



*COALITION ONTARIENNE POUR
de meilleurs services
éducatifs à l'enfance*



*ONTARIO COALITION FOR
Better Child Care*

ANNUAL REPORT

2014-15

Annual General Meeting, September 24, 2015

BOARD OF DIRECTORS

TABLE OFFICERS

President	Vice-President	Secretary-Treasurer	Past President	Member-at-large
Sheila Olan-MacLean	Carrol Anne Sceviour	Lucille Desjardins	Tracy Saarikoski	elaine Winick

ORGANIZATIONAL MEMBERS (Up to five elected from Council)

Name	Organization
Victoria Hunt	Ontario English Catholic Teachers' Association
Christina Gilligan	Canadian Union of Public Employees
Carrol Anne Sceviour	Ontario Federation of Labour
elaine Winick	Association of Early Childhood Educators Ontario

NETWORK MEMBERS (Up to five elected from Council)

Name	Location
Lynn Carlson	Dryden
Lucille Desjardins	Orillia
Sheila Olan-MacLean	Peterborough
Karen Hanna - Nesrallah	Ottawa
Debbie Milne	Belleville

GENERAL REPRESENTATIVES (Up to two elected from Council)

Name	Location
Christine Sbardella	Ottawa
Michel Laflamme	Ottawa

PAST PRESIDENT

Name	Location
Tracy Saarikoski	Sudbury

LOCAL 2484 REPRESENTATIVE

Name	Organization
Janet Teibo	Local 2484 staff

STAFF

Name	Position
Carolyn Ferns	Public Policy and Government Relations Coordinator
Viktoria Bitto	Membership and Administration Coordinator

PROVINCIAL ADVISORY COUNCIL

PROVINCIAL ORGANIZATIONS

Name	Organization
elaine Winick	Association of Early Childhood Educators
Rosemary Judd-Archer	Ontario Secondary School Teachers' Federation
Christina Gilligan	Canadian Union of Public Employees
Carrol Anne Sceviour	Ontario Federation of Labour
Victoria Hunt	Ontario English Catholic Teachers' Association
Laura Thompson	Ontario Public Service Employees Union
Vivian McCaffrey	Elementary Teachers Federation of Ontario
Caley Kennedy / Caitlin Smith	Canadian Federation of Students
Wendy Taylor	Canadian Federation of University Women
Caroline Rabbat	YWCA
Lisa Kelly	Unifor

NETWORK MEMBERS

Name	Location
Lucille Desjardins	Orillia -West Ridge Early Learning Centre
Lee Anne Kelly	Durham – Schoolhouse Playcare Centres of Durham
Nina Megaw	RECE Toronto
Amy Fraser	Barrie - Springwater Child Care
Tracy Saarikoski	Garson – Teddy Bear Day Care
Lynn Carlson	Dryden
Barb Buffett	Kenora
Sheila Olan-MacLean	Peterborough – Kawartha Child Care
Christine Mumford	Northern Lights
Teresa Burke	Nursery Two
Debbie Milne	Belleville-First Adventure Child Care
Michel Laflamme	Ottawa- Aladin Child Care
Karen Hanna-Nesrallah	Ottawa Child Care Association
Christine Sbardella	Ottawa Child Care Association
Karen Cole-Thrasher	Ottawa Child Care Association
Athina Basilladis	RECE Ottawa
Rachelle Campbell	Guelph – University of Guelph Early Learning Centre
Carol Wagg	London Children's Connection
Mike Harkins	London Bridge
Kim Gilbert	RECE, Windsor
Jane Mercer	Toronto Coalition for Better Child Care
Michele Lupa	Mothercraft
Donna Spreitzer	Jackman Daycare

LOCAL 2484 REPRESENTATIVE

Name	Organization
Janet Teibo	Local 2484 staff

Public Policy and Government Relations Coordinator's report

Carolyn Ferns

Key goals

- Monitor and respond to policy developments provincially and federally;
- Raise public awareness of child care issues through media and public events;
- Campaign for our vision of a comprehensive early childhood education and care system;
- Collaborate with supporters and allies provincially and nationally to keep child care on the public agenda.

It has been an extremely busy year for the Ontario Coalition for Better Child Care, a year of significant change and renewal.

We saw a number of major policy developments at the provincial level, including the passage of new legislation governing our field, consultation on regulations to accompany the new legislation, the introduction of a new wage enhancement, and the continued roll-out of full-day kindergarten. We have also seen continued closures of public and non-profit child care programs across the province and a report showing that Ontario has the highest and least affordable child care fees in the country. Shocking deaths in illegal child care homes led to a major investigation by the Auditor General, pointing ever more clearly to the need for a real child care system to provide quality options for Ontario families.

