



FAMILY DAY

Family Day Care Services
2020-2021 Annual Report
September 2021



1851

17 

2021





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**



FAMILY DAY BOARD AND MANAGEMENT

(as of March 31, 2021)

BOARD OF DIRECTORS

Michael Braithwaite (Co-Chair) • Jackie Chavarie (Co-Chair)
 Melissa Banfield (Vice Chair) • Joe Cacioppo (Secretary and Treasurer)
 Louis Gambino (Past Chair)
 Directors: Tracy Abel, Maura Dyer, Joshua Fineblit, Chaya Kulkarni,
 Martha Lee-Blickstead, Dupe Oluyomi-Obasi, Sathees Ratnam

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

BOARD CHAIR AND CEO REPORT

AN UNPRECEDENTED YEAR OF CHANGE AND CHALLENGE

Throughout the past year of the global pandemic, at Family Day we have witnessed an unwavering commitment and dedication—from all levels of our organization—to the children and families we serve.

Of all the things we've learned this past year, one of the most significant is the fact that our organization has continued to demonstrate resilience, flexibility and potential to navigate the unknown, adapt quickly and find new solutions in the face of adversity.

We are proud of our ongoing, strong sector leadership. Our investment in evidence-based practices that promote and advance excellence in early learning and family engagement, are the cornerstones of our mission and vision.

In 2020, the Federal Government acknowledged the role of childcare and its critical importance to the workforce and economy. We celebrate this recognition, and how it serves to acknowledge the contributions of educators and home care providers across the sector, for their skills, expertise, and invaluable contributions, day-in and day-out. This year, our agency has also embraced the Federal Government's commitment to creating a National Child Care Strategy, and we look forward to these potential plans unfolding in the province of Ontario.

We have paid attention to how the global pandemic has highlighted the disparities that exist, particularly across racialized Black and Indigenous communities. As we develop and deliver our programs and services, we will continue to strengthen our commitment to diversity, equity and inclusion across our organization. Family Day is proud of the rich cultural diversity that is represented at all levels of the agency. This richness is critical to leveraging our strength as an inclusive organization where staff, families and communities can grow and thrive together.

Working in partnership with our governments and community partners, we have found new ways to overcome the many obstacles created by COVID-19. We have worked hard to promote health and safety and to ensure that children and families continue to receive quality care and support.

Highlights of our past year include:

- **Our growth** - a new EarlyON Child and Family Centre at Hickory Wood in Brampton, will provide access to quality programs to many more children in the Brampton community.
- **Our focus on outdoor learning** - this pedagogical approach is well integrated in our culture. It has been significant to promoting well-being, particularly in the face of the pandemic.
- **Our investments in infrastructure** - our new investments in robust technological systems will keep us efficient and innovative.

2021 marks the 170-year anniversary of the founding of Family Day. As we commemorate this milestone, our ability

to adjust and innovate in the midst of the pandemic is particularly significant.

As well, we are proud of and thankful for each of you for your dedication, patience and commitment to our families and programs.

We couldn't have done it without you.

Somehow, saying "Thank you" does not seem adequate to acknowledge what everyone in this organization has been through, so please know that this comes from the bottom of our hearts:

Thank you to our Board Members, who continue to provide leadership, governance, guidance and support. You have never lost sight of the critical role we play.

Thank you to Diane Daley, our fearless leader, who in her second year at the helm faced every unprecedented challenge with grace, dignity and unwavering leadership.

Thank you to our management team, who worked tirelessly to find solutions that would work for us, and for ensuring that staff, teams and families were equipped to navigate and understand all the required twists and turns on the road to recovery.

Thank you to our staff and home child care providers. You were on the front lines every day, keeping us safe, our children cared for and our families comforted. Thank you, thank you, thank you! Because of you, Family Day not only survived, but thrived.

As we look forward to our 2021/2022 operating year, we hope we can return to some semblance of "normal" while retaining some of the enhanced safety protocols, flexibility, adaptability—and perhaps more importantly, the heightened teamwork at every level of our organization—that COVID-19 generated.

Congratulations on 170 years of amazing service to the communities we serve.

Thank you to everyone for your contributions to making a difference in the lives of children and their families.

