

Ontario Coalition for  
Better Child Care

**ANNUAL  
REPORT**

**2008**



## Who We Are

The Ontario Coalition for Better Child Care (OCBCC) was founded in 1981 to advocate for universally accessible, quality, non-profit regulated child care in the province of Ontario.

Our membership includes representatives of more than 500 organizations and individuals from education, labour, child-welfare, rural communities, First Nations, Francophone, social policy, anti-poverty, professional, student and women's organizations. We serve community based child care programs, local child care coalitions and support the activities of ten Child Care Action Networks (CCANs) across the province.

The Coalition is a public awareness organization and a non-partisan political action group. We work to bring the benefits of early learning and care to the attention of the public and policy makers. The work of the OCBCC covers a wide range of activities, including:

- ❑ Monitoring provincial child care policy and legislation
- ❑ Lobbying for changes and improvements
- ❑ Developing policy alternatives for government consideration to improve the quality, accessibility and management of child care services
- ❑ Developing books, manuals, fact sheets and news bulletins on child care policy and operations for use by child care programs, early childhood education training programs, parents and the general public
- ❑ Conducting public information campaigns through written material, videos, public service announcements, public speaking and working with the media
- ❑ Conducting and commissioning research
- ❑ Providing a variety of services to assist community based child care programs
- ❑ Participating in an array of advisory committees, task forces, community planning bodies and child care development associations

---

---

489 College Street, Suite 206, Toronto, ON M6G 1A5

416-538-0628 (p) – 416-538-6737 (f)

1-800-594-7514

[info@childcareontario.org](mailto:info@childcareontario.org)

[www.childcareontario.org](http://www.childcareontario.org)



## Table of Contents

Who we are	1
Letter from the President	3
The OCBCC Team	5
Briefs, Reports and Submissions	5
OCBCC Activities	
Child Care Action Networks	6
Child Care Worker and Early Childhood Educator Appreciation Day	7
It's Time for Public Child Care Tour	9
Working with coalition partners	10
Special Projects, Issues	
Provincial Election	11
Building Child Care Right	11
Measuring Up?	11
Smart Boards, Smart Child Care	11
Financial Statements	12
Membership Information	15

NOTE: This annual report covers the period  
of April 1, 2007 to March 31, 2008

## Letter from the President

It has been a wonderful and rewarding experience serving as the President of the Ontario Coalition for Better Child Care and I know I will miss this role very much. I look forward, however, to remaining active as the Past President as we have much work ahead of us and will need many hands to get it done!

In the past year we said goodbye to Elizabeth Ablett, and wish her the best of luck in her new job, and welcomed our new Executive Director Jenny Robinson. I can say that in our short time working together, Jenny brings a strong but sensitive leadership and clear sense of how to move us forward on the many fronts that guide our work and our advocacy. Welcome Jenny!

I would like to thank Andrea Calver for her tireless work and for stepping in to take up the role of Executive Director for three months while this position was being filled. I would also like to acknowledge the incredibly important work Andrea has undertaken to develop the strength of the OCBCC by increasing our membership. With a strong, active, mobilized base and greater economic self-reliance the OCBCC will be ready to take on the many challenges we face as we push forward on our vision of a fully funded public/non-profit early learning and child care system. Finally I want to recognize Sue Parker. She has been the backbone of our organization and the “keeper” of all things in the office! Thanks Sue for being there – we couldn’t do what we do without you.

I would again like to acknowledge the commitment and dedication of Council and Executive members. Each of us is juggling an increasingly complex work-a-day world with growing responsibilities - doing more with less. The willingness of Council and Executive members to take on more by lending their skills, insights and energy to the work of the OCBCC is what keeps the vision for public/non-profit early learning and child care alive and well.

It has been another busy year for the OCBCC. We worked closely with our coalition partners to raise the alarm and generate action aimed at stopping the “corporatization” of early learning and child care in Ontario with our on-going campaign “It’s Time for Public Child Care”. Through this campaign we hosted a cross province tour, media conference and Forum with Deb Brennan as part of our Child Care Action Network Conference. We revitalized the Friday Phone Fun Day and have been successful in engaging the Child Care Action Network (CCAN) members in email and phone calls to members of provincial parliament on constituency day! We were active in the Ontario Pay Equity Coalition 20<sup>th</sup> Anniversary post card campaign. We were at the Provincial Standing Committee on Finance putting the views and needs of members forward to government.

