



**FAMILY
DAY**

Our Way Forward

**STRATEGIC PLAN
2023**

Executive Summary of the Strategic Plan



VISION

A society where all children, families, and communities thrive

MISSION

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

GUIDING PRINCIPLES

Put children, families and communities first

Authentically lead diversity, equity and inclusion

Inspire, challenge and support one another to thrive

Be passionate and creative early innovators

Purposefully strengthen and expand our impact

Champion the success of our sector, together

STRATEGIC OBJECTIVES

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

Be the place people want to work

Be a thought leader and advocate in the early learning sector

Share our inspirational story

Enhance the efficiency and sustainability of our infrastructure

Grow our impact and revenue



FAMILY DAY

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.



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

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.

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.

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.

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.

Strategic Objectives and Priorities

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

- 1 Welcome and successfully deliver on new funding opportunities
- 2 Continuously improve and innovate our program delivery, pedagogical practices, and systems



Be the place people want to work

- 1 Be an exemplary diversity-, equity- and inclusion-centred organization
- 2 Define and promote our employee value proposition to retain and recruit top talent
- 3 Invest in training, mentorship, career growth, and leadership development opportunities
- 4 Embed our guiding principles into our systems and processes
- 5 Continue to support the mental health and well-being of our people

Be a thought leader and advocate in the early learning sector

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



Share our inspirational story

- 1 Raise our profile and build brand recognition
- 2 Promote the benefits of licensed, not-for-profit early learning and care



Enhance the efficiency and sustainability of our infrastructure

- 1 Develop a long-term plan for our sites and offices, to ensure the best and most efficient use of our spaces
- 2 Strengthen systems, processes, and service delivery through technology



Grow our impact and our revenue

- 1 Plan for long-term financial sustainability
- 2 Explore and pursue strategic opportunities for growth





FAMILY DAY

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