

A close-up photograph of two young children, a girl in the foreground and a boy in the background, both focused on painting with watercolor brushes. The girl is dipping her brush into a palette of colors. The background is softly blurred, emphasizing the children's concentration.

WE ARE THE
**Canadian Child
Care Federation**



CANADIAN
CHILD CARE
FEDERATION

FÉDÉRATION
CANADIENNE DES
SERVICES DE GARDE
À L'ENFANCE

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



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 • info@cccf-fcsge.ca

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

 [Canadian Child Care Federation](#)

Message from the CEO

As we closed out the CCCF's fiscal year—March 31, 2020—we had just entered a new pandemic reality with lockdown from the Covid-19 virus. The CCCF annual report is typically written on all things that have led up to the end of our fiscal year, but I would be remiss if I didn't address the impact of COVID-19 on Canada's Early Learning and Child Care (ELCC) sector, which is both continuing and significant.

First, a look back at the year that was.

The CCCF started its year co-hosting a very successful national conference, along with the Early Childhood Educators of BC, in Vancouver in April 2019. Bringing together over 700 of Canada's ELCC sector and supporters, with keynotes by Cindy Blackstock and Tove Mogstad-Slinde, the important contributions and learnings from our Indigenous partner, the BC Aboriginal Child Care Society, to breakout sessions covering both ELCC practice and policy, it was an inspiring and important conference for our ELCC community.

Post conference, we turned our attention to preparing for the fall 2019 election. Canadians elected a minority Liberal government on October 21, 2019, a government who committed in its election platform to create a national ELCC Secretariat (to begin the work of creating a pan-Canadian child care system); to create 250,000 School Age child care spaces with additional funding (besides the current bilateral and Indigenous ELCC Framework funding) to the provinces and territories of \$535M; support ECEs by providing \$25M to help cover costs related to education and training. While not the immediate commitment to system building that CCCF and many others had been calling for, the campaign promises were small steps forward. Along with the election came a new Minister of Families, Children and Social Development. Minister Ahmed Hussen replaced the previous Minister Jean-Yves Duclos—and so began the process of creating a relationship with the new Minister and the department's staff. This as always is an ongoing work in progress—government relations.

The role of Canada's federal government and its importance to ELCC has never been as significant as it is right now. The global pandemic has dramatically impacted Canada's ELCC sector and the families and children it serves. Witnessing in real time, we see the many cracks in the not-so-solid foundation of the sector exposed more than ever. As the pandemic started, the ELCC policy and funding responses from Canada's provincial and territorial governments differed broadly, from full funding support to sparse financial support, predominantly leaving a fragile—yet essential—sector in a precarious state.

As such, there exists a unique opportunity for Canada's federal government to create that promised pan-Canadian child care system, knowing that access to high quality, affordable, and inclusive ELCC is key to Canada's recovery. The CCCF must position itself therefore, to state clearly that while much of the current discourse is on the economy, quality and a children's rights-based approach to ELCC are essential elements not to be overlooked.

To their credit, the federal government has put in place one-time ELCC funding in the amount of \$625M for the provinces and territories, but we know that one-time funding and the federal budgeted bilateral funds transfers will still fall short of what is required to build a system. Our efforts then, must seize this window of opportunity to shape that government election promise to be a truly high quality, pan-Canadian system of ELCC.

