



FAMILY  
DAY



**Family Day Care Services**  
**2022-2023 Annual Report**  
*September 2023*

## BOARD CHAIR AND CEO REPORT

# PUTTING CHILDREN AND FAMILIES FIRST: OUR ONGOING COMMITMENT

Family Day is one of the largest multi-service early learning and child care agencies in the GTA—equipped to deliver high-quality, integrated programs and services.

Improving, increasing and expanding access to Family Day programs and services for children and families drove every aspect of our 2022/23 operations.

While continuing to embrace the rollout of the Canada-wide Early Learning and Child Care (CWELCC) plan (which aims to reduce the cost of child care to an average of \$10 per day by 2026), we also continued our advocacy efforts to address fair compensation and the ongoing recruitment/retention challenges in our sector.

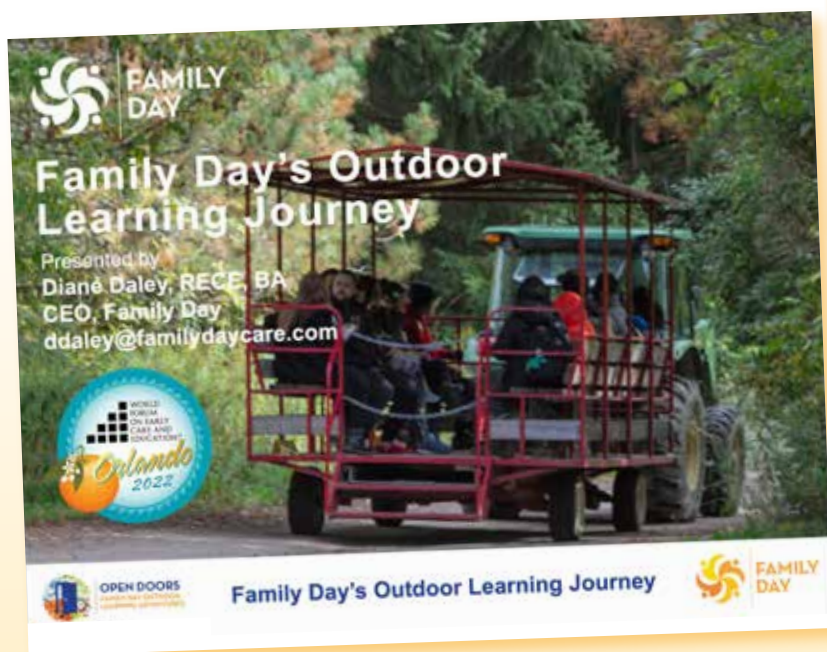
In collaboration with the Ministry of Education and our provincial partners, Family Day is working towards a more transparent, accessible, affordable and inclusive child care system for the families we serve, as well as families in Ontario. From creating and delivering evidence-based pedagogy, processes, programs and services, to strongly advocating for equity, diversity and inclusiveness, to sharing our knowledge across the globe through the World Forum, Family Day also remains committed to sector leadership and innovation.

### **Rapidly changing needs**

The pandemic underlined the need for capacity and the ability to operate efficiently in evolving environments, as well as the need to continue to invest in and support our people. Our teams had to learn a lot to be responsive to the rapidly changing needs of our families and communities.

In the post-pandemic environment, we are focused on overall wellbeing and creating a sense of belonging at Family Day, for our teams and caregivers, and the children, families, and communities we support. We are still transitioning to “the new normal”, and working hard to rebuild, but we are so glad to begin connecting once again in the familiar ways, to see a full smiling face with the option to not wear a mask or to receive a warm hug without distancing.

Aligned with our focus, we have also reinforced our long-standing commitment to nature-based learning and outdoor education, which is proven to improve the wellbeing of children and families in so many ways.



*Diane was delighted to speak at the World Forum about Family Day's commitment to outdoor learning. Speaking to an international audience, she shared how we created a culture and commitment to outdoor learning across our organization. She spoke about our journey in reducing barriers so that educators, children, and families can explore the outdoors in all weathers. Motivating delegates with positive outcomes, Diane reported on our success now, 5 years later.*



**Our Way Forward**

In our ongoing efforts to effectively meet the needs of the people we serve, we soft-launched “Our Way Forward”, our new Strategic Plan. It demonstrates our ongoing commitment to a modern, innovative, responsive organization that puts children, families, and communities, first.

One significant accomplishment was expanding to meet the needs of families across communities, creating more welcoming spaces with two new sites (Elm and St. Barnabas) and increased capacity at Holy Spirit.

We are deeply grateful to every one of our financial supporters. They have walked with us during this journey, and we know we can continue to count on them as we move forward.

