



Child Care Advocacy Association of Canada **Association canadienne pour la promotion des services de garde à l'enfance**



Message From the Chair

This has been a year of challenges for CCAAC. Due to the expiration of project funding from the federal government, the Board was faced with the difficult decision to close operations in the Ottawa office in June 2008. While the decision was a difficult one, we were committed to maintaining our Ottawa-based contact information to offer our membership some consistency. As a result, creative solutions were developed in order to maintain our mailing address and phone, provide some ad hoc office space when needed and storage facilities.

Despite our financial constraints, CCAAC continues to move ahead.

A number of key documents, briefs and reports were completed, including our submission to the Federal pre-budget consultation (Dec 2008) "**Child Care Services: Economic Stimulus with Long Term Benefits for Canada**", "**Not in the Public Interest: Private Development and other entrepreneurial child Care Schemes**" (A briefing Note for Elected and Government Officials), "**What does CEDAW mean for child care in Canada**" and collaboration with CCPA's Alternative Federal Budget Fiscal Stimulus Plan (Jan 2009). In partnership with the Canadian Labour Congress, federal, provincial and territorial report cards on child care were completed and distributed in June 2008. CCAAC also contributed to the Briefing for Canada UPR (United Nations Universal Periodic Review of Canada) (2009).

Our strategic plan included increased activity in outreach and reestablishing CCAAC's public presence. Information tables were set up at a number of provincial and national conferences where over 1,000 copies of our materials were distributed. Invitations to delegates to join our regular e-broadcast lists increased our outreach significantly.

In Ottawa I was pleased to **present to the HUMA committee** on behalf of CCAAC as well as the CLC Women's Caucus. I also attended meetings with the federal Liberals (including a meeting with Liberal Leader Michael Ignatieff, and several other Liberal MPs). Meetings were also held with key NDP MP's including Olivia Chow and with the Bloc Yves Lessard and Josée Beaudin.

In April, CCAAC hosted a meeting with key Labour partners in Ottawa to strategize about how we could best pool resources and energy while moving our child care agenda forward. Many thanks to Jamie Kass, CUPE and CUPW for helping make that meeting such a success.

In the Spring of 2009, our collaborative effort with Canadian Centre for Policy Alternatives, "**Our Schools Our Selves – Caring for and educating young children in Canada**" was released.

Thank you to all of the volunteers who contribute their time to our committee work. This year committees met around election readiness, corporate child care issues, and membership.

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Annual Report 2008 - 2009

CCAAC Website Gets Makeover!

Building on many years of tireless work to offer an up-to-date, content-rich website, this past year we have taken our online communications one step further. We have streamlined, refreshed, and enhanced our website (www.ccaac.ca/www.acpsge.ca) making it a key resource for child care advocates like never before. If you haven't already, check it out!

In the summer of 2008, we conducted a full content and user review, resulting in the streamlining, restructuring, and reprofiling of the site's rich resources. Utilizing images and graphics, the **Homepage** was redesigned to provide quick and easy access to CCAAC's Core Documents, Advocacy Updates, and Advocacy Actions, as well as key external resources such as the Child care Resource and Research Unit website and the child care Federal Election campaign website. New content areas were also created to profile recent Hot Topics in Canada, including the Corporatization of Child Care and the Child Care and The Economy sections.



In the winter of 2009, we revamped and launched a new look and feel for the website, which features a new banner utilizing images to reflect our organizational focus – advocacy for child care policy that supports the right of all children to access a publicly funded, inclusive, quality, non-profit child care system. Child care policy for national system-building is reflected by the image of the Canada map overlapped with the parliament building and

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Add your organization to our map!

Join our online child care advocacy community and become part of our nation wide child care advocacy network!

Simply send us an email asking us to add the name of your organization on our map.

About the CCAAC

The Child Care Advocacy Association of Canada (CCAAC) is dedicated to working together for the right of all children to access a publicly funded, inclusive, quality, and non profit child care system. Our organization is non-profit, membership-based and regionally representative.

