



Message from the Board of Directors

Despite very limited financial resources, the past year has yet again been a busy one for the Child Care Advocacy Association of Canada (CCAAC). The tremendous support from our members, labour partners and volunteers enabled us to maintain important outreach and collaborative work with sector partners, deliver regular advocacy updates and facilitate communication from supporters through our blog site, weneedchildcare.ca. We also expanded our advocacy work regionally, at a pan-Canadian level and – for the first time - internationally with the launch of our newest project, Child Care is a Right.

We began the fiscal year collaborating with our friends advocating for women's rights. Our new blog website was launched on Mother's Day 2010 at the Child Care Now Rally on Parliament Hill which was organized by the [Ad Hoc Coalition for Women's Equality and Human Rights](#). The rally brought together mothers, fathers, child care workers, human rights activists, politicians and others - all calling for quality, accessible and affordable child care programs in Canada. That month we also stood together with several Women's organizations such as the [Canadian Research Institute for the Advancement of Women](#), the [New Brunswick Coalition for Pay Equity](#) and several other organizations to denounce their recent de-funding. As our joint press release explains, "These organizations are merely the latest victims of the Harper cuts [...] These funding cuts have significant implications for democracy in Canada".

In partnership with the [Coalition of Child Care Advocates of BC \(CCCABC\)](#), in July 2010 we introduced CCAAC's newest project called *Child Care is a Right*. Our child care advocacy began as a central issue of the women's rights movements, so it's natural for us to return to our roots and focus on child care from a women's, children's and family rights position. The core of the project is to explore Canada's international treaty obligation to women, children and families as they pertain to child care. The project focuses on the Convention on the Rights of the Child (CRC) and related General Comment #7, the Convention to Eliminate Discrimination Against Women (CEDAW) and the Covenant on Economic, Social and Cultural Rights (check our websites for links to these documents – www.cccabc.bc.ca / www.ccaac.ca). To what extent does public policy in Canada recognize the social and economic changes and challenges facing families today? We concluded the fiscal year with the launch of *A Tale of Two Canadas* – a brief which explores two fundamentally different answers to this question.

**CHILD CARE
IS A RIGHT**

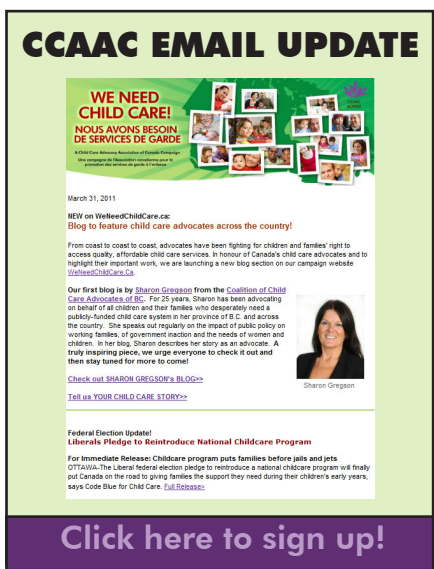
Annual Report 2010 - 2011

In August, we re-submitted [our recommendations](#) to the Federal Standing Committee on Finance for the 2011 Federal Budget to:

1. **Stop misleading Canadians and the international community by claiming spending of \$5.9 billion annually on early learning and child care.** The majority of these funds are provided to parents and provinces to spend as they choose. At best, the federal government currently invests \$0.7 billion with some federal accountability for child care - about 12% of the amount claimed.
2. **Prioritize, in the 2011 Budget and beyond, significant and increasing new federal transfer payments to provinces and territories conditional upon their provision of a plan, with measurable targets and timelines and approval of provincial legislatures, to build a system of quality, affordable, inclusive child care services.** Specifically, as a condition of transfer, provinces and territories must agree to provide direct operating funding to regulated child care services that are, in turn, accountable for raising the wages of professional early childhood educators, lowering parent fees, and building community-owned spaces that meet the diverse needs of Canada's families, the majority of whom participate in the paid labour force.

In September, we enjoyed and welcomed Armine Yalnizyan, one of Canada's leading labour economists, who delivered an eloquent and inspirational [keynote address](#) at our 2010 AGM suggesting how to make the case for significant public investment in child care within the current political context and its focus on debt reduction. As she explained, *"We're surrounded by a buy-now, pay-later consumer culture, but when it comes to social investments like child care, we aren't buying now, and we'll pay for it later."* [Download a copy](#) of Armine's address from our website, and learn about the key messages she proposes for child care advocates to integrate into their work.