We also know we can always count on our talented and dedicated management, staff, and Board of Directors. These incredible people work nonstop and with great passion. We take this opportunity to honour, recognize and applaud them. Their professionalism and ongoing commitment to putting children and families first shines through in everything we do. The words “thank you” hardly seem sufficient.

Finally, we recognize the families who choose Family Day as their care provider. We genuinely care for our families and will continue seeking opportunities to welcome even more of them—today and tomorrow. Improving, increasing and expanding access—and service excellence—is our way forward!



**Melissa Banfield**  
Board Chair




**Diane Daley**  
CEO



# Family Day By the Numbers

April 1, 2022 - March 31, 2023



## TRAINING STATISTICS



Number of Training Opportunities



Number of Hours



Individuals Trained



Cumulative Total of Individuals Trained

# HUMAN RESOURCES

557

Full-Time & Contract Employees

75

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

100

Placement Students

11

Volunteers

3

Apprenticeships

We are thrilled to recognize these valued long-time employees who have provided 25 or 30 years of exemplary service to Family Day. Thank you!



**Nicole Lewis**  
Program Manager,  
Peel

25



**Kelly Gazzola**  
Centre Cook,  
Essex Lake

30



**Luz Guijarro**  
Program Facilitator,  
Markham EarlyON

30



**Gomatie Sukhandan**  
RECE,  
Brookside

30

## FAMILY SUPPORT WORKER STATS

565 UNIQUE PEOPLE SERVED



291  
Children



274  
Parents



177  
Phone  
contacts



116  
Email  
contacts



905  
In-person  
contacts



150  
Parent  
referrals



21  
EI referrals  
for children

## COMMUNICATIONS & MARKETING



**774 FACEBOOK POSTS**

On our public sites (Family Day and EarlyON at Family Day), we have 2,900 followers. On our private site (where we provide virtual programming), we made 400 posts this year and we have 4,600 followers.



**OUR TWITTER POSTS GARNERED OVER 50,000 IMPRESSIONS THIS YEAR**  
Family Day has 1,100 followers.

# Family Day's Funders and Community Partners

---

## FUNDERS

---

*City of Toronto*  
*Region of Peel*  
*The Regional Municipality of York*  
*United Way Greater Toronto*

## COMMUNITY PARTNERS

---

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





CREATING A LASTING IMPACT

OUR WAY FORWARD





## **“Our home away from home!”**

*My EarlyON story began after the birth of my son, Jason, five years ago. Even though I overcame many challenges in life, nothing prepared me for motherhood! This is where the support, wisdom, and unconditional acceptance of the EarlyON staff came into play.*

*After being home with Jason for a year, I knew it was time for both of us to embrace the real world. I discovered EarlyON through online research and I became curious. Arriving at a Family Day EarlyON Centre for the first time, Rosa’s welcoming smile and warmth told me this was the place for us. Little did we know it would become our home away from home.*

**The professional, caring staff amaze me.** *I have taken many classes with my children—everything from Baby Sign Language to Nursery Rhymes to Nutrition (to name a few). Through EarlyON programs, I have learned so much about myself and my children! If the EarlyON team can’t answer one of my questions, they’ll do their best to help find one. I consider them added family and friends. They know everybody by name. They ask me about my well-being.*

*The pandemic hit just after I had this newfound EarlyON family. Everything came to a screeching halt during lockdown. But the EarlyON centres didn’t miss a beat. They found creative solutions to continue programming virtually and outdoors. We stayed connected throughout the pandemic, making me value and appreciate EarlyON all the more.*

*Doll play, a new craft every visit and kinesthetic activities abound in every corner. Regardless of the location, it is so wonderful to see an abundance of toys and activities for the children. I have also observed a transition from plastic toys to toys made of wood and fabric that children naturally gravitate to. EarlyON centres are constantly evolving in a positive way!*

**I find it so affirming to really feel heard by the staff.** *They are always seeking feedback from the kids during Circle Time and from adults about programming and this feedback drives programming that’s reflective of the participants.*

*EarlyON has become our home  
away from home!*

OUR WAY FORWARD

## Coming Full Circle

*I stumbled upon Don Valley East, Parkway Forest & Flemingdon Park EarlyON Centres when our daughter Aislin was just a year old. As a stay-at-home parent, I lacked a go-to place to escape our four walls and socialize with other families. I have a distinct memory of Aislin toddling in, plopping down on the rug to inspect a toy and immediately being greeted and welcomed. I knew this place felt different. We quickly became regulars. Aislin settled in quickly and I finally had a social circle. I felt a sense of community and support. The staff were always approachable and offered reassurance and encouragement.*

