



FAMILY
DAY

2023-24
ANNUAL
REPORT

Celebrating Excellence

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



OUR VISION

A society where all children, families, and communities thrive

OUR 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*

Board Chair and CEO Message

Building Resilience

Family Day has made great strides to move forward during 2023/24. As we recover from the remnants of a global pandemic, we are mindful of the impact and significant change it generated across the globe, including Family Day corporate services and our programs across the agency.

Our board of directors, management, staff and caregivers made significant efforts to continue operating seamlessly and transparently throughout—and those efforts have paid off. We are relieved to finally put this period of significant disruption and upheaval behind us.

The deepest gratitude to all the folks who—day-in and day-out—worked collaboratively on the ground and remained strongly invested in the Family Day vision and mission.

Everyone delivered on their commitment to champion excellence in inclusive early learning, childcare and family support. We are so very grateful. Thank you!

As the Canada Wide Early Learning and Childcare plan rolls out across the country, we believe this is a pivotal time for early learning!

While many families are already benefitting from access to more affordable, high quality licensed childcare (with further cost reductions to come), we believe Ontario still has significant work to implement a workable funding formula (that will also address outstanding workforce issues).

We recognize the efforts and commitment of our educators and caregivers for their contributions to our various programs, Pedagogical training, family support, partnerships and collaborative initiatives.





Strategic Priorities

Now in our 2nd year of implementing our 2024/25 strategic priorities, our accomplishments include:

- 1 Expanding the number of licensed childcare spaces in existing centres and opening new centres.
- 2 Providing/delivering respectful, evidence-based career development training to build, bolster and sustain a cohesive, diverse, inclusive workplace.
- 3 Ongoing efforts to position Family Day as the place people want to work, including implementing customized, respectful workplace training, a Total Rewards pictograph to highlight the many benefits—beyond compensation—of being an employee of Family Day and surveys for employees (current and exiting) to better understand how the organization can improve its employee support and efforts.
- 4 Sharing our knowledge and perspectives internationally, also at community tables and offering strong insights to all levels of government
- 5 Launching and implementing a more efficient agency-wide IT infrastructure.

Other accomplishments include:

- Engaging knowledge expert Gordon Cleveland to present our Board and Senior Management with a comprehensive overview of the Canada Wide Early Learning and Child Care Plan to increase awareness, share perspectives and highlight opportunities
- Successful implementation of new, external cloud-based childcare management system with on-line access for families; fortified IT system security
- Conducted a comprehensive finance and accounting process review with Protiviti Canada; our accounting systems are now fully integrated and provide more reliable data
- Across all programs, Family Day continues to promote and expand every aspect of Outdoor Education, reinforcing our long-standing commitment to nature-based learning

- Working strategically with funders and community partners to share our learning, expertise and experiences as a strong advocate for our sector
- ECE Award of Excellence from Atkinson Summer Institute of Early Childhood Education and George Brown College (presented to Family Day CEO)

These are just the highlights. More detail on thought leadership, awards and sector distinction can be found at www.FamilyDayCare.com

With deep gratitude and appreciation, we recognize the day-in, day-out dedication of our educators, caregivers, staff and management team. They work collaboratively to serve thousands of children; they are invested in transforming the Family Day vision and mission into reality.

We are also deeply grateful to our Board of Directors and Distinguished Advisors, who have been so generous with their time, talent and expertise. Because of their leadership and guidance, Family Day is still strong and continues to thrive. Thank you!

We genuinely care about the families who choose Family Day as their care provider. Their safety, security, and overall wellbeing mean the world to us, as does their trust.

One thing we have always known is that children and families are resilient. Working together, we can leverage our combined strengths to generate learning, pursue new opportunities, create optimal impact and foster positive change.

