



CANADIAN  
CHILD CARE  
FEDERATION

FÉDÉRATION  
CANADIENNE DES  
SERVICES DE GARDE  
À L'ENFANCE



**CCCF Annual Report 2015-2016**



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CHILD CARE  
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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

One year ago, Canada was in the midst of a federal election with all federal political parties presenting various policies and commitments for Canada's children and families. With the Liberal Party of Canada winning the election, as a sector and organization, we were buoyed by the campaign promise to work with the provinces, territories, and Indigenous Peoples to create a new National Early Learning and Child Care Framework. We were further buoyed when we, along with national partners at the CRRU, CCAAC and Campaign 2000 were invited to meet with the Minister of Families, Children and Social Development, Hon. Jean Yves-Duclos in January 2016. It had been 10 years since we had been invited to meet with a federal minister.

It is fair to say that optimism, since October 19<sup>th</sup>, 2015 has reigned supreme for Canada's child care sector. Related, the CCCF was proud to develop and share essential information about the party platforms and other information that the sector embraced and used in the lead up to the 2015 election.

However, though optimism has reigned supreme, it has more recently been tempered by some frustration. Frustration that there have been few details forthcoming about what the proposed national framework will look like. Though a provincial/territorial minister committee

has been established to work through details with the federal government, there has been little involvement and infrequent consultation by and with the child care sector itself. Of course, this could all change in a moment's notice. So we remain optimistic for the involvement of the federal government in building a robust, evidence based, affordable, high quality and accessible child care system for Canada. It is long overdue.

As an organization, we have continued to benefit from the support and close relationship with the Muttart Foundation in Edmonton. Muttart renewed funding for the Alberta Early Learning Leaders Caucus via the CCCF, further enhancing the ongoing work of the CCCF with the caucus and the internal and external work they are doing within Alberta's child care sector. Muttart has also continued to support some similar work via the CCCF within Saskatchewan as well. We were also thrilled to receive funding from the Lawson Foundation to bring together the CCCF affiliates to a national meeting to be held in fall of 2016. This represents the first time since 2008 that the CCCF will bring together its affiliate organizations in this way for an in-person, national meeting.

The continued support of the CCCF's affiliate organizations is essential. Strong 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. We are also stronger when we work with our national partners. In January 2016, the CCCF in conjunction with its national partners submitted the Shared framework for building an early childhood education and care system for all, to Minister Duclos, outlining policy principles for a national framework. Dialogue, communication, ideas, best practice and policy will always be for the better when we work together.

**Finally, thank you for the continued support and work of the CCCF board of directors and a special thank you to former CCCF Chair, April Kalyniuk, who stepped down from the board after being at the CCCF in one capacity or another since 2002. Appreciation also goes to the CCCF's Member Council in their respective provinces/territories and federally for the continued work that they do each and every day for the early learning sector in Canada.**

Also, for the dedication and continued contributions of the CCCF staff, Claire

McLaughlin and Robin McMillan—thank you!

Looking forward to an amazing 2016-2017,

Don



## ***At a Glance – Highlights of 2015-2016***

### **CCCF Meets with New Minister of Families, Children and Social Development**

CEO Don Giesbrecht and CCCF Board Chair Marni Flaherty along with national child care organization members of CRRU, CCAAC and Campaign 2000 met with the new Minister of Families, Children and Social Development, Jean-Yves Duclos and his Parliamentary Secretary, Terry Duguid. This meeting is the first Minister's meeting the CCCF has seen in 10 years and a positive start to working with our newly elected Liberal Government to move forward on child care and early learning in Canada.

Minister Duclos confirmed his government's interest in collaborating with CCCF and other child care organizations to work inclusively with the provinces and territories and to consult with our sector and researchers on approaches to the role out of a national framework and social infrastructure spending for affordable child care in Canada. The CCCF and accompanying organizations offered their collective expertise on short term and long term solutions in funding, strategic approaches to a building a national framework, strengthening the child care workforce and capacity building of national child care organizations all to support families in Canada with child care needs.