We completed “Quality in Early Learning in Ontario: Measuring Up” (funded by Social Development Canada) and began a new project, “Smart Boards, Smart Child Care” (funded by the Trillium Foundation), which will move our on-going work on the Child Care Management Guide forward and develop an e-learning component. The work on our “Building Child Care Right” (funded by Status of Women Canada) policy paper continues. The goal of this project is to examine where and who is best suited to govern and deliver child care in Ontario. This is a timely discussion that engages and generates passionate debate. Our work to find a broadly supported position on a policy and funding framework for a public and non-profit child care system will continue well into the fall of 2008.

With the appointment of Dr. Charles Pascal as Special Advisor on Full Day Learning the OCBCC has been talking with folks from a broad range of groups and organizations about coming together through the Common Table to find a consensus on a policy and funding position on full day learning for four and five year olds. We all know child care will be profoundly impacted by how full day learning is conceived and implemented. Over the coming year we will work to ensure the voices of our members, parents, child care workers and communities are heard at Queen's Park on this issue.

We have managed to do all of this, like many advocacy groups, on a shoe string budget through the incredible efforts of staff and Council and we should all take a bow and congratulate ourselves on another year well done!

Shellie Bird, President

A handwritten signature in black ink, appearing to read 'Shellie Bird', written in a cursive style.

## The OCBCC Team

### Executive Members

Shellie Bird, OCBCC President  
– Ottawa Federation of Parents' Daycares  
Barbara Buffett – General Member, Dryden  
Karen Clark – Canadian Auto Workers  
Cheryl DeGras – Past President  
Diane Dobusz – Pat Schultz Child Care Centre, Toronto  
Miriam Edelson – OPSEU  
Sylvain Guilbeault – Centre pour enfants Timiskaming  
Child Care, Haileybury  
Victoria Hunt – OEETA  
Laurie Jeandron, OCBCC Member-at-Large  
– Umbrella Family & Child Services, Hamilton  
Kathy Johnson – CUPE Ontario  
Nancy Leblanc – General Member, Toronto  
Cindy Magloughlin – Dalhousie Parents' Day  
Care Centre, Ottawa  
Andrea Marshall – Child Care Resources, Sudbury  
Diane O'Neill, OCBCC Secretary-Treasurer  
– Ottawa Child Care Assoc.  
Sharon Pirie – Parkview Children's Centre, Burlington  
Tracy Saarikoski – Teddy Bear Daycare, Garson  
Carrol Anne Sceviour, OCBCC Vice-President  
– Ontario Federation of Labour  
Janet Teibo – CUPE 2484-25 Sub Local-OCBCC Staff-Rep

### Staff

Jenny Robinson, Executive Director  
Elizabeth Ablett, Executive Director (left in-year)  
Andrea Calver, Government and Communications Director  
Sue Parker, Office and Membership Services Administrator

The OCBCC is pleased to host students from the Early Childhood Education programs at George Brown College and Ryerson University.

The OCBCC gratefully acknowledges the support of the following funding partners in 2007/2008: Better Child Care Education, Social Development and Status of Women Canada, the Trillium Foundation, and the following donors: Canadian Auto Workers, CUPE Local 2484 Toronto Day Care Workers, Canadian Union of Public Employees, Canadian Union of Public Employees Ontario Division, Elementary Teachers' Federation of Ontario, National Union of Public and General Employees, Ontario English Catholic Teachers' Association, Ontario Federation of Labour, Ontario Public Service Employees Union, Ontario Secondary School Teachers' Federation, United Steelworkers, Canadian Federation of Students' Ontario Office, Network Child Care Services, Red Apple Day Care, Brantford & District Labour Council, CAW Local 444, Colleen Burke, Dave McKee.