Federally, we saw the possibility of national child care back on the agenda, as the federal NPD made child care a major plank in their election platform nearly one year before the federal election set for October 19th, 2015. The Child Care 2020 conference brought the child care community from across the country together around a vision for universal child care.

All these developments and many more mean that we need to build a stronger, more active and united coalition to raise our voices together for a quality ECEC system for Ontario. We are

working on collaborating more closely with members, allies and supporters, including reaching out to the academic community to strengthen our ability to develop a detailed policy ask around which to build support. The following are highlights of our work together toward key goals in 2014/15:



The OCBC would like to thank all of the many volunteers and allies who helped make our work possible this year. Special thanks go to the student members whose enthusiasm for our field gives us hope and strength to continue the struggle.



Policy responses

OCBCC's Submission to the Committee on Social Policy in response to Bill 10: Child Care Modernization Act
November 18, 2014

Child care key to addressing child poverty in Ontario and across Canada: Campaign 2000 report card
November 24, 2014

High quality non-profit centres anticipating wage funds
December 07, 2014

Ontario Coalition for Better Child Care's response to the Auditor-General's findings on child care
December 10, 2014

OCBCC welcomes action on child care wages, but questions remain and more support needed
January 20, 2015

The \$1 wage enhancement for staff in regulated child care centres and the home child care (wage) enhancement grant: What do we know?
January 27, 2015

It matters to child care! It's time to reinstate the long-form Census.
February 02, 2015

Child care counts! Ontario government needs to protect child care in our schools
February 12, 2015

PBO report confirms that the Universal "Child Care" Benefit is neither child care nor much of a benefit
March 31, 2015



“Ontario desperately needs a comprehensive system based on the principles of universal entitlement, high quality and comprehensiveness. It will require not only vision and a well-designed policy framework with long-term goals, targets and timetables, but also political will and ongoing sustained funding.”

- OCBCC's submission to the Committee on Social Policy in response to Bill 10.

Media coverage featuring OCBC comment



- West End Parents Day Care struggle highlighted.

ECE wage increase announced. *CBC News*, April 22, 2014

Ontario Budget 2014: Low-income families get boost. *Huffington Post Canada*, May 1, 2014

Parents need child care to work, party leaders told. *Toronto Star*, May 9, 2014

Horwath promises \$100-million for child care. *Globe and Mail*, May 11, 2014

Schools in affluent areas more likely to offer after-hours child care, study finds. *Toronto Star*, June 23, 2014

YMCA doubles daycare spots in wake of full-day kindergarten. *Toronto Star*, Jun 23, 2014

Home daycares predict 'childcare crisis'. *Ottawa Sun*, August 13, 2014

Ottawa Votes: Candidates pushing to make child care an election issue. *Ottawa Citizen*, October 3, 2014

Candidates pledge support for child care. *Sault Star*, October 23rd, 2014

Study reveals the most and least affordable Canadian cities for child care. *CTV News*, November 10, 2014

GTA child care costs tops in national study. *Toronto Star*, November 10, 2014

Sticks, carrots and a real child-care system. *Toronto Star*, November 13, 2014

Daycare reform bill still leaves kids behind. *Hamilton Spectator*, November 28, 2014

The woman pushing for better care for Ontario children: Toronto Star's People to Watch in 2015. *Toronto Star*, December 29, 2014

Wynne announces pay raise for early childhood educators. *Toronto Star*, January 19th, 2015



- Municipal child care campaign featured.



- Public Policy Coordinator profiled.



- Scotia Plaza parents speak out.

Parents trying to save downtown daycare with fundraiser. *Global News*, January 20, 2015

Promised wage hike for Ontario child care workers still far off. *Toronto Star*, January 20, 2015

One more year without a national child care program. *Child Care Canada NOW blog, rabble*, February 6, 2015

Future of dozens of city schools to be determined over next 3 years. *CP24*, February 10, 2015

Families without child care costs get most of Tories' enhanced child care spending, budget officer says. *Toronto Star*, March 31, 2015

Coverage of OCBCC parent voices

The OCBCC also plays a role in media with parent advocates to speak about child care issues. Selected media coverage in the last year:

Ontario cities have most expensive daycare costs in Canada, finds study. *Toronto Star & Metro*, November 10th, 2015.
Featured parent advocate Eitan Grinspun