### **Alberta Early Learning Leadership Caucus**

The Muttart Foundation renewed funding for the Alberta Early Learning Leaders Caucus via the CCCF, further enhancing the ongoing work of the CCCF with the caucus

and the internal and external work they are doing within Alberta's child care sector. Muttart has also continued to support some similar work via the CCCF within Saskatchewan as well.

### **Get Outside! Outdoor Play Professional Development**

CCCF is working as the communications partner in an exciting initiative which will bring a much needed professional development opportunity to practitioners from coast to coast to coast. The two year project is being led by outdoor play experts Drs. Beverlie Dietz and Diane Kashin. Other partners include Oakanagan College, The Justice Institute of British Columbia, Lethbridge College and Northern College.

The project will see over 1000 individuals trained by either completing an online course or by attending a series of in-person training sessions. Post project, the 12 module, online course will be accessible from the CCCF website.

### **CCCF National Affiliate Meeting**

Through funding from the Lawson Foundation CCCF is bringing together the CCCF affiliates to a national meeting in fall of 2016. This represents the first time since 2008 that the CCCF will bring together its affiliate organizations for an in-person and robust national meeting.

## Member Benefit Initiatives

CCCF continues to find creative ways to offer more benefits to our members and also sustain its operations through private sector partnerships. In 2015-2016, CCCF through its website and newsletters, offer discounts and reduced fees for key services and products relevant and important to child care educators. CCCF has recently partnered with Kindermusik® International, Inc., a leading provider of music and movement programs for children and **Storypark**, online documentation and learning community tools for early child care services.

Other price discounts for payroll services, human resource management in child care facilities and payment processing are just a few. CCCF thanks these child focused private sector companies for offering benefits like these to our members.

## CCCF Board and Staff Strategic Plan Initiatives

Based on the CCCF's Strategic Plan for 2015-2018, the CCCF Board has identified membership growth and engagement as a priority. A consultant will be hired to help guide and lead this work, focusing on organizational growth, development and member engagement to better serve our collective members. Through the continued support of Canada's child care sector and funders, the CCCF staff and board are excited to continue the legacy and history of excellence in early learning and child care.



### A Special Thank You

To **Andrew Fleck Child Care Services (AFCCS)** and Executive Director Kim Hiscott for their support of the CCCF over the past four plus years. Kim and AFCCS have provided the CCCF with space, an address and continued logistical support that has happened quietly and as is often said, behind the scenes, but still so critical and essential to the well-being of the CCCF and by close extension, early learning child care across Canada. From the CCCF, our affiliates and the child care sector from across Canada, Thank You!

## ***Projects, Programs and Partnership***

### **Early Learning Leader Caucus - Alberta**

With funding provided by the Muttart Foundation, CCCF has continued to assist with the development of the leader caucus in Alberta. With the support of the CCCF, this group of Alberta leaders is focused on the future of early learning and child care services in Alberta and also focused on the professional organization of the ECE sector in Alberta and how to best serve their needs and how to further their collective voice and work.

### **Children's Environmental Health Agenda**

Together with our partners at the Canadian Partnership for Children's Health & Environment and Health Canada we continue to support learning initiatives for our sector across Canada. Participants were informed about the latest research in radon detection and suggested preventative measures as well as other important environmental health issues that affect children.

### **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.

In Fall 2016, the gathering occurred in conjunction with the Association of Early

Childhood Educators of Ontario's Shaping our Future: Innovation, Leadership and Advocacy in Early Learning and Child Care conference. It was a unique opportunity for ECE faculty to engage with leading members of the ECE sector in Ontario and beyond.

## ***Other CCCF Collaborations and Partnerships***

CCCF is a member of the Vanier Institute of the Family's Military and Veteran Families in Canada Leadership Circle. The purpose of the group is to understand the unique experiences, expectations and perspectives of military and Veteran families, and to ensure military families have equitable access to services and programs in their neighbourhoods. The leadership circle and knowledge network connects community clinicians, researchers, community organizations and the general public.