## Council Members 2007-2008

### Council Members

Julie Benoit/Anabela Medeiros – Regroupement  
des Services éducatifs à l'enfance  
d'Ottawa  
Lynn Carlson-Dryden Children's Resource Ctr.  
Melanie Carvalho – CUPE Local 2484, Toronto  
Mary-Lou Coffey – Walden Daycare, Lively  
Lucille Desjardins – Treasure Island Daycare,  
Orillia  
Martha Friendly – Childcare Resource and  
Research Unit, Toronto  
Sandy Hudson – Canadian Federation of  
Students  
Pam Kent – LARC, Napanee  
Vivian McCaffrey - ETFO  
Jane Mercer – TCBC  
Sandra Sahli – OSSTF (Marg McPhail is  
OSSTF meeting rep.)  
Eduarda Sousa – AECEO

## Briefs, Reports, Submissions

*QUALITY IN EARLY LEARNING AND CARE IN ONTARIO: MEASURING UP?*,  
November 2007

*HINDSIGHT FROM AUSTRALIA-LESSONS FOR ONTARIO*, November 2007

*IT'S TIME FOR PUBLIC CHILD CARE*

*Submission to the Standing Committee on Finance and Economic Affairs, Government of Ontario, January 2008*

*BRIEF TO THE HOUSE OF COMMONS STANDING COMMITTEE ON FINANCE*,  
September 2007

*ELECTION 2007, OVERDUE: Early Learning and Child Care for Every Child*,  
September 2007

*WHAT ARE THE EXPERTS TELLING THE MCGUINITY GOVERNMENT?*, *Fact Sheet*,  
September 2007

*ONTARIO ELECTION KIT*, September 2007

*IT'S TIME FOR PUBLIC CHILD CARE TOUR FACT SHEETS*, February 2008

*About our Tour*

*123 Busy Beavers: What it Means for Early Childhood Educators*

*An Overview of Child Care in Ontario and in Québec*

*Why We Want a Not-for-Profit Child Care System*

*What Can You Do?*

*CHILD CARE WATCH* – OCBCC newsletter

### *PRESS RELEASES:*

- Provincial Underfunding Fails Children, May 29, 2007
- Child Care Still a Patchwork of Underfunded Programs, July 5, 2007
- Province Launches Child Care Licencing Website, Aug. 16, 2007
- Political Parties Need to do More to Solve the Child Care Crisis, Sept. 6, 2007
- Unusual Agreement Between Parties Good for Ontario Children, Sept. 21, 2007
- Election 2007: Addressing the Crisis in Early Learning and Child Care, Oct. 4, 2007
- Among the working poor, child care workers tell McGuinty government to meet \$78 million in outstanding pay equity obligations, Oct. 24, 2007
- Liberal Budget Means no Improvement to Access, Affordability or Staff Wages, Mar. 25, 2008

### Child Care Action Networks

The Child Care Action Networks (CCANs) are the foundation of the OCBCC's team across Ontario. CCANs are active in Waterloo, Windsor, Niagara Region, Hamilton, Sudbury, Peterborough, Napanee Southeast Rural, and Ottawa.

The CCANs work to:

- ❑ Share information and advocacy success and strategies both within and across communities
- ❑ Facilitate the development of a greater understanding of the issues affecting child care including monitoring and evaluating the status of child care services in Ontario
- ❑ Enable local community members to articulate their views on early learning and care services and strengthen the child care community's ability to respond and advocate for child care
- ❑ Facilitate analysis and responses to new policy and government funding initiatives
- ❑ Organize and support local action to encourage local and provincial governments to preserve quality child care services in Ontario
- ❑ Assist regional representatives in organizing local discussions and advocacy
- ❑ Provide a forum for networking and working together to affect policy change.

The CCANs support the work of the OCBCC by being our eyes and ears in communities across Ontario. It is through our CCAN that we can gauge how policy and funding decisions of the provincial government are playing out in different communities. The CCANs provide critical support to advocacy efforts by engaging local communities through campaigns, public education and training, and events organized around community-specific issues. Through CCAN Conferences – held in April 2007 and March 2008 in Toronto – CCANs connect with each other, learning new strategies and skills in a series of workshops and discussions, and strengthening regional networks and cross-provincial ties.

