab)
- Growth by Design Advisory Committee
- ECE Workforce Rights National Advisory Committee
- Advisory Committee: National Statement on Quality ELCC
- Manitoba Child Care Association Annual Conference (Winnipeg)
- Engage at Every Stage Intergenerational Programming Project
- CCCF's National Vision on Quality ELCC publication & launch
- Storypark AI Multi-Site Working Group (Toronto)
- Canadian Cancer Society SunSense Collaboration
- National Child Day Senate Breakfast
- Child Care Now Symposium (Ottawa)
- Senior Roundtable Advisory on the Caregiver Economy

Affiliate Conference: PEI's ECDA (Charlottetown)

In partnership with the Early Childhood Development Association of PEI, CCCF co-organized the annual conference. CCCF's Board hosted a panel discussion and facilitated feedback on the draft update to our National Statement on Quality ELCC, developed by researcher Kathleen Flanagan.

POLICY AND RESEARCH INITIATIVES

Updating the National Statement on Quality Early Learning and Child Care

CCCF is reviewing and updating its National Statement on Quality Early Learning and Child Care, originally developed in 1991 and last revised in 2007.

- Kathleen Flanagan, ELCC researcher, is leading the update in partnership with CCCF's Board, affiliates, and staff.
- The update reflects current ELCC developments, including the Canada-Wide ELCC initiative and provincial/territorial funding agreements



MEMBERSHIP ENGAGEMENT, PROJECTS & INITIATIVES

This past year, CCCF strengthened partnerships and supported innovation across the ELCC sector:

- Collaborated with Western University's Sleep Laboratory and Child Health & Physical Activity Lab.
- Co-authored "A Policy Analysis of Sleep-Related Legislation for Canadian Licensed Childcare Facilities" with experts from UBC, UWO, and other leading institutions.
- Supported CPCHE initiatives, including Healthy Environments for Learning Day and sustainability-focused resources.
- Developed MOUs with partners such as Canadian Children's Literacy Foundation, Let's Talk Science, Outdoor Play Canada, Storypark, Active for Life, and Kids Included.
- Served as project advisors on several initiatives, including SPROUT-Able (outdoor play access), literacy development, and child care movement policy.
- Expanded networks supporting ECEs in Nunavut through collaboration with local organizations.
- Presented at the Home Child Care Association Conference (Hamilton).

Engage, Enable & Empower (E3) Family Child Care Training Project

After three successful pilot launches — two in English and one in French — CCCF officially launched the 10-module online Family Child Care Training Course in spring 2024.

Key achievements:

- Self-paced modules or complete series available.
- Downloadable multilingual resources.
- Comprehensive course book (available in our e-store).
- Free monthly FCC newsletter.
- Virtual Community of Practice with 1,100+ members.
- Dedicated FCC Pinterest page featuring curated resources.

Alberta & Saskatchewan Early Learning Leadership Caucuses

.With support from the Muttart Foundation, CCCF strengthened collaboration between leadership groups in Alberta and Saskatchewan, connecting public policy to practice.

- Developed dedicated caucus webpages on the CCCF site
- Finalized Terms of Reference for both groups

Partnership with Andrew Fleck Children's Services

This partnership began as logistical support and has evolved into a multi-faceted collaboration, including:

- Joint advisory roles on integration support and intergenerational programming.
- Shared resources and strategic planning support.

PROFESSIONAL DEVELOPMENT & WEBINARS

Over 2,000 participants joined CCCF's webinars this year, co-hosted with experts on trending ELCC topics:

- Inclusive Practice 3 Webinar Series (Kids Included, formerly GRIT)
- Let's Talk Science 3 Webinar Series (Coding, Design & Math)
- Anti-Racism & Belonging in Outdoor Play (Child and Nature Alliance of Canada)
- Dialogic Reading in English & French (Speech and Audiology Canada)

Recordings of webinars are available on our YouTube channel.

Additionally, CCCF launched two new online professional learning courses:

- Gender & Gender Diversity in Early Childhood (English & French)
- Family Child Care Training

and continues to offer:

- Outdoor Play Training

AUDIENCE, MEMBER & MEDIA ENGAGEMENT

Social Media & Subscriber Growth

Over the 24 - 25 period, CCCF has amplified its digital engagement strategy, expanding our presence across online platforms, social media, and newsletters. Our focus has been on building membership, supporting ECEs in their professional growth, and strengthening connections with our affiliates. By prioritizing and promoting affiliate content, we've fostered greater collaboration across the sector and deepened relationships within our community. This increased visibility and engagement have also boosted advertising opportunities, leading to significant growth in e-blast sales and newsletter advertising.

These efforts have paid off – CCCF's online presence has grown significantly across all major platforms, expanding our reach, strengthening sector connections, and driving deeper engagement than ever before.

Platform	Mar 2024	Mar 2025	Aug 2025	% Growth
Facebook Page	2.7K	2.8K	2.9K	↑ 7%
Facebook Group	10,820	10,951	10,951	↑ 1%
FCC FB Community	772	1,035	1,120	↑ 45%
Instagram	266	374	407	↑ 52.8%
FCC Instagram	45	130	141	↑ 213%
LinkedIn	27	55	78	↑ 189%
YouTube Subs	515	825	919	↑ 78.4%
Pinterest	17	36	44	↑ 141%
Mailchimp Subs	13,210	—	18,773	↑ 42%

Newsletter Highlights

- Educator Insights Newsletter (bi-monthly): Features ECE stories, insights, and community contributions.
- Family Child Care Newsletter (launched Sept 2024): Tailored content, averaging 50%+ open rates and growing rapidly.

Media Engagement

CCCF Interim CEO Marni Flaherty was featured in The Globe and Mail, Toronto Star, CBC Radio, and other outlets, amplifying advocacy efforts and positioning CCCF as a national leader in ELCC policy.

STRUCTURE, PERSONNEL & FUNDING

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)

Governance

CCCF Board of Directors 2024-2025

Taya Whitehead (British Columbia), Chair
Diane Daley (Ontario) Director
Angie Stevenson (Saskatchewan) Secretary
Cathy Ramos (Nova Scotia), Director
Hilary Bartlett (Newfoundland) Director
Lea Blust (Alberta), Treasurer
April Kalyniuk (Manitoba), Director
Jayne Crane (Prince Edward Island), Director
Jennifer Parella (Northern Ontario) Director

CCCF Affiliate Executive Directors and Leads 2024-2025

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
BC Aboriginal Child Care Society, Karen Isaac
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
Association of Early Childhood Educators of Nova Scotia, Cheryl Crocker
Saskatchewan Early Childhood Association, Ashley Elgert

Key Personnel (2024 - 2025)

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

Funders & Partners

Core funding provided by:

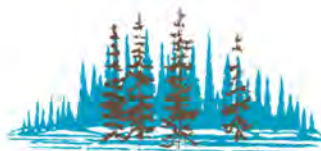
- CCCF Affiliates
- Muttart Foundation
- Andrew Fleck Children's Services (in-kind)

Project Funders in 2024/2025:

- Government of Canada - ESDC
- Government of Canada - Health Canada
- Muttart Foundation
- Lawson Foundation
- Raffi Foundation
- The Canadian Partnership for Children's Health & Environment (CPCHE)
- Canadian Children's Literacy Foundation
- Western University - Sleep Lab

CCCF thanks the following for their support

LAWSON
FOUNDATION



The Muttart Foundation



Funded in part by the
Government of Canada's
Early Learning and Child Care —
Innovation Program

Canada



Santé
Canada

Health
Canada



Affiliate Membership



OUR COMMITMENT

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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