- CCCF was a committee member of the Province of Manitoba's Early Learning and Child Care Commission
- CCCF was a national partner with the CRRU, CCAAC and Campaign 2000 in the Shared Framework on ELCC, submitted to Minister of Families, Children and Social Development Jean-Yves Duclos
- CCCF promoted and supplied the letter template for the child care sector to engage and communicate their provincial/territorial ministers in the support of the creation of a committee to work on the promised national framework on ELCC

- Supported the CCPA in its data gathering for the Parent Trap: Child Care Fees in Canada's Big City Report
- Supported the CRRU in its work on the recently released Child Care in Canada Report
- Partnered with Groupe Média TFO in its work in gathering data for potential French-language educational content, made-to-measure for 2-6 year olds, and offering made-in-Canada resources, to enrich the program offerings of daycares and preschools right across the country.
- CCCF was a member of the Province of Manitoba's Roundtable on Early Learning and Child Care Recruitment and Retention
- Support and dissemination of the Science of Early Child Development's (SECD) important work

## ***Interaction Highlights***

CCCF continues to publish two issues of *Interaction* per year along with resource sheets for the sector and parents alike. In 2015-2016 the magazine is accessible from anywhere for members who have registered with the site.

- Our fall 2015 issue, ***Challenging Ourselves in Our Practice***—explored how early childhood educators can both self-reflect and open up to change when facing challenges in their practice.
- Our spring 2016 issue featured ***The Forest Preschool Movement in Canada*** which looks at leaders of nature based child cares across Canada.

**Two new resource sheets were produced and delivered with *Interaction*:**

- #106 – *Strategies for Dealing with Challenging Behaviours*
- #107 – *Your Family/Home Child Care: An Environmental Checklist*

### ***Interaction.ca Weekly***

Since 2012, every week, CCCF publishes *Interaction.ca Weekly*, which shares child care news from across Canada, resources and local and national child care activities for child care practitioners across Canada. This vibrant newsletter also connects our members to the ECE marketplace, college programs and resources across the country. Advertising revenues have grown considerably for this online media and now account for most ad revenue.

### ***Social Media Community***

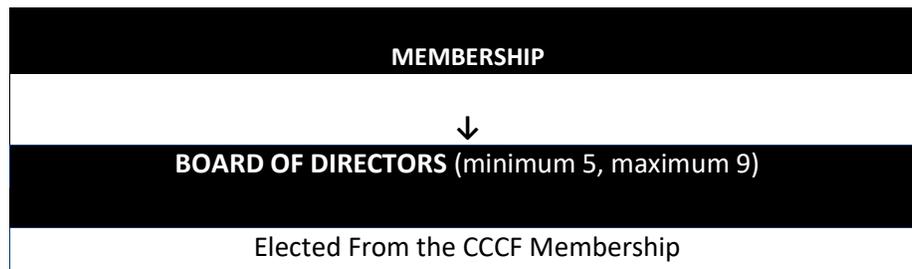
CCCF's FACEBOOK page has grown to enjoy 2,831 members – an increase of over 500 since last year, our Twitter account has over 1500 followers and we have introduced a Pinterest page. We would like to thank all *our* contributors for your expertise and ideas. The CCCF continues to be the go-to page for early learning and child care across Canada.

### ***Media and Government Relations***

Media activity was steady in 2015-2016 due to the federal election across the country and the CCCF providing federal candidate information as related to child care. In fall 2015, with the fall federal election and the subsequent child care funding announcements from the NDP, Liberal and Conservative parties, child care became a

key election issue. The new influx of Syrian refugees opened up conversations regarding the role of child care in helping new immigrant families integrate in Canada. CEO Don Giesbrecht was interviewed and appeared in a variety of national and local media over the year, including the Toronto Star, CBC, CTV News and the Winnipeg Free Press.

