



FAMILY DAY

Ten Days of Action in support of the \$10aDay Child Care Plan November 20 - 30, 2024

Family Day is proud to be part of the Canada-Wide Early Learning & Child Care Plan, widely known as the "\$10aDay Child Care Program." We joined this initiative because we believe affordable, high-quality early learning and child care can be life-changing for children and their families.

Thanks to this plan, we've significantly reduced parent fees—a vital support during a time when the cost of living is rising. The program, initiated by the federal government and delivered in partnership with provincial governments has also improved wages for many early childhood educators across Canada, which directly enhances the care that children receive.

Like any new public initiative, the plan faces challenges. Lower parent fees have opened the door to families previously shut out. Demand for licensed child care spaces has significantly increased, leading to long waitlists, and there aren't enough qualified educators to support the system's growth. Despite these hurdles, we strongly believe the \$10aDay Child Care Plan must not only continue but also expand and improve - we must continue to work together with our government to achieve the vision's goals.

At Family Day, we advocate for:

- Fair wages and recognition for early childhood educators.
- Adequate funding to build and sustain accessible, high-quality, inclusive programs.
- More \$10aDay child care centres and licensed home child care options to meet growing demand.

We invite you to join us in supporting the plan's vision. Participate in the **"Ten Days of Action for the \$10aDay Child Care Plan"** and encourage governments and political parties to give it the time and resources it needs to thrive.

Visit childcarenow.ca to learn how you can help make affordable, inclusive child care a reality for all families.

Thank you for your support!