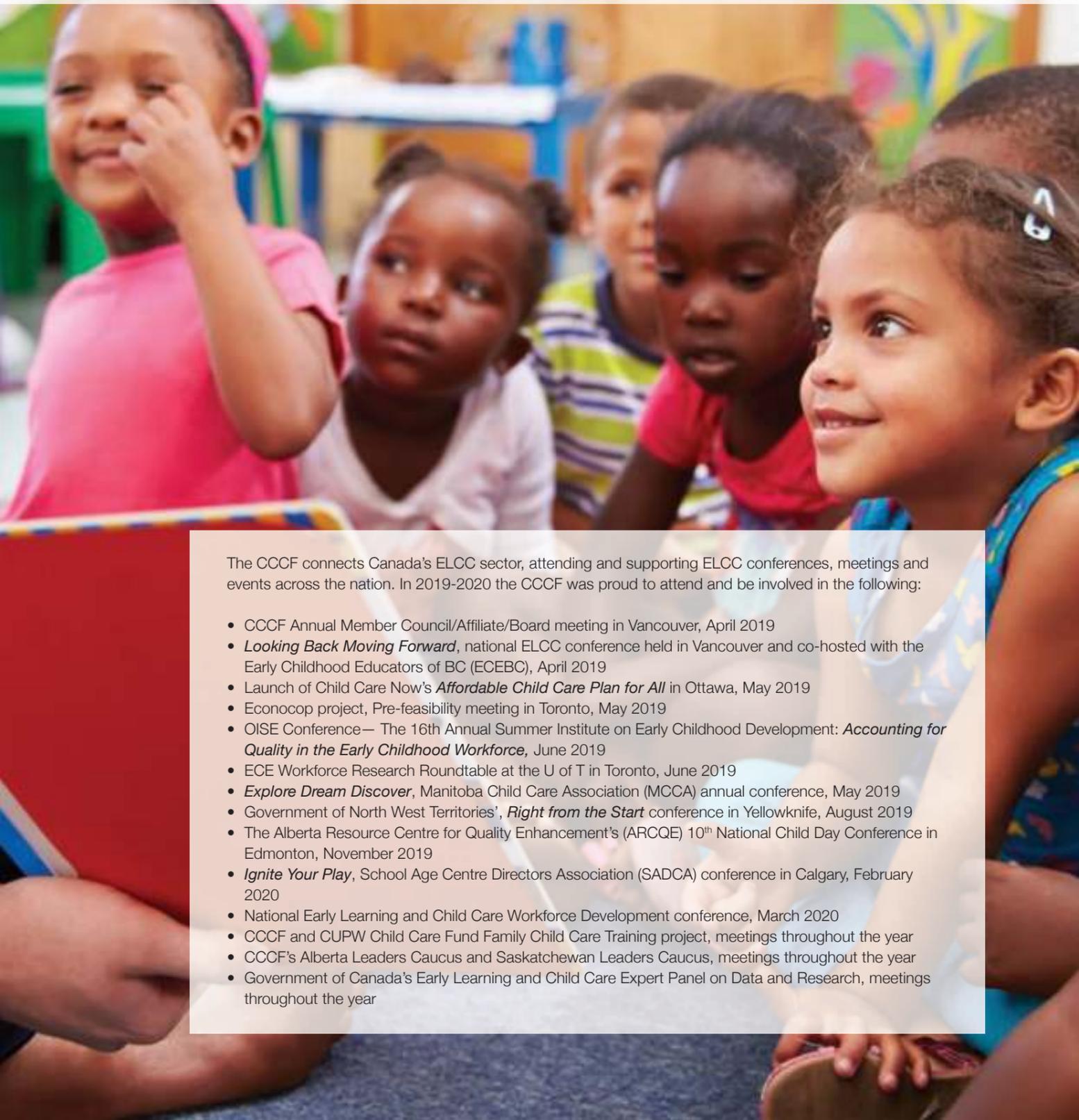
Finally, the CCCF recognizes and thanks the continued and significant support — financial and so much more— from the Muttart Foundation. I further recognize the significant contribution from the Lawson Foundation, who helps the CCCF to convene annual meetings of our affiliate partners. And I also thank all of the CCCF funders over the past fiscal year—WAGE, the Learning Enrichment Foundation, CUPW Child Care Fund and Health Canada for their project funding support.

