



THE CELEBRATION
CONTINUES

1851
17
2021



**FAMILY
DAY**

*Family Day Care Services
2021-2022 Annual Report
September 2022*



FAMILY DAY BOARD AND MANAGEMENT

(as of March 31, 2022)

BOARD OF DIRECTORS

Melissa Banfield (Chair)
 Maura Dyer (1st Vice-President) • Dupe Oluyomi-Obasi (2nd Vice-President)
 Joe Cacioppo (Secretary and Treasurer)
 Jackie Chavarie (Past Chair)
 Directors: Tracy Abel, Michael Braithwaite, Joshua Fineblit, Chaya Kulkarni,
 Martha Lee-Blickstead, Sathees Ratnam, Cindy Wang

SENIOR MANAGEMENT TEAM

Diane Daley, Chief Executive Officer
 Mary Sharifzadeh, Director, Programs
 Karim Bhimji, Director, Corporate Services

MANAGEMENT TEAM

Shelagh Karstoff, Frances Lesick, Nicole Lewis, MaryLou Maher, Pat McDowell,
 Elly Morshedi, Nira Ponniah, Violet Robinson, Lisa Shortall, Lianne Terry,
 Christine Verzini, Mollie Zebedee



OUR VISION

**A society where all children
 achieve their potential**

OUR MISSION

**Leading innovation in early
 learning, child care and
 family support services**

OUR STRATEGIC DIRECTIVES

- 1. Driving Innovation**
- 2. Attracting Innovators**
- 3. Enabling Innovation**



BOARD CHAIR AND CEO REPORT

THE CELEBRATION CONTINUES

While navigating another year of pandemic-related complexities, our important work continued without interruption—ensuring that our vision, mission and strategic directives were upheld.

Our dedicated team members across all departments stepped up to ensure our children, families and educators were provided with the tools, resources and supports needed to stay engaged, informed, connected and safe.

The year's theme "A Celebration" highlights our Agency's journey of 170 years of service. Part of that journey over the past year includes examples of exceptional collaboration, creativity and commitment to meet the needs of the children and families we serve.

Our theme also mirrors our ongoing efforts to cultivate, develop and sustain purposeful relationships with organizations and professionals who can support the unique needs and identities of families. As sector leaders, we worked steadfastly to offer culturally-appropriate programs and supports.

We are grateful our community partners hold us accountable to ensure these programs and supports are always grounded in a framework of equity, diversity and inclusion. We are proud of the connections we have made across the GTA to assist children and families. Moving forward, we remain committed to improving access to services and building innovative partnerships in the communities we serve.

Our investment in evidence-based practices that promote and advance excellence in early learning and family engagement is ongoing.

We also remain committed to strong sector leadership. In 2021, Family Day participated in a Canadian Child Care Federation-hosted discussion with The Honourable Karina Gould, federal Minister of Families, Children and Social Development; we were also at the table for a First Policy Response panel discussion with The Honourable Ahmed Hussen, federal Minister of Housing and Diversity and Inclusion.

Our three strategic directives (Driving innovation/Attracting innovators/Enabling innovation) have served as our blueprint

for goal setting, decision making and how we work with our stakeholders.

Highlights of our past year include:

- The opening of Gordon Graydon Early Learning and Child Care Centre and the expansion of our Hickory Wood Early Learning and Child Care Centre
- Further development of our Outdoor Learning Program to provide increased opportunities for children to engage with nature and experience the benefits of outdoor play.
- Staff participation in the Skilled Trades Ontario Apprenticeship Program.
- Leadership team mentoring through the Royal Roads University Mentorship Program.
- Launching the development of the Family Day Child Information Management Portal
- Significant investments in infrastructure to keep Family Day efficient and innovative.



Another significant highlight:

In March 2022, Ontario reached a \$13.2 billion agreement with the federal government on funding and terms of a Canada-wide Early Learning and Child Care program (CWELCC). Family Day has opted in. This new program will not only significantly reduce child care costs for families; it will also improve access and quality across Ontario's child care and early years sector.