*The Open Door and Family Time programs supplied structure and much-needed routine. It was such a relief taking Aislin somewhere I knew she would enjoy herself and where the staff truly cared about each and every child and family.*

*When Aislin was diagnosed with an anaphylactic allergy, the EarlyON staff were always eager to learn more about this condition and quick to help me wipe down a table or high chair so she could safely eat a snack without cross-contamination. As an exhausted mother who had additional concerns about her child's safety, I appreciated this beyond words.*

### UNDIVIDED ATTENTION

**We also relish in the wonderful rain-or-shine, year-round outdoor programming.** *I'll never forget the rainy morning we drove to the park and were the only family there. Although she'd been cranky in the car, Aislin was delighted to have everyone's undivided attention. She orchestrated elaborate hide-and-seek games and had everyone following her own made-up rules. There is no denying the Don Valley East team genuinely cares. They could have easily cancelled the program due to lack of attendance, but instead they gave Aislin a chance to be a leader and remind her that her thoughts have merit and are worth listening to, even by adults.*

*With Aislin in school, now that my infant son has started at EarlyON, we've come full circle.*

OUR WAY FORWARD



# Creating a Lasting Impact

## From Concern to Confidence

A thankful mom writes: “I am so grateful for all the hard work you have done supporting my son Issachar with his reading, writing, and math during the past year. You have helped him improve his academic progress. You are a strong, energetic, and capable group. And you made my concerns about my son’s education disappear.”



## Making a Meaningful Difference

Emigrating to Canada from China, Jiang spoke no English. He began Grade 2 unable to communicate, interact, or express himself. Finding it extremely hard to make friends and be understood, he felt lonely, helpless and hopeless.

Making matters worse, Jiang’s mom did not speak English either. When the school called to talk about Jiang, she felt helpless and hopeless. “There were many miscommunications and misunderstandings back then,” Jiang’s mom recalls with sadness.

**Then Jiang joined Homework Plus, and what a meaningful difference it made!** Now able to converse with his teachers and classmates, Jiang is reading simple books.

“Jiang’s teacher was such a huge help and support every step of the way—to both of us! She built a bridge between me and the school,” his mom says with a smile that spreads from ear to ear.

“We are so grateful to Homework Plus for creating such a welcoming and comfortable learning atmosphere for students struggling with grades, language skills or both. Thanks to Homework Plus, I have high hopes for my son now that he is happy and finding success.”

## Bolstering Collaboration, Competence and Community

A community partner with EarlyON Child and Family Centres, the Lumenus Preschool Speech and Language program encourages and enables kids and their families to manage communication challenges. In the Flemington Park community, I was shocked to meet so many families (and hear about many more) that did not leave their house or attend any programs with their children because of barriers that I never even knew existed (such as waiting for an elevator with an overactive toddler!)

**For families of children with communication challenges and extra support needs,** it’s unbelievably difficult in the world outside home. When a child is developing differently, they won’t participate in expected ways. Maybe they can’t talk, so they scream or cry instead. It’s so hard on families. It’s impossible to predict how their special needs child will manage. It’s critical for them to find safe spaces in their community.

I knew there were programs out there; as both a parent and a professional, I knew their value first-hand.

In partnership with EarlyON, we developed Early Communication, a 6-week program for families with speech and language development challenges and concerns. Anyone in the community was welcome. Each week parents learn a different strategy and get lots of time to practice and ask questions.

It’s been a huge success!

Participating families live with a wide range of differences. A room full of children with autism means our Circle Time looks different; play looks different; communicating is different. And yet, it’s a really popular program.

Families are welcome to keep coming back, engage with staff they trust and connect with other families. EarlyON staff speak myriad languages—Spanish, Chinese, Tagalog to name a few. That makes a real difference—the staff know these families, are well versed in strategies and always happy to offer help or support. The families themselves have told me they love connecting with other parents and they really love that we are always able to point out something positive about their child.

# Creating a Lasting Impact

## Respectful, Helpful, Resourceful and Sensitive

Our son was bullied and picked on before, during and after school. Some incidents we knew about, but some we didn't, until Heather and her team shared information with us. It broke our hearts that our sweet boy didn't tell us everything because, as an only child, friends are so important to him, even when they treat him badly; he didn't want to get them in trouble.

**We were utterly amazed** with the ways Heather and all the Family Day staff managed the different situations that cropped up on any given day. The amazing part was how rather than punishing the kids, they educated them; taking the time to listen to each child. They didn't take sides, but they did take time to explain what to do and what not to do in a respectful way. We can always count on Family Day staff to be helpful, resourceful, and sensitive.