Additionally, 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, 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 2019-2020



The CCCF connects Canada's ELCC sector, attending and supporting ELCC conferences, meetings and events across the nation. In 2019-2020 the CCCF was proud to attend and be involved in the following:

- CCCF Annual Member Council/Affiliate/Board meeting in Vancouver, April 2019
- *Looking Back Moving Forward*, national ELCC conference held in Vancouver and co-hosted with the Early Childhood Educators of BC (ECEBC), April 2019
- Launch of Child Care Now's *Affordable Child Care Plan for All* in Ottawa, May 2019
- Econocop project, Pre-feasibility meeting in Toronto, May 2019
- OISE Conference— The 16th Annual Summer Institute on Early Childhood Development: *Accounting for Quality in the Early Childhood Workforce*, June 2019
- ECE Workforce Research Roundtable at the U of T in Toronto, June 2019
- *Explore Dream Discover*, Manitoba Child Care Association (MCCA) annual conference, May 2019
- Government of North West Territories', *Right from the Start* conference in Yellowknife, August 2019
- The Alberta Resource Centre for Quality Enhancement's (ARCQE) 10th National Child Day Conference in Edmonton, November 2019
- *Ignite Your Play*, School Age Centre Directors Association (SADCA) conference in Calgary, February 2020
- National Early Learning and Child Care Workforce Development conference, March 2020
- CCCF and CUPW Child Care Fund Family Child Care Training project, meetings throughout the year
- CCCF's Alberta Leaders Caucus and Saskatchewan Leaders Caucus, meetings throughout the year
- Government of Canada's Early Learning and Child Care Expert Panel on Data and Research, meetings throughout the year

NEW—CCCF Website and Rebrand to be launched in Fall 2020

Under the technical stewardship of Kadima Digital a leading web site solutions company contracted in 2019, CCCF will be launching its new dynamic website in fall 2020. More than a “shuffling of the deck chairs”, the new website is a data driven, SEO optimization, online content presence—with global interactive features. The CCCF will also be rebranding with a new logo, corporate image and colour and new marketing content. Frequent editorial will be replacing CCCF's Interaction magazine with more current story and article posts for and by members and Canada's ELCC sector. CCCF will also be engaging more significantly and regularly via online platforms, working to build membership, enhancing ELCC practice/professionalism and supporting our affiliates.

Looking Back Moving Forward—National Conference with The Early Childhood Educators of BC (ECEBC)

ECEBC co-hosted a very successful national conference in Vancouver in April 2019. Bringing together over 700 of Canada's ELCC sector and supporters, with keynotes Cindy Blackstock, Indigenous children's rights activist and Tove Mogstad-Slinde from Norway. Our Indigenous partner, the BC Aboriginal Child Care Society contributed knowledge and practices in Indigenous child care, and many breakout sessions covering both ELCC practice and policy covered every topic in child care learning.

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 summer 2019 and into 2020.

CCCF Award of Excellence

The CCCF presented its biennial Award of Excellence to the Early Childhood Educators of BC (ECEBC) Board of Directors, past and present, in recognition of the ECEBC's 50th anniversary and more specifically for their ongoing, continued and significant contributions to the BC ELCC sector. ECEBC's impact and influence across Canada is far reaching with over 50 years of operation, making ECEBC Canada's longest standing provincial child care organization.

Their collective leadership, vision, advocacy, commitment to professionalism and well-being of the women and men who work in the sector is unparalleled. Your steadfast and unwavering belief that all children have the right to high quality care and learning, and to accept nothing less, has inspired the rest of the ELCC sector.

Federal Government and Provincial Relations

CCCF has augmented its correspondence and communications with Canada's federal government, meeting with the new Minister of Families, Children and Social Development, Ahmed Hussen and his parliamentary and department's staff and ESDC. CCCF has also joined 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 launched in fall 2020. 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

CCCF Annual Board, Member Council and Affiliate Meeting

With financial support from the Lawson Foundation, the CCCF hosted its annual meeting of its board, cross-Canada affiliates and Member Council in April 2019 in beautiful Vancouver. This important meeting provides opportunity for the CCCF and its affiliates to exchange first-hand knowledge, experience and information about policy issues across Canada, promising practices and to strategize on moving the ELCC sector forward.

