



FAMILY
DAY

Our Way Forward

*Strategic Plan
2025-2027*



**FAMILY
DAY**

Executive Summary of the Strategic Plan



Our Vision

A society where all children, families, and communities can thrive.

Our Mission

To champion excellence in inclusive early learning, child care and family support services.

Our Guiding Principles

Put children, families and communities first

Champion the success of our sector, together

Authentically lead diversity, equality and inclusion

Purposefully strengthen and expand our impact

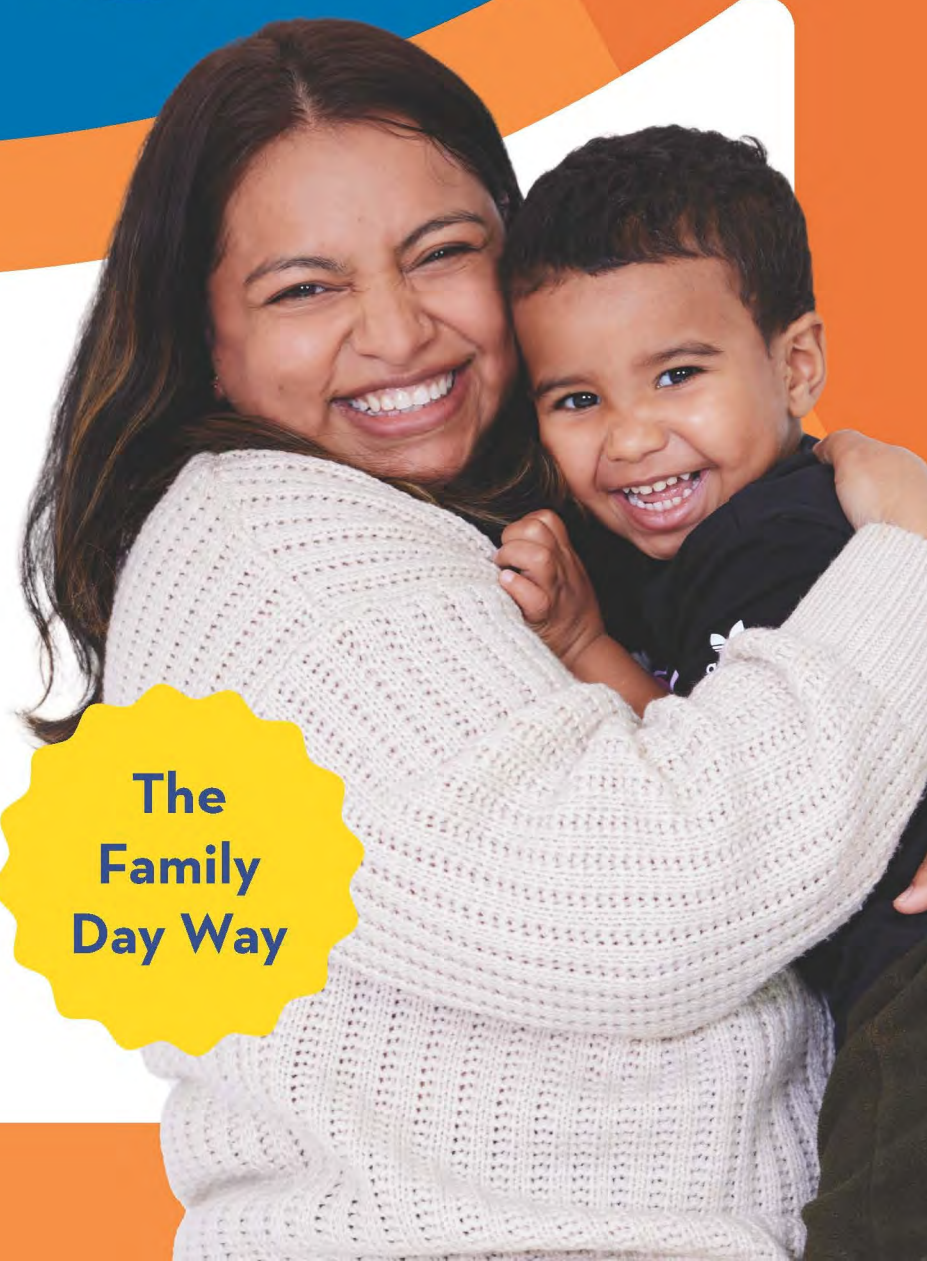
Inspire, challenge and support one another to thrive

Be passionate and creative early innovators

Our Strategic Objectives

- ✓ Provide innovative, quality, early learning, child care and family support services
- ✓ Be the place people want to work
- ✓ Share our inspirational story
- ✓ Grow our impact and revenue
- ✓ Enhance the efficiency and sustainability of our infrastructure
- ✓ Be a thought leader and advocate in the early learning sector

**The
Family
Day Way**



Our Philosophy: Family-Centred Child Care

Family Day recognizes the importance of the family and the community in child development. As a family-centred child care organization, we work to strengthen the relationships among children, families and communities. Family Day understands that culture, diversity, community and public policy affect child and family development. We support our families, and recognize and respect parents as being the most important caregivers for children. Parents and staff are partners in caring for children.

Our commitment to family-centred care means:

- Family members are encouraged to become involved in our programs.
- We promote partnerships with families through communication materials (such as newsletters) and via special events and programs.
- Staff and caregivers honour family diversity and values.
- Staff and caregivers support parents' efforts to advocate for their children.
- We work to establish links between families and the community.
- Family Day parents, staff and caregivers are partners in caring for children. We work to develop relationships that build trust and confidence.



Our Approach

Family Day uses evidence-based approaches in all of our services to ensure we offer quality programs based on sound knowledge.