In the fall, as throughout the year, we shared information and advocacy action opportunities from child care provincial organizations and sector partners. We highlighted fights against the corporatization of child care in Canada. The prevalence of commercial for profit child care is associated with higher parent fees and lower overall access. In addition the pressure for profitability inevitably results in the downward pressure on staff wages and working conditions or demands for less regulation compromising quality of services! We also paid close attention to the warning that a workforce shortage in the sector due to poor wages and benefits and the new full day early learning and care program initiated in several parts of the country would require many more educators by the year 2015.



For National Child Day, we reminded our members that Canada, like many other nations, has committed to protecting and ensuring children's rights and questioned whether or not our government really has something to celebrate on this day! We circulated the findings from the [2010 Campaign 2000 and partners report card](#) on child and family poverty in Canada which

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Child Care is a Right Project releases ...

“A Tale of Two Canadas: Implementing Rights in Early Childhood”

A great change is coming over childhood in the world’s richest countries.

So begins UNICEF’s 2008 Report Card 8, The Child Care Transition, which observes that “this is the first generation of children in which a majority will be in some form of out-of-home child care.” UNICEF Canada comments that “this child care transition at once offers an enormous potential for the child and a risk if key quality issues are not considered in the planning and delivery of early childhood care and education.”

So, how is Canada doing at protecting the rights of young children?

To what extent does public policy in Canada recognize the social and economic changes and challenges facing families today?

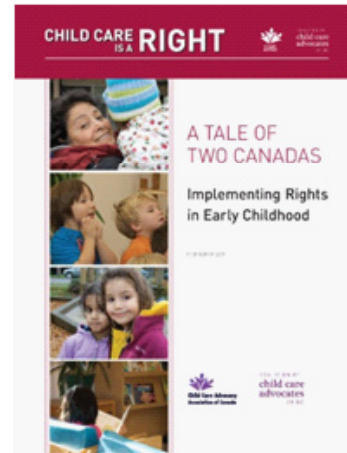
Working collaboratively on the *Child Care is a Right* project, the Coalition of Child Care Advocates of BC and the Child Care Advocacy Association of Canada explore two fundamentally different answers to this question in *A Tale of Two Canadas: Implementing Rights in Early Childhood*.

A Tale of Two Canadas supports several goals of the Child Care is a Right project. This paper is the foundation of:

- Our submission to the United Nations Committee on the Rights of the Child when it meets in 2012 to review Canada’s progress on realizing child rights. The Canadian Coalition for the Rights of Children will also submit a comprehensive report on child and youth rights in Canada, and the Child Care is a Right project has been working with this Coalition on the early childhood chapter. For more information on children’s rights, Canada’s reporting to the United Nations and the responses of various non-government organizations, visit the Canadian Coalition’s web site regularly.
- Our public education work to encourage and empower Canadians, especially women, to assert their right to child care. Visit our website for a series of fact sheets and other materials.
- Our ongoing policy monitoring of Canada’s progress in fulfilling international and federal/provincial/territorial commitments to inform Canadians about, plan for, invest in and monitor the results of its support for young children and families.

You can help advance our right to child care by:

- Sharing your thoughts - at the dinner table, in the coffee shop and on WENEEDCHILDCARE.CA
- Sharing the facts - download *A Tale of Two Canadas* or contact the CCCABC to order your copy, to help you inform families, friends and co-workers about what’s required to fulfill Canada’s child care commitments to children, women and families
- Joining and/or donating to the child care advocacy movement - You can join the CCCABC or the CCAAC. You can also donate to the child care movement online or send us a cheque.



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.

Welcome Sue Delaney!

In October 2010, the CCAAC was pleased to announce and welcome Sue



Delaney as our new part-time Coordinator. A former CCAAC board member of many years, Sue Delaney is a Child and Youth Advocate located in Saskatoon, Saskatchewan with extensive experience encouraging innovation and change, developing and delivering programs and services for children and families, and collaborating with government, community and academic groups to achieve change.

Very quickly into this position as coordinator, Sue demonstrated her relationship-building skills as she helped to solidify the CCAAC Board of Directors and strengthen links with pan-Canadian partners. Despite the organization's limited resources, Sue's enthusiasm propelled the advocacy work forward as she promoted the 'child care is a right'.project and the weneedchildcare blog in particular.

Thank you, Sue, for your good humour and great work!

WENEEDCHILDCARE.CA

On Mother's day, the CCAAC launched its newest web-based advocacy tool: [WeNeedChildCare.ca](http://www.weneedchildcare.ca). This tool was designed to collect people's stories, pictures and videos highlighting why child care is important to them.