As we look ahead to 2022/2023, the future of Family Day is full of promise. Our sincere and heartfelt thanks to our board, management, staff and home child care providers, who once again worked tirelessly together to keep everyone included, engaged and safe.


Melissa Banfield
 Board Chair




Diane Daley
 CEO

Family Day By the Numbers

April 1, 2021 - March 31, 2022

PROGRAMS



TRAINING STATISTICS



Number of Training Opportunities



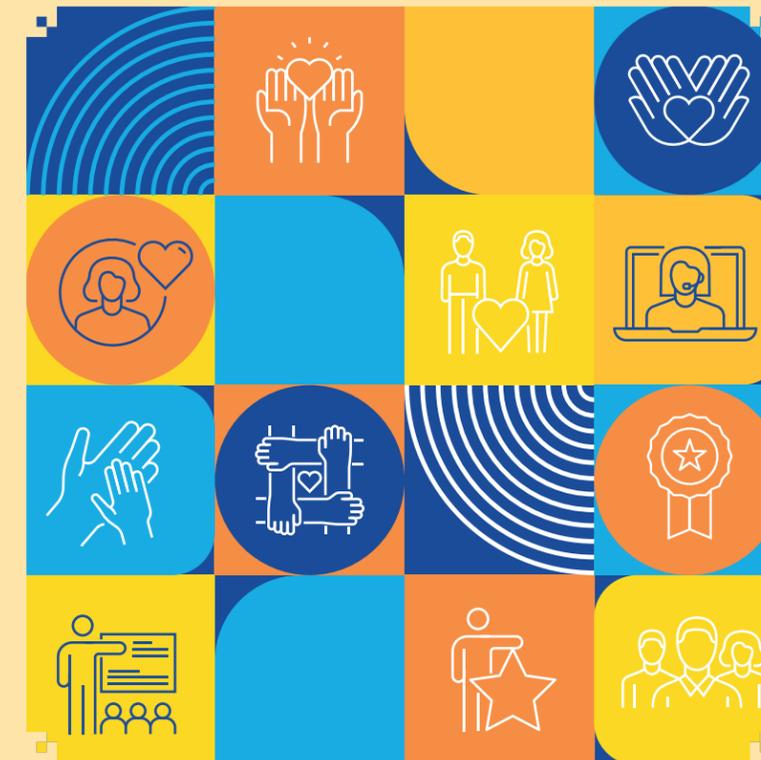
Number of Hours



Unique Numbers



Cumulative Numbers



HUMAN RESOURCES

Total Full-Time & Part-Time Employees 487

Total Casual Employees 70 (includes ECE, AT & B/A Students)

Total Placement Students 54 (placement cut short due to Covid-19)

Total Volunteers 11

Total Apprenticeships 9

COMMUNICATIONS & MARKETING



884 FACEBOOK POSTS

- On our public sites (Family Day and EarlyON at Family Day), we have 2,617 followers.
- On our private site (the one we provide virtual programming on), we made 500 posts this year and we have 3,900 followers.

533 TWITTER POSTS During the year, we made 126,000 impressions! We have 1,061 followers.

24 WEBSITE POSTS News, CEO messages and Other.



Celebrating our Successes!



As we celebrate 170 years of serving children and their families, we also celebrate the capacity, strength and dedication of our board, staff, partners and sector allies—particularly during every phase of the COVID-19 pandemic.

We have been steadfast in sustaining the momentum generated by our Strategic Plan. Focused squarely on innovation, our Plan's clear goals and directives continue to propel Family Day forward—today, and in the next chapter of our long and remarkable journey.

This next chapter is one we anticipate with great enthusiasm, as we continue to build upon our rich history, advance our strengths and further our vast potential to drive, attract and enable innovation.