Michael Braithwaite
Board Co-Chair

Jackie Chavarie
Board Co-Chair

Diane Daley
CEO



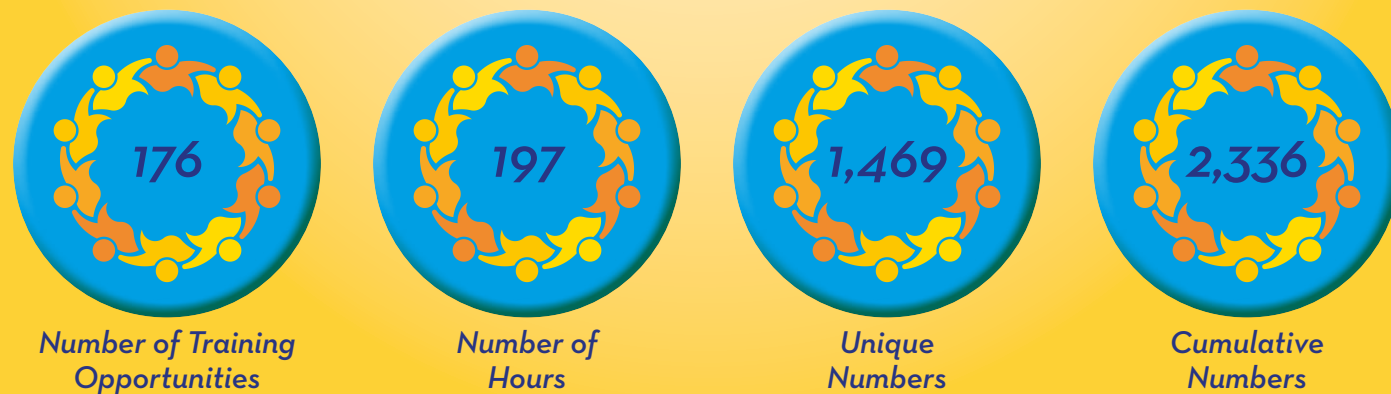
Family Day By the Numbers

April 1, 2020 - March 31, 2021

PROGRAMS



TRAINING STATISTICS



HUMAN RESOURCES



Total Full-Time & Part-Time Employees 462

Total Casual Employees 107
(includes ECE, AT & B/A Students)

Total Placement Students 119
(placement cut short due to Covid-19)

Total Volunteers 36

Total Apprenticeships 1

COMMUNICATIONS & MARKETING



993 FACEBOOK POSTS

- On our public sites (Family Day and EarlyON at Family Day) we have 2,398 followers
- On our private site (the one we provide virtual programming on) we have over 2,900 followers

616 TWITTER POSTS We have 1,015 followers

26 WEBSITE POSTS From CEO, Messages, News





Homework Plus: Empowering Children and Families

This no-cost, referral-based program offers academic and social supports to help students reach their full potential. Families of students also have access to helpful resources

and information. Students learn how to successfully complete their homework and establish a sustainable homework routine. They also practice reading, participate in physical activity

and are offered a healthy snack.

Here are just two of many success stories of a program that is funded by the United Way of Greater Toronto.

The Power of Support

After school, Shala was often cared for by neighbours while Mom worked. She was having difficulties with school work and needed support to reach her potential.

Shala was referred to our Homework Plus (HWP) program. She was quiet and had difficulty connecting socially. Just one month after participating in the program, she began opening up and developing relationships with her peers and others.

Throughout the lockdown the virtual homework help and skill-building activities offered through the HWP program kept Shala and her mother on track. The skilled program facilitator provided the needed on-going support to facilitate social connectivity.

Special funding was used to purchase school supplies, books and other essentials the family needed. Shala's mom said, "Thank you so much! My work makes it very hard to find the time and money to afford these things for Shala. Every bit of support you offer really helps." She added that Shala is much happier and more social.

Our support for Shala is ongoing. We are happy that she is more confident and making many positive connections.

Families Empowered to Succeed

Mahmoud, a newcomer to Canada, was struggling and crying out for help. His behaviour began to impact his learning in school. Mom was scared and didn't know how to help. A referral and support from the HWP program changed this situation.

We saw a child who was overwhelmed. He was an ESL learner that had difficulty coping and making sense of expectations at school. The language barrier also interfered with the family's understanding of teachers, peers and schoolwork, as well as their ability to ask questions and follow through. Our program facilitator spoke Mahmoud's home language, helping the family to better understand these new expectations. The culturally sensitive approach fostered open communication and provided an increased opportunity for the family.

Mahmoud is now doing much better and feels supported as he works hard to achieve educational goals and develop new friendships.

Mom and Dad were "extremely grateful someone believed enough in Mahmoud to help him succeed." We helped both parents adjust to life in Canada, connected Mom to prenatal supports and provided school supplies and other essentials.

Mahmoud has had a successful school year, thanks to the support received. This family has kept in touch; Mom continues to reach out for resources which she finds very helpful as she navigates her parenting role.

**to respect confidentiality, family names have been changed*

Family Day's Anti-Oppression Framework

Family Day's Anti-Oppression Framework demonstrates a fluid process that articulates the organization's commitment to diversity and inclusion. Family Day acknowledges systemic discrimination and Anti-Black racism. We recognize the impacts of racism against Indigenous peoples and the critical importance of truth and reconciliation. Taking action at all levels of the organization, we strive to promote inclusive programs and services, where every child is empowered to reach their full potential.

Our Key Belief / Principles

Family Day acknowledges historical systemic discrimination that currently reinforces systemic inequities and systemic barriers.