ECE Workforce Research Roundtable

Co-hosted with the Atkinson Centre for Society and Child Development, with support from the Muttart Foundation, a one-day roundtable in June 2019 to assess, analyze and report existing research on the ELCC workforce.. The roundtable discussion, with sector stakeholders and researchers, was held in Toronto at the Ontario Institute for Studies in Education (OISE). The meeting identified what research has been done to date about the workforce, how to avoid unnecessary duplication, to identify missing information and ways of attaining it and to explore effective ways to share current and future work.

The ECEBC Sector Labour Market Partnership Project (SLMP)

CCCF continued its involvement as a committee member in the SLMP, funded by the Province of BC. The work of the committee is to guide the SLMP Project, “Evaluation of Early Years Learning and Care Recruitment and Retention Strategy”, which is being undertaken by ECEBC. The goal of the project is to enable a mechanism for regular sector feedback on the direct and indirect impacts of ELCC recruitment and retention strategies on the BC’s childcare workforce and on families

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 summer 2019 and into 2020.

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 launched in fall 2020. 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.

Alberta and Saskatchewan Early Learning Leadership Caucus’

With funding provided by the Muttart Foundation, CCCF has continued to work with its leaders’ caucus in both Alberta and Saskatchewan. With the support and involvement of the CCCF, these groups of Alberta and Saskatchewan ELCC leaders are focused on the future of early learning and child care policy and services in their provinces and also focused on the professional organization of the ECE sector and how to further their collective voice and work, which is so important and timely COVID-19.

The **Alberta Leaders Caucus**, along with CCCF partner the Association of Early Childhood Educators of Alberta (AECEA) actively engaged in broad grassroots engagement with the AB ELCC sector, focused on regulation review, a significant workforce study/report, creating a plan and pathway for professionalizing the sector.

The **Saskatchewan Leaders Caucus** conducted a historic, first-ever survey of the Saskatchewan ELCC workforce. The data gathered is informing the work of the caucus and in partnership with CCCF affiliate, the Saskatchewan Early Childhood Association (SECA), produced three infographics based on the data and as importantly, is using the data to inform policy recommendations to the Province of SK.

Home Child Care Training Resources

CCCF continued to work with leading family child care experts including Canadian Union of Postal Workers (CUPW) Child Care Fund, Andrew Fleck Children’s Services and other researchers to develop an introduction to Home Child Care online resource. Our partners at Andrew Fleck Children’s Services produced a set of videos depicting home child care providers and their experiences. The video vignettes will be posted along with an *Intro to Home Child Care* e-book on CCCF’s new website. A larger proposal was developed and submitted to offer the entire training program into an online format.

Healthy Schools Day

Funded by Health Canada and working with Canadian Partnership for Children’s Health and Environment (CPCHE), CCCF was pleased to support the work of its partner, the Canadian CPCHE on their continued work on Healthy School Day in Canada. This year’s focus was on diesel fumes and their effects on children (and adults).

NEW—CCCF Website and Rebrand to be launched in Fall 2020

Under the technical stewardship of Kadima Digital a leading web site solutions company contracted in 2019, CCCF will be launching its new dynamic website in fall 2020. More than a “shuffling of the deck chairs”, the new website is a data driven, SEO optimization, online content presence—with global interactive features. The CCCF will also be rebranding with a new logo, corporate image and colour and new marketing content. Frequent editorial will be replacing CCCF’s Interaction magazine with more current story and article posts for and by members and Canada’s ELCC sector. CCCF will also be engaging more significantly and regularly via online platforms, working to build membership, enhancing ELCC practice/professionalism and supporting our affiliates. This will be a first-in Canada initiative specific to the ELCC sector. Sincere appreciation to the CCCF affiliate and Member Council for their support and contributions to its development.