The CCAAC works for:

- Child care as a cornerstone of progressive family policies.
- The right of all children to access a child care system supported by public funds.
- A child care system that is comprehensive, inclusive, accessible, affordable, high quality and non-profit.
- A range of child care services for children from birth to 12 years.

To achieve our goals, the CCAAC works with members and partners to: hear about their family and child care priorities; inform them about quality, affordable and accessible early learning and child care; develop policy solutions; address access barriers and gaps in services; and help parents, child care workers and other community members' voices to be heard.

The CCAAC partners in initiatives to raise the public profile of child care and to promote broad support for child care services that meet family needs. We work collaboratively with provincial/territorial child care organizations, social justice organizations and governments at all levels.

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child with caregiver (mother, father or care care provider). A vibrant green and other visual effects were also introduced to reflect the vitality behind the child care movement in Canada today.

Immediately following the launch of the new CCAAC website, in March 2009 we revamped the format of our bi-weekly email **Advocacy Update**. We transformed our simple email broadcast into an html-based update that touches on a wide range of child care advocacy activity in Canada such as "on the ground," "on parliament hill," "on the international front," and "fresh off the press." This new presentation of information allows our readers to quickly find and seek out more information on topics of particular interest. Continuing to act as an update on child care policy and CCAAC news and activity, the new format also aims to highlight key activities from sector partners and provincial coalitions, thereby shedding light on the real depth and breath of the child care advocacy movement today. If you are not already signed-up for our email broadcast, you can do so by clicking on Sign-up for Email Updates button on the top right of our **Homepage**.

Finally, in the spring of 2009, we launched a new, exciting feature on our website – **a map of child care advocacy across the country** that acts as a directory of organizational child care advocates and supporters across the country. Organizations that would like to be included on the map with a link to their website are invited to contact us via email at info@ccaac.ca with the subject "add me to your map" and with their name and web address.

And we are not stopping here. Stay-tuned as this new year will feature even more online developments that will make it easier to keep in touch, share stories, and take action!

Message from the Chair, continued from page 1.

While our latest funding application to Status of Women did not receive funding, we continue to seek out funding opportunities that will strengthen our organization and allow us to continue to do the work we know is so important. I would like to take this opportunity to thank the BCGEU, CUPW, Ontario School Teachers' Federation, Canadian Federation of Nurses Unions and PSAC for their generous donations in the 08-09 fiscal year. This support has allowed us to keep our doors open and to look forward with excitement to the coming year's work.

For the fall, we will continue with our outreach activities, membership growth, collaborative work with our partners, and responses to provincial and national policy and lobbying in Ottawa.

Finally, there are many people to thank for their contribution to our child care advocacy work. I would like to thank our Board members, participants on our cross country advocacy calls, partners and supporters. A special thank you goes to our team of consultants: Susan Harney, Kim Nelson, Jocelyne Tougas and Emily King. These dynamic women have put in countless hours, often on very short turnarounds to make sure that the work gets done. Without your help CCAAC could not continue to be the strong organization we are today.



For over 25 years our goal has remained the same – Canadians need and want a child care system in Canada that allows all children the right to access a not for profit, publicly funded, inclusive, quality space. Our time is coming. We will not stop until we have reached our goal together.

A handwritten signature in black ink that reads "Jody Dallaire".

Jody Dallaire
Chairperson

Financial Snapshot

While 2009 marks the first full year that the CCAAC has not held contracts with the Government of Canada to carry out research and public education projects, the organization received approximately \$105,000 in contributions from its members and supporters during the year (2007/08 - \$95,000).

The organization significantly reduced expenditures, relying even more on volunteers to support priority advocacy functions. The CCAAC drew down net assets by \$14,000 in 2009, bringing forward \$111,000 in net assets to support ongoing advocacy in the 2009/10 fiscal year.

The CCAAC also administers the Code Blue for Child Care Campaign on behalf of a range of partners. The Campaign utilized \$46,000 in 2008/09. Campaign funds are held and tracked independently of CCAAC resources, and \$38,000 have been carried forward into the 2009/10 fiscal year.