For years research and evidence have demonstrated the importance of government involvement in child care policy development and investment. Yet, sometimes, we forget that the lack of government action and leadership on child care has real consequences for Canada's children, families and communities. This campaign was designed to collect and share these stories – your stories. Here are just a few snippets from what some of you had to say about why Canada needs child care on our blog site, [WeNeedChildCare.ca](http://www.weneedchildcare.ca). Your words speak volumes!



"When a young educated working person decides to start a family, the option of paying for childcare for more than one child looks like a financial joke."

"Without publicly funded quality childcare it is next to impossible for single parents to pull themselves out of the depths of poverty."

"Child care in our community is very expensive and more often than not, women decide not to go back to work because the cost of childcare would equal their wages. This type of situation prevents women from re-entering the work force after having children.."

"It's pretty simple. All children deserve the best start in life! Well funded quality child care is an integral "support" piece for families. It is good for families, it is good for the economy, it is good for schools and most of all good for our children!"

"As a developmental psychologist, I am well versed in the research on early childhood education. The results are unequivocal in showing that investment in early childhood education, particularly for vulnerable groups, pays off in spades very quickly and far into the future. These are dollars we all save for years to come, not to mention the children's lives that can be changed forever for the better."

"Subsidized daycare gets parents back working in their industries, starting their own businesses, strengthening our economy and keeping our country competitive on a world scale."

"...research tells us again and again, that the single best support for families that a society can provide is a universal, publicly funded, high quality, accessible and affordable child care system staffed by fairly compensated and well-trained early childhood educators."

To read many, many more, visit [We Need Child Care.ca!](http://www.weneedchildcare.ca)

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reminds us that Canada has a long way to go to prevent and reduce poverty. Almost 400,000 adult full-time workers earn less than \$10 per hour and a staggering one in ten children still lives in poverty in Canada. We encouraged advocates to join Campaign 2000 in the call on all of our government leaders to demonstrate their commitment to work together to eradicate poverty during the next decade. We also took the opportunity to highlight the benefits of investing in quality early learning and care.

Politically we were reminded that 5 years ago the current federal government hurt all Canadians by cancelling the beginning of a national child care system which would have generated social and economic benefits across the country. The benefits of such a system were highlighted once again in our collaborative work with a range of partners in preparation of the [Canadian Centre for Policy Alternative's 2011 Alternative Federal Budget \(AFB\)](#). The AFB calls for the federal government to provide leadership and significant funding support to provinces and territories that commit to building public systems of early child education and care.

Yet in March 2011, child care was again omitted from the Federal Budget again, leaving families to fend for themselves in their struggle to afford and access the child care services they need.

As we concluded the fiscal year entering into another election, we called on all federal parties to commit to child care and on all Canadians to exercise their right to vote.

A special thanks also goes out to our coordinator Sue Delanoy and part-time consultants, Kim Nelson, Jocelyne Tougas and Connie Brigham for their professionalism. After already a few years of relying on short-term contracts to support the organization's work, the board wishes to acknowledge and thank the countless volunteers who devote their time to advance child care in Canada. Now more than ever, volunteers are at the core of our work.

For quality child care,

Karen Wright, Nova Scotia Representative
Andrea Calver, Ontario Representative
Debra Mayer, Manitoba Representative
Ann McCrorie, Saskatchewan Representative
Lynell Anderson, British Columbia Representative
Rachel leBlanc, New Brunswick Representative

Financial Snapshot

The CCAAC began the fiscal year 2010/11 with \$81,000 in unrestricted net assets (2009/10 - \$111,000) as well as deferred revenue of \$41,000 (2009/10 - \$38,000) related to campaign funds.

During fiscal year 2010/11, the CCAAC received approximately \$10,000 in memberships (2009/10 - \$16,000) and, thanks primarily to our partners in the labour movement, donations totalling \$24,250 (2009/10 - \$65,000).

As part of the organization's ongoing efforts to ration its limited reserves, while still carrying out minimal advocacy functions, expenditures were reduced to approximately \$69,000 in 2010/11 (2009/10 - \$113,000), confirming a planned deficit of \$31,000 (2009/10 - \$30,000) and drawing unrestricted net assets down to approximately \$50,000 at March 31, 2011 (\$81,000 at March 31, 2010). Net expenses of \$4,000 also reduced deferred revenue to \$37,000 at year end.

For those interested in more detailed financial information, please contact the CCAAC at info@ccaac.ca for a complete set of financial statements.