These are just a few stories from the Family Day front lines that demonstrate the difference Family Day makes in the lives of children and families:

“Discovering the joy of learning and reading

“My Ari began SK during the pandemic. I was concerned with their inability to focus during online learning. Our Family Day Program Facilitator observed Ari and made it a priority to hone in on his interests. A personalized, specific plan using Lego was developed to teach Ari math skills. They also researched online resources for books that would encourage Ari to sit down and read.

They adjusted their teaching style to include more play and creativity. After just one month, Ari was able to read many words—and I mean actually read, not just recite from memory like before. Ari's report cards were so good; I could see a definite improvement. I am so impressed and proud. Thank you for everything you did for Ari.”

“Strengthening knowledge and building capacity

“MJ had complex feeding challenges as well as speech, language and motor development delays. Our Family Day Integration Coordinator brought our home visitor and caregiver together to create strategies to manage MJ's challenges. We all felt supported and confident. Through this collaborative effort, MJ has made significant progress: now uses words to communicate and enjoys walking, running and playing.”

“Connecting, sharing, supporting

“I brought Yimi to Don Valley East EarlyON one Saturday afternoon. I mentioned we were wait-listed for speech and language assessment. The staff really listened, offering practical resources to use while waiting. Then they thanked me for sharing my story; I burst into tears. I didn't realize how alone I had been feeling. It was encouraging and reassuring to meet other families not only experiencing similar challenges, but who gave me much-needed, much appreciated support.”



During the pandemic, Family Day management personally installed banners and window clings at every location to remind team members how much their dedication was very much appreciated

Simer Bassi, Housekeeping Aide at Markville, said, “When I came out of the car and noticed the banner, it put a big smile on my face, knowing that I was appreciated working during the pandemic time helping our families. Thank you for making us feel special and providing a safe environment to work in.”

Markville Assistant Teacher Fereshteh (Angela) Jassebi exclaimed, “I was in tears to see the banner. I felt valued, recognized and that I am not alone. Happiness, learning, friendship, community and support is what I can describe about Family Day after 30 years. It was such a good feeling. Thank you very much!”

Tammy Zanlorenzi, RECE, Thornhill added, “Recognition in any way, whether small or big can be a lift to the person that is receiving it. I would like to thank Family Day for their thoughtfulness, appreciation and thanks for the work we all do each and every day. Thanks for the beautiful plant and the sign that was displayed for everyone to see.”

Thornhill Assistant Teacher Emma Moya said, “I am so thankful for thinking of us, the staff. I really appreciate what you did for me; the kind words, the message on the bulletin board, card and the beautiful plant that warmed my heart during the hard times in the middle of the difficult and risky pandemic. Thank you.”



At Family Day we believe that employees should be recognized in a variety of ways and from all levels of the organization. Our March 2021 New@Notable Newsletter focused on recognition from the management team who sent these beautiful messages to their employees.

