
Child Care Advocacy Association of Canada

Annual Report 2004-2005

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CHILD CARE ADVOCACY ASSOCIATION OF CANADA - 2004-2005

Council of Child Care Advocates

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Geographic

Jamie Kass
Sectoral

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Executive Director

Monica Lysack
Executive Director

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MESSAGE FROM THE CHAIR

What an incredible year it's been for child care. It's breathtaking to think of all the developments that kept early learning and child care issues on the front burner in 2004/2005 - and made CCAAC's work to promote a comprehensive quality system more important than ever.

A year of major accomplishments, a changing political landscape

In September 2004, we released **From Patchwork to Framework: A Child Care Strategy for Canada**, a thorough and practical policy document for putting in place a child care program to benefit all children and families. The report was a product of a cross-Canada citizen engagement process and has been used by CCAAC and many other organizations to demonstrate that Canada needs and can afford a quality program. In his address to the Winnipeg policy convention, *Child Care for a Change!*, Stephen Lewis called our report a "model of transcendental clarity." High praise indeed for CCAAC and our project consultant, Kerry McCuaig! Thanks go to our funder, Status of Women Canada (Women's Program) for making this project possible.

The research and policy messages in our report were also very crucial to our work around the 2004 summer **federal election**, when child care became a central feature of the Liberal platform. Although we had all been down the child-care-promises road before, it seemed that this time there was finally a possibility of rhetoric transforming into action. The resulting minority government made it even more important for us to step up the pressure and keep it turned on.

That's exactly what we did with our **Building Blocks campaign**. This campaign mobilized advocates and allies to let provincial, territorial and federal politicians know Canadians expected them to get going on a quality child care system. The Building Blocks campaign was an intense, non-stop and wonderful endeavour (see the Council of Advocates report for more details). The campaign kept child care in the news and on the political agenda and gave CCAAC a high public profile. There is no doubt that we played a very pivotal communications role during the federal/provincial/territorial negotiations on child care. Without the donations provided by unions and other organizations, the campaign would not have been possible. The funding allowed us to hire a coordinator, and produce much-needed material leading up to, during and after the child care

ministers' meeting in Vancouver in February, 2005. We want to especially recognize Bozica Costigliola for taking on the coordinator role. She truly contributed to ensuring our success. In addition we want to acknowledge our funders for their generous and concrete support, as well as all the many volunteers who contributed so much of their time to the success of this campaign.

Much has happened since the ministers' meeting, which marked the end of the first and most extensive phase of the campaign. The **federal budget** followed (and it was touch and go for awhile about whether it would pass), and it earmarked \$5 billion for early learning and care over the next five years. It is very good to have more money for child care, although much, much more is needed. Advocates are disappointed that the federal government has placed so few restrictions on how the provinces can spend these public dollars, outside of stipulating the money must be used for regulated care. As well, we have not seen any meaningful accountability provisions so far. (At time of writing this report, the federal government had negotiated child care agreements with six provinces and was in negotiations with the remaining provinces and territories.)

This past year also saw a marked increase in visits to our website—over 650,000 hits! (See website stats section for more details). The site, www.childcareadvocacy.ca, was a key tool in disseminating our *Patchwork to Framework* document and supporting material, as well as material and resources for the Building Blocks campaign. The CCAAC website is fast becoming the place to go for the latest in child care advocacy developments and resources. And some more really good news: all of the CCAAC-produced material that now goes up on the website is available in English and French. Special thanks to **Avi Goldberg** for her excellent work on the website and to **Dianne Goldberg** for coordinating the communications.

In 2004/2005, CCAAC also embarked on a new project, **Making the Connections**. It aims to support communities and provincial and territorial governments to better understand and analyze early learning and child care policy and investments. The project also looks at ways to enhance public accountability and transparency. Making the Connections is well-supported by project director Lynell Anderson and project researcher Tammy Findlay, along with a strong reference group:

Morna Ballantyne, Barbara Cameron, Rita Chudnovsky, Gordon Cleveland, Jody Dallaire, Martha Friendly and Paul Kershaw. The project is funded by the federal Social Development Partnerships Program.

In the spring of 2005 we also began developing plans for a **cross-Canada tour** by Lynne Wannan, Chair of Australia's National Association of Community Based Children's Services. In the fall, she will be speaking to numerous groups to highlight her country's experience with corporate child care and accreditation.

Other developments

In the midst of all of these activities, we said **goodbye to Maryann Bird**, CCAAC's executive director for the past five years. Maryann was critical to our emergence as a more visible, broadly based and influential organization in the child care sector. She was our backbone during a pivotal time for child care and we are very grateful for her devotion to child care and the many skills she brought to CCAAC. We look forward to continuing to work with her as a close ally and advocate.

We also welcomed **Monica Lysack**, our new executive director. Monica joined us during the most intense phase of the Building Blocks campaign. She is from Regina, Saskatchewan, and worked in child care policy for the provincial government. She was a member of the federal/provincial/territorial early childhood working group. We are very pleased to have Monica as our new executive director. She brings a broad range of experience and expertise to CCAAC and will help us continue to move forward on child care.