Family Day challenges discrimination that reinforces inequities based on identities and social location, as identified under the Ontario Human Rights Code:

- Age
- Ancestry, colour, race
- Citizenship
- Ethnic origin
- Place of origin
- Creed
- Disability
- Family status
- Marital status (including single status)
- Gender identity, gender expression
- Receipt of public assistance (in housing only)
- Record of offences (in employment only)
- Sex (including pregnancy and breastfeeding)
- Sexual orientation



Family Day Tracks, evaluates and measures the impact of actions to promote social change

Collective Impact

Actions / Activities

Stakeholders

Who We Serve



Our Approach

Family Day's Anti-Oppression Framework focuses on:

- Raising Awareness,
- Self-Reflection, and
- Behavioural Change

Anti-Oppression Theory

Utilizing Evidence-Based Research and Practise



Accountability

All levels of the Agency



Leadership

Work Plans, Timelines, Priorities & Goal-Setting, Policies



Raise Awareness

Education, Dialogue, Conversations



Self-Reflection

Challenge Unconscious & Implicit Bias, Prejudice, Assumptions



Behavioural Change

Anti-Oppressive, Positive Behaviour, Shared Power, Inclusive



Promoting Social Change

Individual, Organizational, Societal





EarlyON Child & Family Centres: Making a Positive Impact

Located in Toronto, Peel and York regions, Family Day's EarlyON Child & Family Centres are welcoming, supportive and accessible places where children (from birth to six years of age), their parents, grandparents and caregivers can:

- participate in a variety of activities with their children
- get information about programs and services available to them
- get information, family support and advice from qualified EarlyON professionals

Art Program Decreases Stress

Our Family Support program provides vital support to thousands of families and their children in the Flemingdon Park community.

The pandemic affected Mahibah's family financially, mentally and physically. The family tried hard to cope with several competing health concerns and other stresses. On the day Mahibah was scheduled for surgery, her husband tested positive for COVID-19. The family had to quarantine; Mahibah's surgery was cancelled.

After quarantine, Mahibah returned to work, only to experience another health setback, which required more time off. This increased the stress on the family.

Mahibah was so grateful for *Art Connections*. "I had one hour where I could just forget about everything."

We further supported Mahiba with materials to continue expressing herself through art. We also connected this family with weekly access to food boxes, online mental health support and our *Parents Cooking Together* program.

Timely Referrals Provide Critical Support

Priya confided she was living with daily physical and mental spousal abuse.

Both of her children began exhibiting negative behaviours: they were over stimulated due to the ongoing use of technology and the family observed reduced verbal communication and an aggression from the children.

A referral was made to the Children's Aid Society, where the family received support. Shortly after that Priya was able to bring her mom to Canada to help with child care.

Then lockdown happened. This family of five had to manage in a cramped 2-bedroom apartment. Next, Priya was laid off; the abuse resumed.

Referrals to community partners including, Early Abilities, the Mobile Developmental Outreach Clinic and Health Access Thorncliffe Park, facilitated early intervention.

Participating in *Art Connections*, Priya discovered mental health support tools, techniques and enhanced wellbeing through artistic self-expression.

As Priya began to feel better, so did her family.

**to respect confidentiality, family names have been changed*

Both the Homework Plus and EarlyON Family Support programs are funded by the United Way of Greater Toronto



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



Expanding the delivery of EarlyON programs at Hickory Wood EarlyON Child and Family Centre in Brampton

In 2020, Family Day was pleased to open a new EarlyON Centre. Partnering with the region of Peel, this beautiful and spacious program provides another great opportunity to offer a full range of early learning programs for children birth to 6 years, and offer families and caregivers helpful resources to support them in their parenting role.



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OPEN DOORS

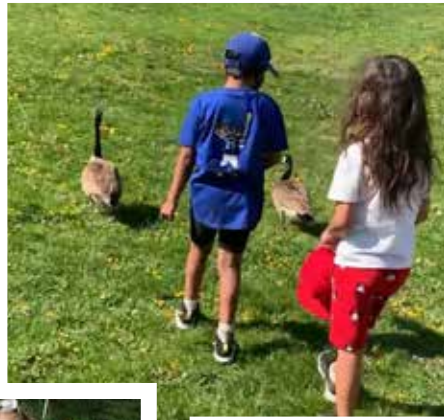
Strengthening connections with nature

Over this past year, we have navigated the many impacts of COVID-19. Across all programs, outdoor learning has been vital to promoting a sense of wellbeing, health and safety. It's so amazing to watch children, families and our staff enjoy all the positive benefits of being outside and connecting with nature.



OPEN DOORS
FAMILY DAY OUTDOOR
LEARNING ADVENTURES





IN JUNE 2021,
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!*

Together, we raised over \$26,000

These funds 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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facebook.com/FamilyDayCareServices
 @FamilyDayGTA

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