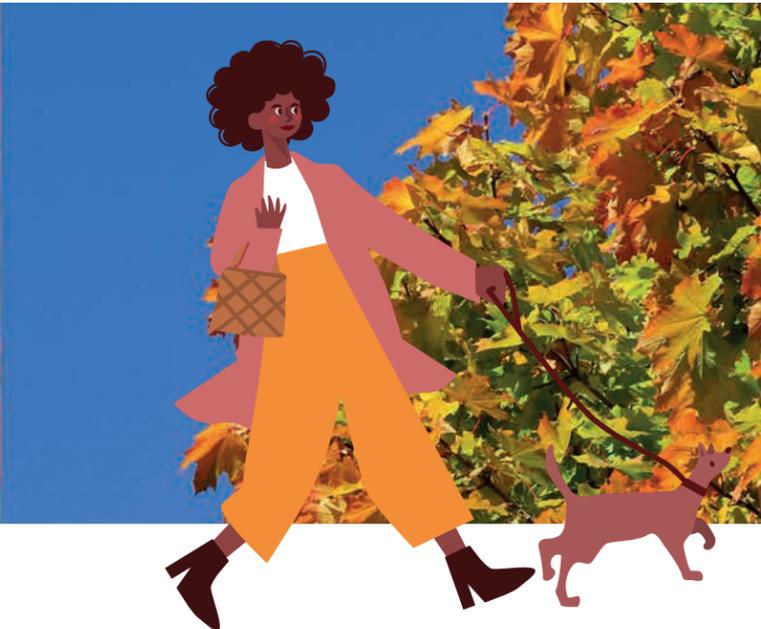
170 YEARS: A Celebration

Pop the popcorn, dim the lights, and get comfy on the couch: If you haven't already seen it, be sure to watch our short, 8-minute celebration to 170 years. Screening 24-7 on our YouTube channel, you never have to pay-to-view.



Watch it, love it:
<https://youtu.be/gShphOFI21M>

Celebrating Outdoor Learning!



For children, there's just something special about being outside. They can jump, shout and explore to their hearts' content. The sense of freedom created by outdoor learning is fuel for a child's physical and mental development.

When you consider the ever-expanding presence of technology and the prolonged pandemic health restrictions and more sedentary lifestyles we've experienced recently, outdoor learning may be more important than ever before.

Family Day's Outdoor Learning initiative promotes learning in nature while reducing barriers to outdoor engagement for all children by:

- Offering all-weather appropriate clothing so that every one of our children stays warm, dry and free to enjoy and explore
- Providing opportunities for children and their families to connect with nature
- Providing materials, tools and supplies to support outdoor experiences
- Ensuring our playgrounds are naturalized, child-friendly play spaces
- Investing in books and new technology to enhance in-classroom learning
- Providing access to special events, community field trips and summer camp excursions

WALKING THROUGH THE FOUR SEASONS

The York Region Four Seasons Outdoor Programming Framework, "Walking Through the Four Seasons" began in January 2021, with 44 Family Day educators participating.

With goals from supporting EarlyON programs to accommodate changing demographics to increasing outdoor learning for EarlyON educators to providing tools and techniques to build confidence teaching outdoors to better equipping staff and families for outdoor learning with young children to aligning with the Ministry of Education EarlyON Child and Family objectives, this partnership program is inspired by the forest school teaching/learning model, as well as Anishinaabe/Indigenous Seasonal Pedagogy.

Led by the Toronto Region Conservation Authority (TRCA), the program principles support unstructured child-led outdoor play. While 'Seasonal Pedagogy' comes from Ojibwe Knowledge of the Four Seasons around the Great Lakes, it connects with the life experiences of all living things. Everything that grows has Birth, Movement, Relationship, and Passing.

This Seasonal Pedagogy can be used to describe the natural processes we experience as human beings, particularly when we are supporting young children's land-based play. Educators participate in approximately

9 virtual and 9 in-person outdoor training opportunities at 3 land-based learning hubs in York Region, Kortright Centre, Lake St. George and Scanlon Creek.

These opportunities will cover all the necessary information to provide land-based learning activities along with techniques to mitigate and identify risks and safety that may exist in outdoor environments. The framework will also provide opportunities for mentorship and support, participate in a community of practice, and provide web-based resources.

Collaborative project partners include:

- **Dr. Hopi Martin**, Oshkaabewis/Consultant/Facilitator, Edge of the Bush; a partnership that brings together Indigenous and non-Indigenous peoples and organizations through establishing and maintaining respectful relationships through kindness, care, and shared land-based projects that support children and families;
- **Dr. Diane Kashin**, a registered early childhood educator in the province of Ontario with more than 30 years of extensive experience in the York Region Early Years community in York Region for over thirty years;
- **Lake Simcoe Region Conservation Authority**, working with their community to protect and restore the Lake Simcoe watershed by leading research, policy and action;
- **York Region Nature Collaborative (YRNC)**, a group

of early years organizations with a vision to build a movement in which every child has the right to meaningful outdoor experiences that playing, learning, and exploring in nature every day.

Response from Educators has been enthusiastic!