Throughout this busy time where so much energy was focused on the external environment, our board of directors continued to strengthen the operations of the CCAAC through their work on committees such as Finance, By-Laws, Personnel and Membership. Board members responded to dozens of media interviews, attended local meetings, and promoted our vision from sea to sea to sea. I thank my colleagues for their passion and commitment.

In closing

Annual reports look back at the past year, but we also can't help but look ahead. The events of 2004/2005 saw us strengthen our contribution to the child care policy dialogue in many meaningful ways. Now, we'll be working with others in the provinces and territories to monitor the implementation of the child care agreements. We will also help to inform the public about how the agreements will roll out in each province and territory. And of course, we'll continue to advocate for the sustained funding, accountability and progressive policies that Canada needs to build a comprehensive social program to support children and families. Visit our website regularly to keep abreast of the latest news!

Debra Mayer
Chair

MESSAGE FROM THE COUNCIL OF CHILD CARE ADVOCATES

Child care advocates from coast to coast to coast have a lot to be proud of this year! One of our biggest accomplishments—and there have been quite a number—has been the rise of a stronger, more broadly-based pan-Canadian movement, with sister child care coalitions springing up in many provinces.

The Building Blocks campaign was our major outreach and coalition advocacy effort this year—a real high point for advocates. The campaign grew out of an informal meeting of advocates at the Winnipeg conference, *Child Care for a Change!* and had several ambitious goals: to work with a broad coalition to get the federal, provincial and territorial ministers of child care to negotiate a good child care agreement; to mobilize at the regional level; to keep our message in the media; and to build CCAAC's capacity to work with our allies and a broader range of organizations.

It was an outstanding campaign. We mobilized to collect thousands of building blocks and signed messages that were sent en masse to the politicians. Advocates met with federal, provincial and territorial ministers of child care, premiers and bureaucrats. Letters were sent by the thousands directly via the web to the Prime Minister, Social Development Minister, and the relevant provincial/territorial minister of child care, federal MP and provincial/territorial MPP. Our allies wrote op eds that were placed in several newspapers across Canada. We had ongoing contact with the media to keep stories about child care front and centre in the news. We also had a strong coalition presence at the federal/provincial/territorial child care ministers' meeting in Vancouver in February, including at a news conference organized by B.C. advocates and a Building Blocks presentation to ministers organized by labour.

Many allies to thank

The campaign received strong support in the form of monetary and in-kind donations from labour and other organizations, and there is no way to overstate our gratitude to them for making all of our efforts and successes possible. We would like to thank the Better Child Care Education Foundation and the following unions for their incredible support: the Canadian Union of Public Employees, the Public Service Alliance of Canada, the Canadian Auto Workers, the

Canadian Union of Postal Workers, the Communications, Energy and Paperworkers Union of Canada, the National Union of Public and General Employees, and the United Steelworkers of America.

Strengthening ties

There's no doubt that the inclusive process of the campaign made our strategies more effective and our message stronger. The campaign created an unstoppable momentum of pan-Canadian outreach that helped us bolster our ongoing relationships and build new ones. (This momentum also inspired the formation of new advocacy groups in several provinces.)

For example, we have developed stronger ties with the Canadian Association for Community Living, which included the need for an inclusive child care strategy in its lobby of Social Development Minister Ken Dryden. We also partnered with Rural Voices in its project to strengthen participation of rural, remote and northern communities in developing a pan-Canadian child care strategy. We are also now partnering with the Canadian Council on Social Development to create a virtual communication network to co-ordinate the incredible amount of child care policy development in the wake of the Winnipeg conference.

In the past year, we have also strengthened our working relationships with pan-Canadian child care organizations. Both the Canadian Child Care Federation (CCCF) and the Child Care Human Resources Sector Council attend our council meetings and we are working in a more coordinated way to share resources and ideas. For example, the sector council helps us ensure that we include a human resources component in our strategies and political advocacy. We also benefit from the CCCF's expertise on quality and best practices, and our closer working relationship enhances our collective strength.

We've moved ahead, but we also recognize there is still more work to do. We've started to develop closer ties with the Canadian Federation of Students, which has been attending our council meetings. Other sectors where we need to do more outreach include the women's movement, francophones outside of Quebec and child care advocates in Quebec, who

worked so hard to promote—and are now having to defend—publicly funded child care.

More and more coalitions!

It's been very heartening to see new provincial child care coalitions springing up across Canada. There are now new coalitions in Newfoundland and Labrador, Nova Scotia, New Brunswick and Saskatchewan. They are all multi-sectoral, with representation that goes beyond the child care community to anti-poverty, labour and other groups. As we look to the future, we hope to see the birth of coalitions where none exist now, and we will continue to work with and support those already in place. As the child care agreements start to roll out in the regions, it's more critical than ever to have strong

provincial and territorial child care advocacy coalitions.

This past year has been a whirlwind. True, we still don't have quality, affordable, accessible, inclusive and universal child care in Canada. But there's lots more to be optimistic about today than at this time last year. There's more money for child care, and just as important, there's a groundswell of support for a high quality child care system in Canada. The ranks of child care advocates are growing, and our voices are getting stronger day by day. There's no stopping us now!