## 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 2015-2016**

**Marni Flaherty (Ontario)**

Director—To November 14/15

Chair—As of November 15/15

**April Kalyniuk (Manitoba)**

Chair—to November 14, 2015

**Linda Skinner (Ontario)**

Treasurer

**Joan Arruda (Ontario)**

Director

**Christine MacLeod (British Columbia)**

Secretary

**Christie Scarlett (Alberta)**

Director

**Taya Whitehead (British Columbia)**

Director

**Cynthia Dempsey (New Brunswick)**

Director

**Linda Cottes (Ontario)**

Director

**Cathy Ramos (Nova Scotia)**

Director

## **Member Council 2014-2015**

Alberta Child Care Association	<b>Nicki Dublenko</b>
Alberta Family Child Care Association	<b>Adel Kuzyk</b>
Association of Early Childhood Educators of Newfoundland and Labrador	<b>Helen Sinclair</b>
Association of Early Childhood Educators Ontario	<b>Ruth Houston</b>
BC Aboriginal Child Care Society	<b>Mary Burgaretta</b>
BC Family Child Care Association	<b>Carmen Barclay</b>
Certification Council of Early Childhood Educators of Nova Scotia	<b>Janice MacKinnon</b>
Early Childhood Care and Education New Brunswick	<b>Jean Robinson</b>
Early Childhood Development Association of Prince Edward Island	<b>Sonya Hooper</b>
Early Childhood Educators of British Columbia	<b>Carla Hees</b>
Home Child Care Association of Ontario	<b>Marni Flaherty</b>
Manitoba Child Care Association	<b>Jodie Kehl</b>
Northwest Territoires Liaison	<b>Elaine René-Tambour</b>
Nova Scotia Child Care Association	<b>Kathleen Couture</b>
Saskatchewan Early Childhood Association	<b>Jadranka Pocrnic</b>
Yukon Child Care Association	<b>Cyndi Desharnais</b>

## ***Personnel 2015-2016***

CEO	<b>Don Giesbrecht</b>
Publications Manager, Marketing and Communications	<b>Claire McLaughlin</b>
Senior Consultant	<b>Robin McMillan</b>

## ***2015-2016 Funders***

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

- The Muttart Foundation
- The Lawson Foundation
- Public Health Agency of Canada

**CANADIAN CHILD CARE FEDERATION /  
 FEDERATION CANADIENNE DES SERVICES  
 DE GARDE A L'ENFANCE  
 OTTAWA, ON  
 BALANCE SHEET as at MARCH 31, 2016**

Reid & Associates Chartered Professional Accountants Inc.

	<b>2016</b>	<b>2015</b>
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash	268,531	306,179
Short-Term Investment	100,326	-
Accounts Receivable	20,047	35,549
Prepaid Expenses	425	4,389
	<u>389,329</u>	<u>346,117</u>
<b>TANGIBLE CAPITAL ASSETS</b>	<u>1,726</u>	<u>731</u>
	<u><u>391,055</u></u>	<u><u>346,848</u></u>
<b>LIABILITIES</b>		
<b>CURRENT LIABILITIES</b>		
Accounts Payable and Accrued Liabilities	6,580	21,318
Salaries Payable	7,588	5,769
Deferred Revenue	93,424	48,369
	<u>107,592</u>	<u>75,456</u>
<b>NET ASSETS</b>		
<b>UNRESTRICTED NET ASSETS</b>	83,463	71,392
<b>CONTINGENCY FUND</b>	200,000	200,000
	<u>283,463</u>	<u>271,392</u>
	<u><u>391,055</u></u>	<u><u>346,848</u></u>