Because they know that the local, provincial and national are interlinked, CCANs also play a crucial role in enhancing the OCBCC's broader provincial campaigns, and those of our national partners. They have been involved in numerous public federal and provincial budget and throne speech watches, federal election activities including hosting all-candidates meetings and working hard at putting child care in the local media spotlight, celebrating Child Care Worker and Early Childhood Educator Appreciation Day with their communities and elected officials, and in local activities with their own municipal governments. The CCANs are essential for achieving our provincial and national child care goals as we build a campaign from the ground up.

The OCBCC and the CCANs gratefully acknowledge the support from *Status of Women Canada* and thank them for their generous commitment to this initiative.

### Child Care Worker and Early Childhood Educator Appreciation Day

On October 24, 2007, we successfully celebrated the 7<sup>th</sup> annual Child Care Worker and Early Childhood Educator Appreciation Day, along with over 20,000 child care workers and our eight union partners. Over 180 municipalities issued proclamations in support and more than 400 child care centres and other organizations used the materials and celebrated their employees at events large and small around the province.

Child Care Worker and Early Childhood Educator Appreciation Day is an important day during which parents, boards, supervisors, community members and politicians show their thanks and appreciation for the skills and dedication of those working in child care. It allows us raise awareness about the valuable role that trained and knowledgeable child care staff play in the lives of children, their families and the broader community.

In addition to showing appreciation for workers in child care, this year's Appreciation Day allowed us to highlight that the Ontario government has failed to live up to its commitment to fund pay equity. The OCBCC held its official press event to launch the day at Queen's Park where we called on the government to meet its legislated pay equity obligations as a start in addressing the unacceptable wage levels of child care workers and educators. The event drew considerable media attention across the province, and laid the foundation for further action to resolve the pay equity challenges.

- ❑ National Union of Public and General Employees (NUPGE)
- ❑ Elementary Teachers' Federation of Ontario (ETFO)
- ❑ Ontario Secondary School Teachers' Federation (OSSTF)
- ❑ Canadian Auto Workers (CAW)
- ❑ Ontario Public Service Employees Union (OPSEU)
- ❑ United Steelworkers (USW)
- ❑ Ontario Federation of Labour (OFL)
- ❑ Canadian Union of Public Employees (CUPE)

## OCBCC Activities

### It's Time for Public Child Care Tour

In February and March of 2008, in conjunction with the Ontario Federation of Labour, and with the participation of the Child Care Action Network, the OCBCC conducted a public education tour across the province.

The impetus for this initiative came in August of 2007, when child care centres across the Province got a letter asking “have you ever wondered what your child care centre is worth in today’s market”. That’s how we learned that new child care company had incorporated in Ontario: 123 Busy Beavers, linked to ABC Learning Centres in Australia – the world’s largest child care company.

To get the word out we launched a tour that began with a public forum in Toronto and a press conference at Queen’s Park. This event included the participation of the Ontario Federation of Labour, the Council of Canadians and the Ontario Health Coalition.

We toured Thunder Bay, Peterborough, London, Guelph, Sudbury, Kitchener-Waterloo, Ottawa, St. Catharines and Hamilton. A planned stop in Kingston had to be cancelled due to bad weather.

Events in each community included meetings with local politicians, public officials and media; tours of child care centres and public forums. We focused on three themes: the growing threat of corporate child care and how it could impact children and families; how Ontario could build a child care system modeled on Québec’s; and the legal requirement and need for pay equity funding.

The tour culminated with a well-attended rally in front of the Legislative Building and another public forum in Toronto that included guest lecturer Dr. Deb Brennan, an Australian researcher, who shared with us the impact of corporate child care in Australia.

It’s Time for Public Child Care has demonstrated that the Province of Ontario can take action to stop the growth of for-profit corporate child care. While 123 Busy Beavers have bought eleven centres in Alberta, to date, they have not opened any centres in Ontario.

We can be proud of our efforts as we know they will not open by stealth in Ontario and that our actions may have caused this large multi-national company to think twice, for the moment, about whether Ontario is a lucrative place for 123 Busy Beavers to expand their global corporation.

## Working with coalition partners

Throughout the course of every year OCBCC board members and staff have many opportunities to work with coalition partners in a variety of ways, including sitting on boards, participating in conferences, speaking engagements, special projects and campaigns.