Looking Back Moving Forward—National Conference with The Early Childhood Educators of BC (ECEBC)

ECEBC co-hosted a very successful national conference in Vancouver in April 2019. Bringing together over 700 of Canada’s ELCC sector and supporters, with keynotes Cindy Blackstock, Indigenous children’s rights activist and Tove Mogstad-Slinde from Norway. Our Indigenous partner, the BC Aboriginal Child Care Society contributed knowledge and practices in Indigenous child care, and many breakout sessions covering both ELCC practice and policy covered every topic in child care learning. It was an inspiring and forward looking—as the title says—conference for our ELCC community. Many thanks to the Muttart Foundation as well as the Government of Canada via Employment and Social Development Canada (ESDC) for their financial support of the CCCF specific to the conference.

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

Funded by WAGE (formerly Status of Women) working with Childcare Resource and Research Unit (CRRU), Child Care Now (CCN), this project culminated in a December 2019 National Meeting of ELCC Stakeholders, held in Ottawa, which also marked the first time then new Minister of Families, Children and Social Development Ahmed Hussen met with Canada's ELCC sector. The purpose of the project was to address the need for quality, affordable, accessible child care as an essential service for Canadian women and to empower them to overcome the economic, social and institutional barriers they face by motivating systemic change to access quality, affordable 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 making the system change in order to transform Canada's weak child care situation to one of strength.

National Early Learning and Child Care Workforce Development Conference

CCCF was honored to be a planning partner and presenter at the Learning Enrichment Foundation's conference held in Toronto in mid-March 2019. The conference brought together individuals from Canada's ELCC sector to learn and provide comments and direction on current research, practice, education and issues specific to the ELCC workforce. The conference was funded by Employment and Social Development Canada (ESDC) via its innovation strategy.

Online Outdoor Play Training Course

CCCF continues to host the popular online Outdoor Play Training Course. In the past year we added two additional intakes that included a partnership with Families Canada that provided their members with this enriching professional development opportunity. Researched and developed by Drs. Beverlie Dietz and Diane Kashin and educators Joanne Keilty, Cheryl Hatton, and Erin Holmes the course was offered initially during the project funded by the Lawson Foundation. CCCF served as an original partner and now is responsible for the administration and hosting using a self-sustaining funding model.

Child and Nature Alliance of Canada

The Child and Nature Alliance of Canada (CNAC) fosters meaningful connections with the outdoors for children and youth. CCCF is pleased to be working with

CNAC on connecting Canada's ELCC sector with nature through policy, research and practice. In September 2019, CCCF attended and presented at the Breath of Fresh Air Outdoor Play Summit that brought together outdoor play experts from all over Canada and abroad.

Early Childhood Education Faculty Forum

The ECE Faculty Forum brings together post-secondary ECE faculty from every province and territory across Canada. When you sign up and become a member of the ECE Faculty Forum, you will join an online community where you can pose questions, share resources and be kept up to date on what is happening across the country in the ECE sector. We have a vibrant online community which is housed in our private Facebook Group. All Post -Secondary ECE faculty from across Canada are invited to join and engage. <https://www.facebook.com/groups/444245069722359/>

Storypark

CCCF partnership with Storypark has continued. As the leading provider of private online learning communities to support parents, early childhood educators and children's learning and development Storypark is an influential organization in our sector. They lead in technology for this sector by informing our sector of how to safely use technology to improve communications with families and advancement of record keeping. We engaged with these leaders and hosted a webinar about how to connect safely online.

Raffi Foundation for Child Honouring

CCCF partnered with the Raffi Foundation to offer a discount to CCCF members in the opportunity to take their online professional development course in Child Honouring. This interdisciplinary course has 10 modules of multi-media content including videos, interactive activities, distinguished guests, and Raffi's insights and music. Educator Kristin Wiens and Raffi take you through the Covenant for Honouring Children and its 9 principles for conscious living. Described as a compassion revolution, the course is based on Raffi's Covenant for Honouring Children and its 9 principles.

Early Childhood Educators of BC Code of Ethics

CCCF was pleased to be a member of the national advisory committee that was gathered to review the revisions being done to the document by the original authors, Frances Ricks and Sandra Griffin. The code was developed to help Early Childhood Educators monitor their professional practice it's intended to both guide educators and families with whom they work.