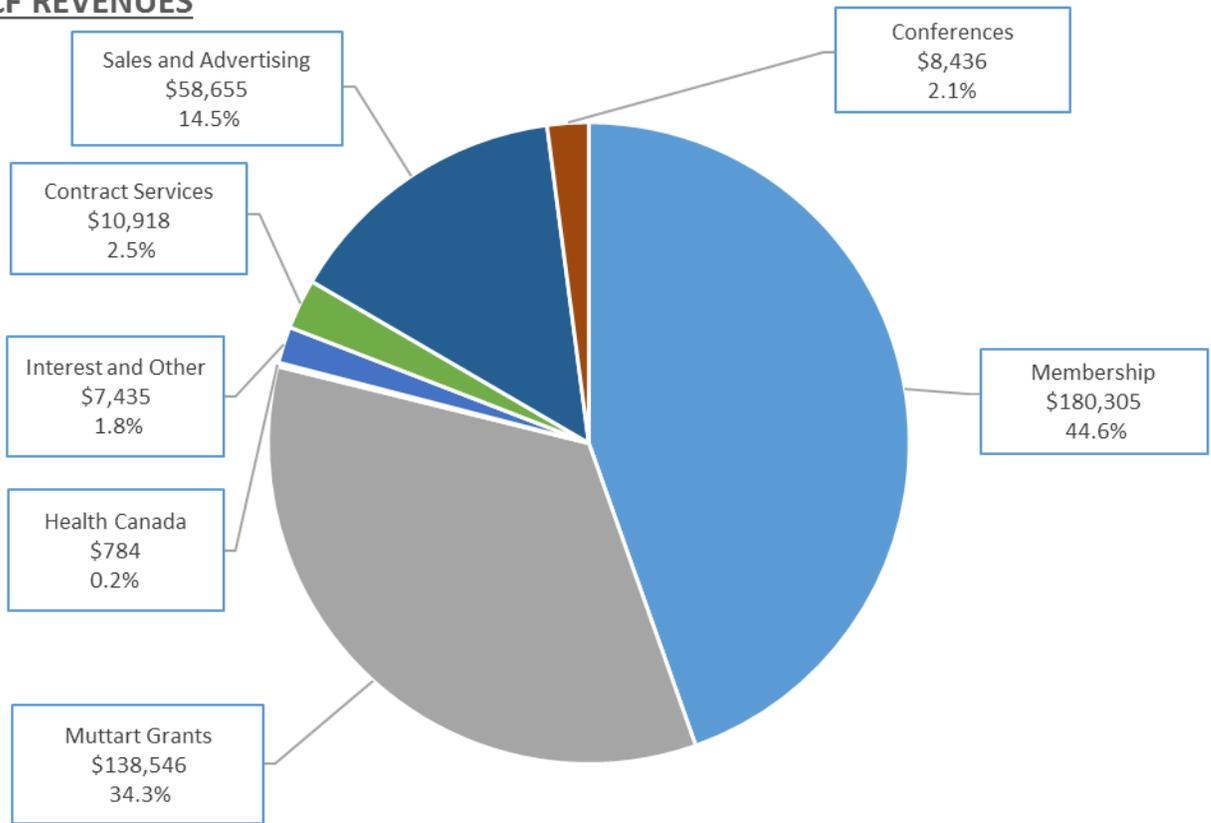
**STATEMENT OF REVENUE AND EXPENDITURE for the  
YEAR ENDED MARCH 31, 2016**

Reid & Associates Chartered Professional Accountants Inc.

	2016	2015
<b>REVENUE</b>		
Membership	180,305	173,364
Lawson Foundation Grant	-	21,000
Muttart Grant	138,546	180,793
Health Canada (CPCHE)	784	13,305
Interest and Other	7,435	5,687
Contract Services	10,198	10,219
Sales and Advertising	58,655	121,745
Conferences	8,436	-
<b>Total Revenue</b>	<b>404,359</b>	<b>526,113</b>
<b>EXPENDITURE</b>		
Conferences	9,264	-
Communications	22,224	18,334
CPCHE Project	169	10,953
Meetings/Travel	12,464	68,843
Promotions/Production/Dissemination	46,788	61,123
Rent/Insurance	9,190	9,801
Personnel/Contract Services	291,755	345,745
<b>Total Expenditures</b>	<b>391,854</b>	<b>514,799</b>
<b>EXCESS OF REVENUE OVER EXPENDITURE BEFORE AMORTIZATION</b>	<b>12,505</b>	<b>11,314</b>
<b>AMORTIZATION</b>	<b>434</b>	<b>877</b>
<b>EXCESS OF REVENUE OVER EXPENDITURE</b>	<b>12,071</b>	<b>10,437</b>

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

**CCCF REVENUES**



**CCCF EXPENSES**