The *HighScope* approach is utilized in our child care programs, and in licensed home child care the providers are supported through “*I Care for Kids, I Care for Quality.*” The family-centred approach runs through all programs at Family Day.

We believe...

- Every child is unique.
- Every child has a natural desire to learn.
- Children learn their best when they are actively involved with people, materials, ideas, and events.
- Early Learning and care programs should promote positive and healthy environments for all children.
- Parents/guardians are the most important caregivers for their children.
- All families should have equal access to our programs and services.



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Our Vision

Our Vision defines our ideal future—it is that ‘North Star’ that we will always be striving to achieve.

In consulting our stakeholders to develop our new vision statement, one idea consistently emerged—that we need to be inclusive of all those we serve.

With this in mind, our new Vision statement is:

A society where all children, families, and communities thrive.

We are a team that is passionate about what we do and we continuously strive to contribute to a society where children, families, and communities can, not only survive, but flourish and succeed.



Our Mission

Furthermore, our Mission defines what we do currently and in the future.

Through our process, it was clear that our internal and external stakeholders desire for us to leverage our knowledge, capabilities, and resources to help lead the success of the sector.

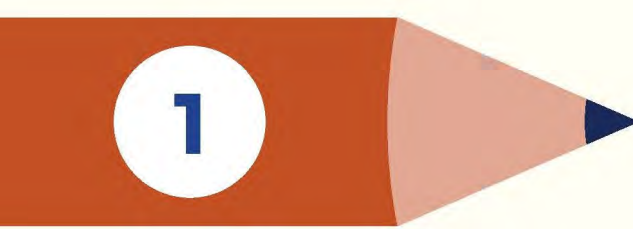
Stemming from this idea, our new Mission statement is:

Championing excellence in inclusive early learning, child care, and family support services.

In achieving our Mission, we will work with our valued network of partners and communities to push boundaries and challenge the status quo in providing quality programs and services. Our rapidly changing environment will only continue to evolve, and we will need to work together to achieve our shared goals.

Our Guiding Principles

Our guiding principles are the core beliefs that shape the way we act, interact, and make decisions. They represent our collective attitude and way of being as we strive to deliver on our Vision and Mission.

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Put children, families, and communities first.

As a not-for-profit, licensed provider of early learning, child care and family support services, we put children's and family's interests first—while acknowledging and supporting the environmental and community structures around them. Children and families are central to everything we do, and it is our passion to go above and beyond to help them thrive.

Authentically lead diversity, equity and inclusion.

Diversity, equity and inclusion (DEI) are not just concepts to us, they are core to our philosophy and are ingrained in everything we do. We will continue to work hard to create a safe environment where children, families, and staff feel comfortable, welcome, and included—that is the only way we could truly provide quality programming.

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Inspire, challenge and support one another to thrive.

We bring our best selves to work every day—and model ways of being that inspire the children we serve, their families, and one another. We also have each other's backs, empathize, and help our fellow team members when someone is having a hard day. In the spirit of continuous improvement, we owe it to each other to challenge ourselves to be at our best for our people, day-in and day-out.

Be passionate and creative early innovators.

As an organization, we've been curious, willing to push boundaries, and encouraged to innovate for over 170 years. We are passionate about our work, and are continually seeking what's next in an endless pursuit for new and better ways of doing our work, educating children, and helping our sector succeed.

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Purposefully strengthen and expand our impact.

We genuinely care for our children, families and communities—and want to accommodate even more. While we continue to seek opportunities to strengthen and grow the number of children and families we serve, we know that the last few years have been challenging for everybody. We are committed to growth that is sustainable for our service users, team, and organization.

Champion the success of our sector, together.

We feel an obligation to contribute not only to our own organization, but also to our society as a whole. However, we cannot do this alone and will rely on our collaborators in achieving success, together.

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Strategic Objectives and Priorities

Provide innovative, quality, early learning, child care and family support services.

- 1 Continue to welcome and successfully deliver in new funding opportunities.
- 2 Continuously improve and innovate our program delivery, pedagogical practices, and systems.
- 3 Measure, gather and highlight data that expands our commitment to outdoor learning.

Be the place people want to work

- 1 Be an exemplary diversity, equity, inclusion, and belonging-centered organization.
- 2 Further define and promote our employee value and proposition to retain and recruit top talent.
- 3 Advocate and raise awareness to support the mental health and well-being of our people.
- 4 Expand investment in training, coaching, mentorship, career growth, and leadership development opportunities.
- 5 Continue to support sector-wide initiatives to recognize and raise the profile of the Early Learning and Childcare Workforce.

Be a thought leader and advocate in the early learning sector

- 1 Expand and foster our network of collaborators and partnerships.
- 2 Promote our team's thought leadership capabilities.
- 3 Continue to provide sector leadership and advocacy on legislative and programming best practices.

Share our inspirational story

- 1 Raise our profile and further leverage our brand recognition.
- 2 Promote and advocate for the benefits of licensed, not-for-profit early learning and care.
- 3 Commemorate our 175 year history and long-serving commitment to children, families and communities.

Enhance the efficiency and sustainability our infrastructure

- 1 Finalize and implement our long-term plan for our sites and offices, to ensure the best and most efficient use of our spaces.
- 2 Continue to strengthen systems, process and service delivery through technology.
- 3 Refine and further develop a risk management plan.
- 4 Embed our guiding principles into our systems process.

Grow our impact and revenue

- 1 Plan for long-term financial sustainability.
- 2 Explore and pursue strategic opportunities for growth.
- 3 Leverage Canada-Wide Early Learning Child Care funding and expansion.



*For countless
families,
Family Day is
the only way!*



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