Media and Social Media Highlights

News Media

In this 2019-2020-year CEO Don Giesbrecht spoke in more interviews than we have seen in years, speaking up for child care and the workforce and the need for more from our governments. Quotes and soundbites in both print and television interviews are populated in the **Globe & Mail, Toronto Star, Winnipeg Free Press, Global News, Canadian Press** and **CBC TV and Radio**. An OP-ED appeared in the **Winnipeg Free Press – Child Care Crisis Also Work Crisis**, in which CCCF posited that the child care workforce is sorely neglected in the dialogue on the child care situation in Canada.

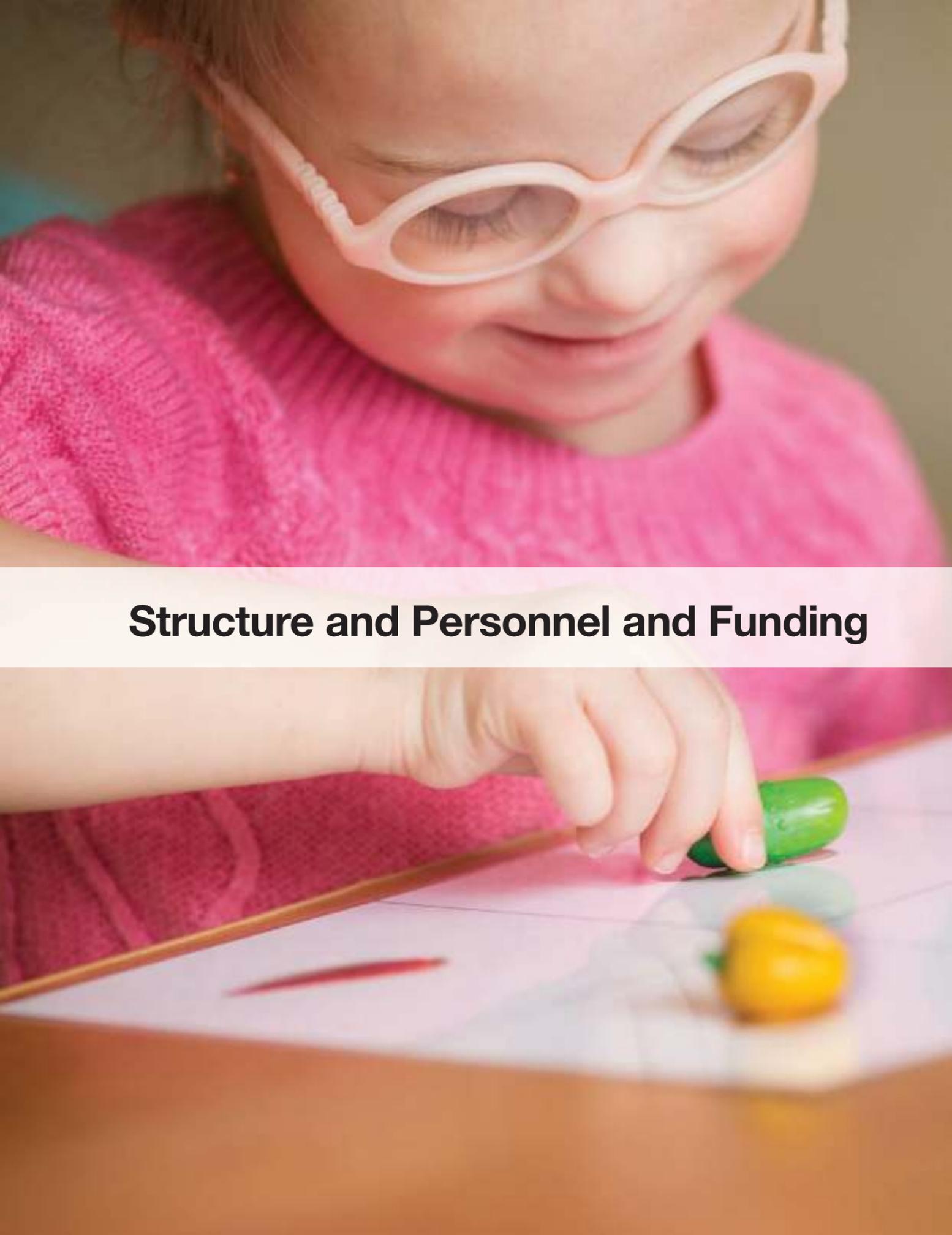
Interaction.ca Weekly

Since 2012, CCCF publishes Interaction.ca Weekly, to share child care news from across Canada, resources and local and national child care activities for child care professionals. This news rich online newsletter also connects our members to the ECE marketplace, college programs and resources across the country.

Social Media Community

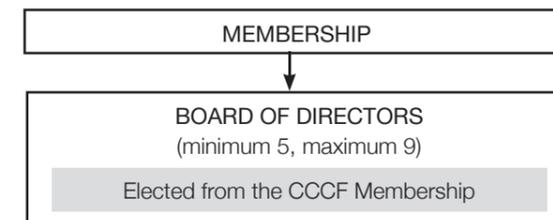
CCCF's **FACEBOOK** page has seen its biggest growth in members since it began the platform with **5,956** members – an increase of over 2000 since last year. CCCF has also created a separate CCCF Facebook Page and will be offering member only access to discounts and benefits on this page—all part of our new membership engagement strategy.

Our **Twitter** account has **2,896** followers — a 320 increase. We thank all our contributors for their ideas and inspirations — keep them coming!



Structure and Personnel and Funding

Governance Structure



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)

Board of Directors 2019-2020

Marni Flaherty (Ontario), Chair
Christie Scarlett (Alberta), Treasurer