"This framework also supports adults in developing their own awareness of the world around them, boosting their confidence to take children outside every day. During the training, I learned so much about outdoor play as well as "risky play" and how it can benefit children physically and emotionally. "Risky play" is a concept that gets some adults' hearts racing the minute they hear it, but I learned why it is important for healthy child development, how to get parents on board, and how to foster a safe and engaging outdoor learning environment. I will use these techniques as well as some of the great activities!"

"The Four Seasons training has positively impacted my view of what our land has to offer to us. As an educator and individual, I have been able to transform my way of thinking and my practices.

The training continues to provide insights about ways we can connect to the outdoors on a personal level, but also from the perspective of an educator who influences the lives of children and families.

As I embody these practices, I hope that the families I work with are also able to develop a deeper understanding, appreciation and connection with our land."

Building Staff Capacity

Family Day's Apprenticeship Program

At Family Day, we recognize the pivotal role capacity building plays in the child care sector.

At the individual level, capacity building refers to the process of changing attitudes and behaviours; imparting knowledge and developing skills while maximizing the benefits of participation, knowledge exchange and ownership.

We believe our employees are our source of sustainable competitive advantage. This means we must attract and retain an outstanding team that embodies the spirit of our Strategic Plan.

Each of our three Strategic Directives (driving innovation, attracting innovators, enabling innovation) pinpoint on advancing the innovation agenda at Family Day through the work we do, the team we build, and the infrastructure we need to succeed.

In keeping with our mission of leading innovation in early learning, child care and family support services, we encourage and support employees to further their education.

The Skilled Trades Ontario Apprenticeship Program comprises on-the-job and in-school training

to become multi-disciplined Child Development Practitioner (CDP) professional.

Kesha Edwards from Willow Way Early Learning and Child Care Centre in Mississauga is one several Family Day employees currently enrolled in this program.

Chosen by her supervisor to study her RECE with Director's Approval, Kesha is on track to graduate in fall 2023 with her diploma; RECE studies will follow.

Previously a Child and Youth Worker, Kesha worked in the mental health sector.

A friend referred Kesha to Family Day. She recalls, "I knew during my first interview that this was the place for me, because the interview was tailored to my specific situation. I just knew it was going to be a great place to work, and I was right. I love all my co-workers; my supervisor is amazing and so is management. And obviously—lots of opportunity!"

Kesha began her apprenticeship three years ago; things got side-tracked by the pandemic, but she now expects to graduate in Fall 2023.

She says, "The program is totally tailored to child care and it's time-efficient, which I really

appreciate. It's all online learning, so I also appreciate the enthusiastic support of my colleagues and my supervisor at Willow Way. When I need clarification, more detail, or guidance, it's so reassuring to know I can turn to them."

"I came to Family Day from a different sector so transitioning into child care has been remarkably interesting. My placements are always different—this semester I'm in a kindergarten classroom; last semester I was in a preschool environment. It's hard to describe in words how much I am learning about all aspects of child care! I am so grateful to be part of an organization that supports and encourages me to be my best."



"I knew during my first interview that this was the place for me."

Family Day's Funders and Community Partners

FUNDERS

City of Toronto
Region of Peel
The Regional Municipality of York
Toronto Fresh Air Fund
United Way Greater Toronto

COMMUNITY PARTNERS

Association of Early Childhood Educators Ontario
Canada Summer Jobs - Service Canada
Centennial College
Child Development Resource
Connection Peel
College of Early Childhood Educators
Community Living Brampton
Community Living Mississauga
Community Living York
Creative Zone
CUPE Local 2563
Dufferin-Peel Catholic District School Board
Early Years Provincial Network
Ecosource
Edge of the Bush
Erin Oaks Kids
Every Child Belongs - Toronto
EveryMind - Peel
George Brown College
Harmony Movement
HIGH FIVE
HighScope®
Home Child Care Association of Ontario
Home Child Care Association of Toronto
Humber College
Journey Together - Peel
Lake Simcoe Conservation Authority
Loyalist College
Mothercraft College of Early Childhood Education
Peel District School Board
Peel Inclusion Resource Services
Peel Public Health
Peel-Halton Nature Collaborative
Quality Early Learning Network
Raising the Bar - Peel
Seneca College
Sheridan College
Storypark
The Ministry of Education
The Neighbourhood Organization
Toronto Catholic District School Board
Toronto District School Board
Toronto Food Share
Toronto Metropolitan University
Toronto Public Health
Toronto Region Conservation Authority
Toronto Star
University of Guelph-Humber
York Catholic District School Board
York Region District School Board
York Region Nature Collaborative
York Region Public Health