Toronto's high childcare fees are unaffordable: report. *Dialog*, January 5, 2015
Featured student parent advocate Shana Kealey

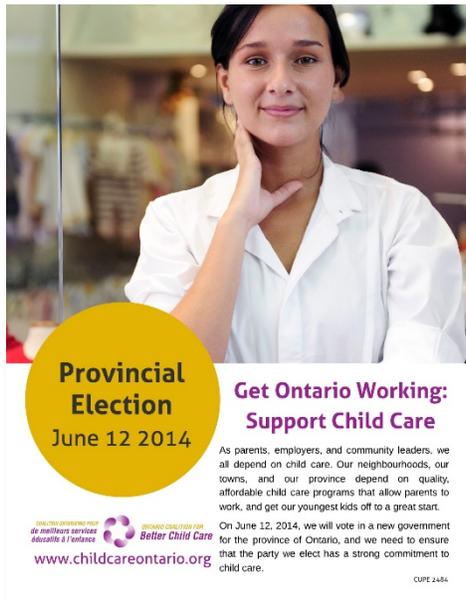
Canadian family policy stuck in the past, report says. *Toronto Star*, January 26th, 2015
Featured parent advocate Brooke Richardson

Families without child care costs get most of Tories' enhanced child care spending, budget officer says. *Toronto Star*, March 31, 2015
Featured parent advocates: Charlotte Genoa, Eitan Grinspun and Josh Katz



- Eitan Grinspun in the *Toronto Star*

Campaigns, events and collaborations



The OCBCC continued to campaign for our vision of early childhood education and care in 2014/15. Thanks to the support of the Ontario Trillium Foundation we were able to launch a year-long campaign, I Depend on Child Care, to raise awareness of the value of licensed child care and Early Childhood Educators to communities across Ontario. Running throughout both the provincial and municipal election campaigns of 2014, a key part of the I Depend on Child Care campaign was securing pledges from provincial and municipal candidates to support child care if elected. The project also allowed OCBCC staff to travel to communities around the province to build capacity and cross-sectoral support for our vision of child care.

The OCBCC held its annual Child Care Worker and Early Childhood Educator Appreciation Day on October 29th, 2014. Held in collaboration with Ontario's labour unions, with special

support from CUPE Ontario, Appreciation Day celebrates the early childhood workforce while highlighting their vital work and their need for better compensation and support. 2014 was the 14th anniversary and saw the day proclaimed in dozens of municipalities around Ontario.

In November 2014, OCBCC Board members and Public Policy Coordinator participated in the Child Care 2020 conference in Winnipeg. The fourth national child care conference, Child Care 2020 laid out a vision of an early childhood education and care system in



Canada, and laid the groundwork for a national campaign to make child care a key issue in the federal election. Together with the AECEO, the OCBCC co-hosted an Ontario caucus at the conference, and staff presented as part of a mini-plenary session on moving from a child care market to a system. In February 2015, the OCBCC Council endorsed the Child Care 2020 vision.

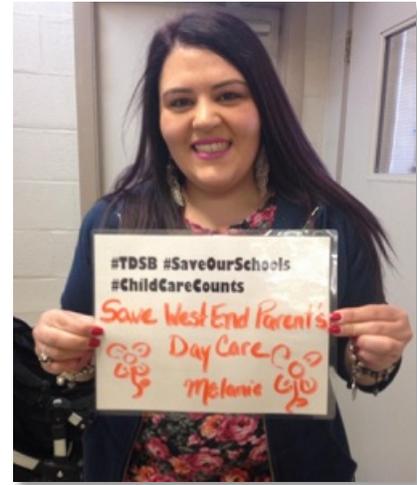


Momentum from the Child Care 2020 conference grew into the Vote Child Care 2015, which launched on International Women's Day 2015 in Toronto. Organized centrally by the Child Care Advocacy Association of Canada, the OCBCC is part of the steering committee for the campaign. The Vote Child Care 2015 campaign's aims include:

- Unite and build the child care movement including developing next generation of leaders.

- Explain the problems inequitable approaches to child care such as tax breaks, income splitting and cheques to parents.
- Campaign for our vision of child care. Continue to engage organizations and individuals to promote our vision and seek pledges to Vote Child Care 2015.
- Make child care a key issue and win our vision of child care in 2015!

The OCBC collaborated with CUPE 2484 and CUPE 4400 to develop a campaign to address the needs of child care centres and other community uses of schools. The campaign began as “Child Care Counts” with CUPE 2484 to highlight the threat of closure to child care centres in Toronto schools. It then grew into “Count Us In”, a province-wide postcard campaign to advocate to the provincial government to include all community uses of schools in planning and funding.