Taya Whitehead (BC), Secretary
Joan Arruda (Ontario), Director
Laura Fowler Massie (Quebec), Director
Donna Stapleton (Nova Scotia), Director
Angie Stevenson (Saskatchewan), Director
Linda Cottes (Ontario), Director
Cathy Ramos (Nova Scotia), Director

Member Council 2019-2020

Alberta Family Child Care Association	Ashton Sharp
Association of Early Childhood Educators of Alberta	Manna Middleton
Association of Early Childhood Educators of Newfoundland and Labrador	Meredith Loveys
BC Aboriginal Child Care Society	Karen Isaac
BC Family Child Care Association	Tracie Bourgeois
Certification Council of Early Childhood Educators of Nova Scotia	Janice MacKinnon
Early Childhood Care and Education New Brunswick	Vacant
Early Childhood Development Association of Prince Edward Island	Sonya Hooper
Early Childhood Educators of British Columbia	Charlene Gray/Violet Jessen
Home Child Care Association of Ontario	Kim Hiscott
Manitoba Child Care Association	April Kalyniuk
Nova Scotia Child Care Association	Catherine Cross
Saskatchewan Early Childhood Association	Georgia Siourounis

Personnel 2019-2020

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



Front Row, L-R: Don Giesbrecht, Nicki Dublenko (AB Leaders Caucus), Sonya Hooper (ECDA of PEI)
 Back Row, L-R: Jodie Kehl (MCCA), Emily Gawlick (ECEBC)

2019-2020 Funders

CCCF Affiliates
 Muttart Foundation
 Andrew Fleck Children's Services
 Lawson Foundation

Project Funders/Partners

Learning Enrichment Foundation
 Max Bell Foundation
 CUPW Child Care Fund
 Public Health Agency of Canada
 Government of Canada- WAGE

CCCF Membership

As of March 31, 2019 CCCF membership is approx. 8,300 members





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



CANADIAN
CHILD CARE
FEDERATION

FÉDÉRATION
CANADIENNE DES
SERVICES DE GARDE
À L'ENFANCE