Jamie Kass
Co-Chair, Council of Advocates

Check out our website to download copies of useful resources!

- From Patchwork to Framework: A Child Care Strategy for Canada
- What do we mean by non-profit auspice?
- The QUAD principles (Quality, Universality, Accessibility and Developmentally appropriate programming)
- Child Care in Canada: What does the Public Want?

And from Child Care Policy: Making the Connections

- Public funding and child care policy: how do we "make the connection"?
- What are the Federal Provincial Territorial Agreements?

All of these documents are available on our website at:

<http://www.childcareadvocacy.ca/resources/factsheets.html>

FINANCIAL REPORT

The CCAAC has worked very hard during the 2004-2005 fiscal year to strengthen our financial management. We have established a Finance Committee comprised of Debra Mayer (Chair), Lynell Anderson (CGA), Sharon Heidinger (B.Comm., CMA) and Margo Kirk (Treasurer). In addition to memberships and donations; we received funding in 2004 for a major three year project through the

Social Development Partnerships Program (SDPP). We have retained the services of a professional accounting firm, Bonini & Associates. Audited statements for the fiscal year are available upon request.

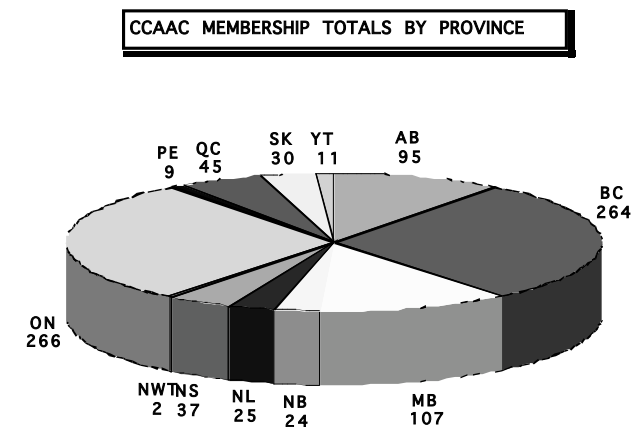
MEMBERSHIP REPORT :

Our base is growing!

The CCAAC has 915 active individual and organizational members across Canada, an increase of 27% over last year. Individual members include parents, families, and students. Organizational members include:

- ❖ child care centres
- ❖ labour unions
- ❖ pan-Canadian federations
- ❖ social policy research networks
- ❖ voluntary sector organizations (large & small)
- ❖ colleges and universities
- ❖ municipalities and government organizations
- ❖ Aboriginal and First Nations groups
- ❖ social service agencies serving women and children

CCAAC's pan-Canadian reach takes on a larger scope when the reach of our member organizations is considered. Even though the people who belong to these organizations are not reflected in the paid membership totals, they also have access to our services and publications.



Membership pilot

The CCAAC continues to build on our partnerships with provincial associations. We are exploring the expansion of joint memberships similar to the arrangement with the Coalition of Child Care Advocates of BC with other provincial organizations.

Thanks!

Special thanks to Connie Brigham for her attention to detail in developing our data base capacity and her enthusiastic commitment to our work.

GROUP	NUMBER
ADVOCATES	115,758
CHILDREN	44,236
PARENTS	42,074
CHILD CARE WORKERS	14,969
TEACHERS	7,282
STAFF	1,697
ADDITIONAL SECTORAL OUTREACH	226,016

TRANSITIONS

Gisele Jank, our able and dedicated administrative assistant, has left CCAAC to pursue other opportunities. We thank Gisele for her wonderful work these past few years in keeping the office going amidst so much activity!

Bonnie Smith, who has been a volunteer with the CCAAC is now the part-time administrative assistant. Bonnie recently relocated from Victoria, B.C. where she worked in school age child care programs.

Amanda Mayer is filling the CCAAC's new position of financial and project coordinator. Amanda comes to us from the Centre of Excellence for Early Childhood Development in Montreal, so she will be familiar to many in the sector.

We've moved to a new and better location in downtown Ottawa:

**151 Slater Street, Suite 714
Ottawa, ON, K1P 5H3**

We are still happily sharing space and resources with the Child Care Human Resources Sector Council. The best news is that our new offices are much more functional and we now have space for all of our files.

We also have **new e-mail addresses**:

Monica Lysack – mlysack@ccaac.ca

Amanda Mayer – amayer@ccaac.ca

Bonnie Smith – bsmith@ccaac.ca

General Inquiries – info@ccaac.ca

The Child Care Advocacy Association is a pan-Canadian, non-profit, membership-based organization dedicated to promoting quality child care accessible to all.

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 birth to 12 years.

To achieve our goals, CCAAC:

- Initiates activities and mobilizes public support for a pan-Canadian child care system.
- Develops policy solutions to child care issues; present briefs and submissions to elected representatives and governments.
- Partners in initiatives to raise the public profile of child care as a political issue and to promote broad support for our vision for child care. We work collaboratively with provincial/territorial child care organizations, social justice organizations and government representatives.

Visit our website at www.childcareadvocacy.ca !