Future work

2014/15 also saw plans begun for new projects, events and campaigns. The upcoming year will bring: regional conferences in collaboration with the Association of Early Childhood Educators Ontario, supported by the Trillium Foundation; the Ontario Child Care Policy Summit with CUPE Ontario, the



AECEO, CRRU and Ryerson University; a photo documentation project, Portraits of Child Care, as part of 15th anniversary Child Care Worker and Early Childhood Educator Appreciation Day celebrations; and the release of a report on the State of Child Care in Ontario.

Throughout these activities, the OCBC will continue to work to unite the child care movement around a common vision of early childhood education and care, to push for a real plan for Ontario child care and a national child care program for Canada.

Membership and Administration Coordinator's Report

Viktoria Bitto

2014/15 Membership

2014/15 was a year of change, reform and restructuring for the OCBC's membership and administration, work that will continue into 2015/16. In 2014/15 the membership budget goal was \$81,000 and reached \$80,397 at the end of the fiscal year. Upon taking up the position of Membership Coordinator in January 2015, membership revenue for the year stood at \$74,895.23. While normally the bulk of membership revenue is received the first quarter of the fiscal year, through a concerted effort to follow up on non-renewals, we collected \$5,501 in outstanding memberships in the last quarter of 2014/15. This was achieved through membership outreach and communication with non-renewing child care centres.

In April 2014 there were 101 non-renewing members (centres, students and individuals). From January to March 2015, we were unable to renew 35 members including six centres that had closed. Of the 66 remaining non-renewals we have secured 20 renewals and continue through outreach to regain membership from the 46 individuals, students and child care centres that we have not yet received.

Since beginning in the role, I have also worked to reconfigure the membership database to improve the accuracy of records. Turnover of staff had led to some inconsistencies in membership tags in our Nationbuilder database, for example continued inclusion of non-renewals and outstanding membership. These were issues that I worked to rectify in 2014/15. In 2015/16 work will continue to reconfigure our database to simplify how membership is processed and ensure more accurate record keeping going forward.

Another focus of 2014/15's work was to analyze and strategize ways to increase membership and to better engage members in our work. I believe that placing a focus on engagement helps the OCBC build membership and capacity and also ensure renewal. Engagement is broken down into Relationship + Action. The first step to rebuilding our membership is by securing our relationship with the community. This underlies all the work we have done. Action is the aspect that we are excited to revitalize by offering new outreach materials and strategies but also by coordinating and offering new projects and opportunities to build leadership in the community.

The following are highlights of our 2014/15 work and current plans:

Key goals

- Increase and diversify membership.
- Retain student members after graduation.
- Better engage members in the work of the OCBC.
- Build a broader and stronger coalition, with leadership capacity across the province.
- Simplify and rationalize OCBC administration.

Student Membership

- Created new materials and packages to send to new members. The package includes a personalized certificate, receipt, a welcome letter and access to new materials and publications.
- We have been attending class talks about child care policy and advocacy. These panel discussions have been very successful- our last talk at centennial helped us gain over 250 new student prospects.
- Exploring fee options to help transition student membership to regular membership after graduation.
- Organizing a Student Advocacy Committee to provide a formal place for student voices within the OCBCC.



Child care centres

With over 3,000 public and non-profit child care centres in Ontario, there is huge potential to increase the membership of child care centres, and thus build our strength. Over the past year we have seen a low number in child care centre membership. Of course some of this is due to financial restrictions and cuts, but it also has to do with the relationship that centres have with the OCBCC. In 2014/15 the OCBCC:

- Created membership reports to update/assess non-renewing centres and members
- Sent non-renewing members a physical package along with email that contains a thank you for support, introduction to the new staff and approach and a membership feedback sheet. The feedback sheet contains questions that will help us gauge what we can do to ensure membership renewals.
- Face-to-face support from the OCBCC staff. We have been active in ensuring that the OCBCC is present in the community as an ally and support, especially to centres threatened with closure.
- Work has begun on our photo documentation project Portraits of Child Care, which aims to showcase high quality child care programs and the staff that work in them, and engage new centres through the project website.



- Updating publications to offer members accurate and up-to-date information.

Parent Membership

- Lowered individual membership fee to \$40.00 to help remove financial gap between parent membership and other categories.
- Established events such as “find your voice” to engage parent community.

AUDITED FINANCIAL STATEMENTS