When our son was diagnosed with ADHD, Heather and her team were on board right away, listening to us to learn the techniques to manage his challenges when we were at home. They taught him and us practical tips that have served us all very well.

On behalf of my family, a big, heartfelt thank you!

## A 'Lifeline' for Parents and Children

EarlyON has been our family's 'lifeline.' When I began attending a Family Day EarlyON centre with the first of my three children, I appreciated the variety of toys and play spaces. EarlyON centres help give children experiences they don't always have access to at home or that parents aren't even aware of. The staff is also exceptionally knowledgeable and empathetic.

**It's amazing how many people forget** how challenging it can be as a first-time parent of an infant or toddler. The EarlyON staff remember; they provide non-judgemental advice and support as needed.

The community created by EarlyON doesn't stop when their programming stops. Resources are shared and relationships are fostered between kids, families and schools.

## A Firm, yet Gentle and Age-appropriate Approach

Today, I had the pleasure of working in the preschool classroom at St. Francis Family Day.

Soon after Sabrina [a Family Day Educator] arrived to cover a shift, one of the children began screaming and dumping toys. Currently receiving support for self-regulation, I know that these disruptions can last for a long time and that he can be rough.

Remaining calm, Sabrina intervened, but there was no reasoning with the boy, who continued screaming and then kicked off his shoes before attempting to run away.

**Still ever-calm and reassuring,** Sabrina was able to encourage him to get up off the floor and sit in a chair.

She asked questions such as, "Are you safe here?" to which the boy replied, "Yes." Sabrina's patient but persistent questions had the desired calming effect.

Sabrina then explained why the boy needed to put his shoes back on. Sabrina then let him know the toys he had dumped on the floor had to be gathered and put away; she offered to help. Once the toys were cleaned up, Sabrina helped the boy to choose an activity for the remainder of play time. Soon he was calm and able to enjoy himself.

What a firm, yet gentle and age-appropriate approach Sabrina employed. She de-escalated a tense situation with a very agitated child in less than 10 minutes! I am in awe of her and I look forward to seeing Sabrina at St. Francis Family Day more often!







OUR WAY FORWARD



## 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***



# Highlights of 2022



*Here we grow again!  
Celebrating the opening of  
St. Barnabas Child Care Centre  
in Scarborough*

*Family Day hosted  
an Anti-Black racism panel  
discussion on **Making a Difference:  
Leaders as Change-Makers***

*Family Day's **Open Doors**  
event welcomed over 400 participants  
to a fun-filled day of activities and  
movement at the **Kortright Centre  
for Conservation**.*

A screenshot of a social media post from Family Day (@FamilyDayGTA) dated April 12. The post text reads: "Family Day would like to invite you to An Anti-Black Racism Panel Discussion on Friday, April 22, 2022 | 8:00AM – 9:00AM. Please click this link for more info and to register: [bit.ly/3v8EVrT](https://bit.ly/3v8EVrT)". Below the text is a promotional graphic for the event. The graphic features the Family Day logo (a stylized orange and yellow flower) and the text: "FAMILY DAY", "Making a Difference: Leaders as Change-Makers", "An Anti-Black Racism Panel Discussion", and "day, April 22, 2022 | 8:00AM – 9:00AM". To the right of the text is a silhouette of two faces in profile, one black and one white, facing each other.

# Our Way Forward



## FAMILY DAY BOARD AND MANAGEMENT

(as of March 31, 2023)

### BOARD OF DIRECTORS

Melissa Banfield (Chair)  
Maura Dyer (1st Vice-Chair) • Dupe Oluyomi-Obasi (2nd Vice-Chair)  
Joe Cacioppo (Treasurer and Secretary)  
Jackie Chavarie (Past Chair)  
Directors: Tracy Abel, Michael Braithwaite, Summer Danakas, Karen Engel,  
Martha Lee-Blickstead, Rafeena Rashid, Sathees Ratnam, Dan Wise

### SENIOR MANAGEMENT TEAM

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

### MANAGEMENT TEAM

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



Get Out and Move  
for Family Day 2022  
Valued Sponsors

HIGHLAND GYM

MARSH

Sensuh  
Educational Supplies



WISHART  
.NET




YUMMY CATERING™  
the healthy choice



FAMILY  
DAY

### Family Day Care Services

155 Gordon Baker Road, Suite 400  
Toronto, Ontario M2H 3N5  
416 922-9556  
familydaycare.com

 facebook.com/FamilyDayCareServices  
  @FamilyDayGTA

Charitable Registration # 10737 5321 RR0001



Design wishart.net