17 

Here we grow again!

This year, not only did we open a new program at Gordon Graydon Early Learning & Child Care Centre, we also celebrated the expansion of our Hickory Wood Early Learning & Child Care Centre.



17 

Building Leadership Capacity

Celebrating Mentorship

Once the best and the brightest are on board at Family Day, we know it's critical to retain them.

And one of the best retention strategies is mentoring—when a qualified, experienced and willing individual takes personal interest in seeing another individual develop to their full potential.

Many organizations have embraced formal mentoring programs to help leaders thrive in a constantly changing world—where continuous learning and adapting are essential.

Royal Roads University—a publicly funded applied research institution focused on lifelong education since 1995—approached Family Day to offer five leaders the opportunity to be mentored by participants in their University Graduate Certificate in Executive Coaching program.

This program empowers participants to build the skills, knowledge and practical tools to effectively coach people and organizations towards superior performance. It also provides meaningful ways to share energy, passion and experiences—both inside and outside their chosen industry.

Participants learn how to inspire the best in others. They learn tools for accountability, communication and process management. They learn what helps—and hinders—accomplishment:



**Program Manager,
Christine Verzini**

“... It was an honour to participate. It was nice to be able to take time to reflect on my career and set goals to further myself both professionally and personally; I found ways to align my goals with Family Day’s Strategic Plan. My coach was a good fit for me—pushed me out of my comfort zone to discover strengths I never knew I had. With her guidance, I strengthened my interpersonal leadership behaviours and team interaction skills. My coach also provided many resources (books, videos, podcasts) to support my growth. I often reflect on the goals and action plans I developed; they keep me accountable to keep growing professionally. An incredibly positive experience.”



**Systems Administrator/
IT Supervisor, Vivian John**

“... My mentor provided me with excellent coaching; I’m experiencing the benefits. With her years of experience, she was able to share insights about her own career path: strategies that worked for her—and some that didn’t. Our discussions helped me better understand my own career path. I have gained more confidence in my abilities. I’ve reflected on some of my personal career setbacks; today I have a different, more positive outlook. This course has supported my career journey and allowed me to align my actions with my values. I continue to meet with my mentor and am very grateful for this enriching career opportunity.”

“This has supported my career journey and allowed me to align my actions with my values.”

Peeking through the Portal

With more than 50 centres—plus more than 200 licensed home child care providers—Family Day offers care to thousands of families. But that means lots and lots of data, and we are trying to make it easier for parents to input and update their child's important information.

Coming soon, our new Child Information Management Portal (or "Portal", for short) will be a one-stop site for parents to ensure their child's information is always up to date, and will help them to manage and make payments, register for programs... and more! No matter how many children someone has, and no matter how many programs a family is registered in, Family Day's Portal will handle it all in one place.

In development for months, Portal is coming soon. We can't wait for you to see it!

FAMILY DAY CHILD INFORMATION MANAGEMENT PORTAL



IN JUNE 2022,

We really Moved It

We walked, ran, biked, swam, bounced, gardened and more...
all in an effort to **Get Out and Move for Family Day!**

The funds we raised will help us promote high-quality outdoor education and experiences for young children that will benefit them throughout their lives. Thank you!

Thank you to our **amazing Gold Sponsors**
whose support motivated us to really **Move It!**



**FAMILY
DAY**

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