The following is a list of activities the coalition engaged in with our partners. Any omissions are regretted as we have enjoyed and valued our work with each and every partner:

- ☐ OPSEU Convention - April 2007
- ☐ Income Security Advocacy Centre Forum April 2007
- ☐ Equal Voice campaign for proportional representation – Summer/Fall 2007
- ☐ United Nations Day of the Child – October 2007
- ☐ 7<sup>th</sup> Annual Child Care Worker and ECE Appreciation Day – October 2007
- ☐ Environmental Defence campaign to ban Bisphenol A – November 2007
- ☐ George Brown College Career Day – January 2008
- ☐ International Women’s Day Rally and March – March 2008
- ☐ Child Care Advocacy Association of Canada – Board Member
- ☐ Code Blue Campaign for Child Care – Steering Committee Member
- ☐ The Common Table on Childhood Development and Care in Ontario
- ☐ Ontario Alternative Budget – Working Group Member
- ☐ Campaign 2000 – Steering Committee Member
- ☐ Ontario Federation of Labour Women’s Committee
- ☐ Equal Pay Coalition
- ☐ 25 in 5 Poverty Reduction Network
- ☐ Toronto Coalition for Better Child Care – Board Member

## Special Projects, Issues

### Provincial Election

The Provincial election held October 10<sup>th</sup> was an opportunity for local communities to make early learning and child care a key election issue. To assist them with their plans and activities, the Coalition put together an election readiness kit, offering tools to mobilize the child care vote and a daily election blog on our website. With co-hosts Campaign 2000, the Family Services Association and Thorncliffe Neighbourhood Centre we sponsored a very well attended All Candidates Debate on Children's Issues in Toronto.

### Building Child Care Right: Taking the Next Policy Steps in Ontario

The Coalition's ongoing project, *Building Child Care Right: Taking the Next Policy Steps in Ontario*, funded by Status of Women Canada, focuses on increasing women's participation in Ontario's economic, social, cultural and political life by reducing barriers currently faced by inadequate access to Early Learning and Child Care (ELCC).

A *Building Child Care Right* discussion paper and consultations with communities across the province focused on increasing dialogue and understanding perspectives on child care governance, asking the question, "who should own and operate child care in Ontario?". A policy paper outlining the outcomes of community discussions and dialogue is planned for 2008-9.

### Quality in Early Learning and Care in Ontario: Measuring Up?

This project aimed to increase knowledge and public policy dialogue about age-appropriate outcomes for children's development and about the tools and approaches that are available to measure and enhance them. This initiative was funded by the Social Development Partnerships Program.

The Coalition produced a Literature Review and fact sheets and input from communities was encouraged through an online consultation process and a series of workshops around the province.

Thirty participants from across Ontario attended a conference in June 2007 that brought together municipal administrators, college and university faculty, child care supervisors and frontline staff. The conference heard presentations from Quality Child Care Niagara, Program Quality Indicators - Sudbury, Quality Assurance Project - Thunder Bay, Accreditation Benefits Children - Ottawa and the Resource Teacher Network of Ontario Checklist for Quality.

A final Literature Review and summary of findings was published and distributed in November 2007.

### Smart Boards, Smart Child Care

This project is funded by the Ontario Trillium Foundation and will revise, update and distribute the Child Care Management Guide and promote the use of the Plugging In network discussion forum. The project will also deliver an e-learning module to build skills and capacity for effective financial oversight of child care programs by volunteer board members that hold financial liability for program costs.

Please note that full statements are available upon request.

### *Cowperthwaite Mehta*

C H A R T E R E D   A C C O U N T A N T S

---

#### **AUDITORS' REPORT**

To the Members,  
Ontario Coalition for Better Child Care

We have audited the statement of financial position of Ontario Coalition for Better Child Care (incorporated as Better Child Care, Ontario Inc.) as at March 31, 2008 and the statement of operations and net assets for the year then ended. These financial statements are the responsibility of the coalition's management. Our responsibility is to express an opinion on these financial statements based on our audit.

Except as explained in the following paragraph, we conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In common with many not-for-profit organizations, the coalition derives revenue from membership and fundraising, the completeness of which is not susceptible of satisfactory audit verification. Accordingly, verification of this revenue was limited to the amounts recorded in the records of the coalition and we were not able to determine whether any adjustments might be necessary to membership and fundraising revenue, excess of revenue over expenses for the year, assets and net assets.

In our opinion, except for the effect of adjustments, if any, which we might have determined to be necessary had we been able to satisfy ourselves concerning the completeness of membership and fundraising revenue referred to in the preceding paragraph, these financial statements present fairly, in all material respects, the financial position of the coalition as at March 31, 2008 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

### *Cowperthwaite Mehta*

Chartered Accountants  
Licenced Public Accountants

May 7, 2008  
Toronto, Ontario

# Financial Statements 07/08

## ONTARIO COALITION FOR BETTER CHILD CARE

### STATEMENT OF FINANCIAL POSITION

AS AT MARCH 31, 2008

	2008	2007
<b>ASSETS</b>		
Current assets		
Cash	\$ 181,658	\$ 86,787
Accounts receivable	10,108	27,378
Prepaid expenses	<u>3,095</u>	<u>3,123</u>
	<u>\$ 194,861</u>	<u>\$117,288</u>
<b>LIABILITIES NET ASSETS</b>		
Current liabilities		
Accounts payable and accrued liabilities	\$ 16,278	\$ 24,870
Deferred revenue (note 3)	<u>53,148</u>	<u>15,216</u>
	<u>69,426</u>	<u>40,086</u>
Net assets		
Unrestricted	<u>125,435</u>	<u>77,202</u>
	<u>\$194,861</u>	<u>\$117,288</u>

Approved on behalf of the Board:

\_\_\_\_\_, Director

\_\_\_\_\_, Director

## Financial Statements 07/08

### ONTARIO COALITION FOR BETTER CHILD CARE

#### STATEMENT OF OPERATIONS AND NET ASSETS

FOR THE YEAR ENDED MARCH 31, 2008

	<b>2008</b>	<b>2007</b>
<b>REVENUE</b>		
Grants (note 5)	\$207,702	\$ 227,704
Membership services	63,959	66,274
Sponsorships and sales	62,889	55,305
Donations and fundraising	12,228	45,167
Administrative services	<u>6,485</u>	<u>7,744</u>
	<u>353,263</u>	<u>402,194</u>
<b>EXPENSES</b>		
Personnel	185,093	205,975
Rent, maintenance and utilities	26,807	25,452
Office and general	24,298	28,360
CCAN Conference	22,146	12,513
Travel	14,529	16,772
Communications	10,331	12,444
Program printing and photocopying	7,850	16,873
Board, Council and committee	7,638	3,391
Professional services	3,362	9,544
Equipment	2,976	6,400
	<u>305,030</u>	<u>337,724</u>
<b>EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR</b>	48,233	64,470
Net assets, beginning of year	<u>77,202</u>	<u>12,732</u>
<b>NET ASSETS, END OF YEAR</b>	<u>\$ 125,435</u>	<u>\$ 77,202</u>

## Membership Information

### **Individual Membership**

Students / Unwaged / Retired.....	\$26.50/per year
Child Care Worker.....	\$37.50/per year
All other individuals .....	\$60.00/per year

### **Organizational Membership**

Local Groups, Coalitions, Home Child Care Agencies .....	\$100.00
Businesses, Early Years Centres, other organizations.....	\$260.00
Organization members, Child Care Centres spaces-up to 50 .....	\$190.00
Organization members, Child Care Centres spaces-up to 75 .....	\$215.00
Organization members, Child Care Centres spaces-up to 100 .....	\$240.00
Organization members, Child Care Centres spaces-more than 100 ....	\$260.00
Organization members, Child Care Centres spaces-more than 1000...	\$1000.00

Toronto Child Care Programs, add \$60 for automatic dual membership in the Toronto Coalition for Better Child Care.

Organizational Membership includes:  
A Guide to Child Care in Ontario resource book, access to  
employee benefit package, RRSP plan package, Program  
Insurance and Officer's Liability Insurance, Some Restrictions  
Apply

**Contact us at [info@childcareontario.org](mailto:info@childcareontario.org)  
or 416-538-0628/1-800-594-7514  
for more information and to join.**