Yours sincerely,



Melissa Banfield
Board Chair

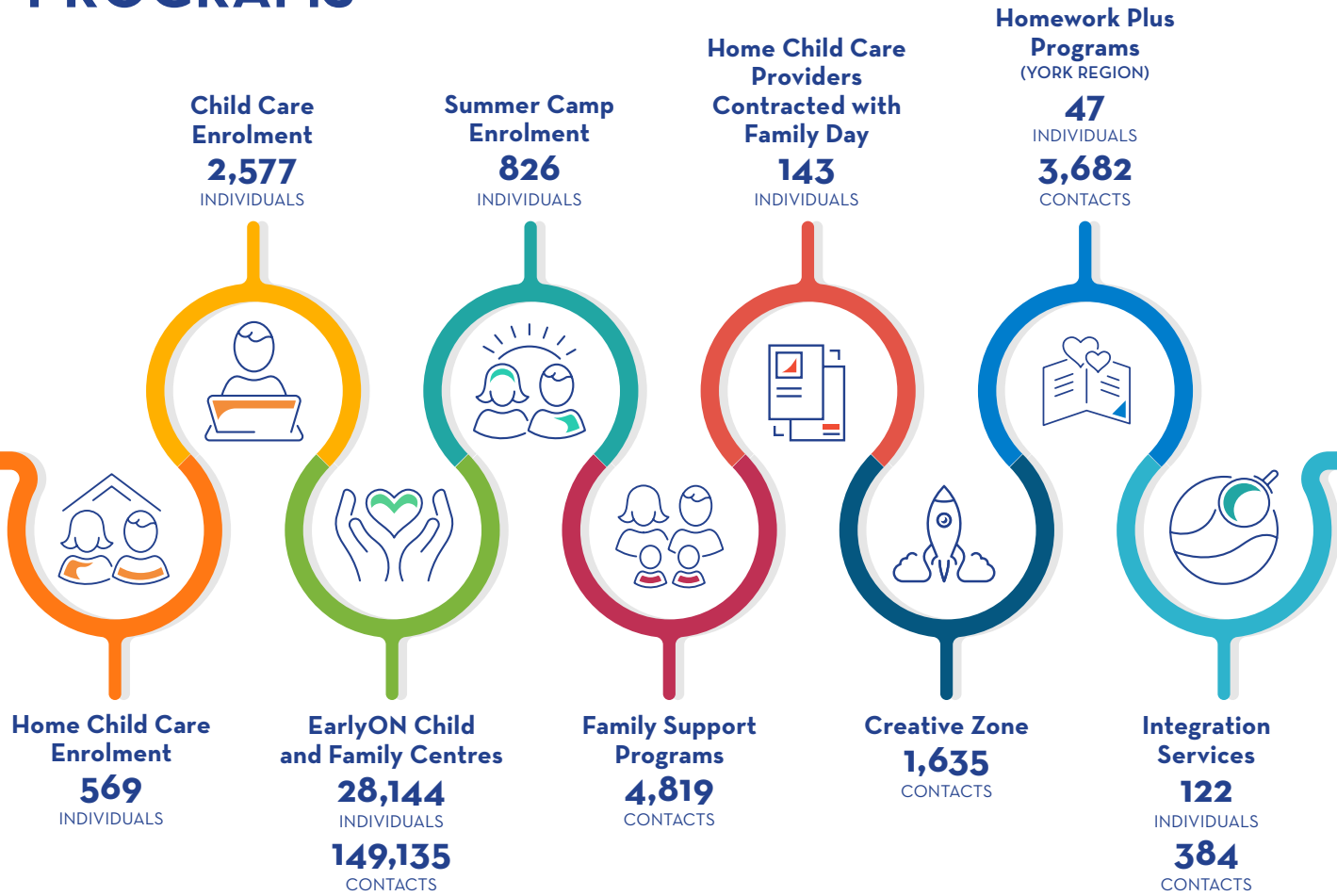


Diane Daley
CEO

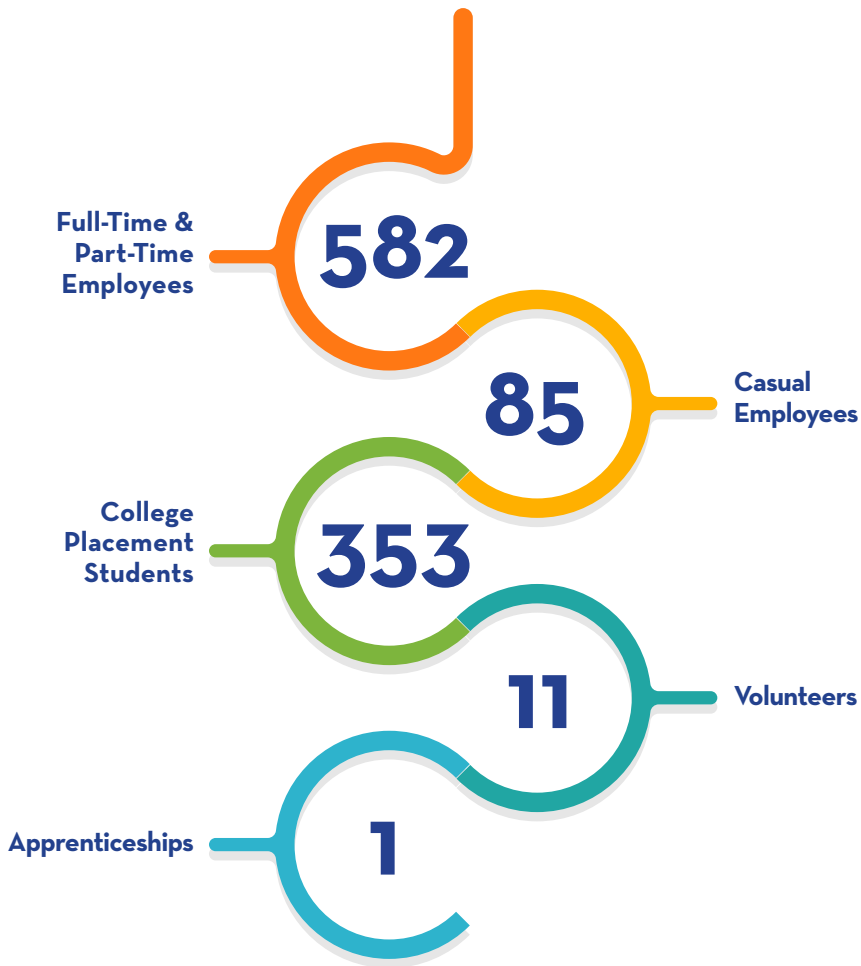


By The Numbers

PROGRAMS



HUMAN RESOURCES



FAMILY SUPPORT WORKERS

1,452 UNIQUE PEOPLE SERVED



636
Children



816
Parents

DIRECT ONE-TO-ONE SUPPORT



1,107
Phone contacts



550
Email contacts



8,644
In-person contacts

REFERRALS MADE



272
Parent referrals



231
EI referrals for children

COMMUNICATIONS & MARKETING

PUBLICATIONS

- Annual Report ■ 1
- FOCUS ■ 2
- Live Well @ Work ■ 2
- New & Notable ■ 6
- TechBytes ■ 3
- VIBE ■ 3
- LinkUp ■ 3



SOCIAL MEDIA



584
Posts



1,125
Followers

3,200
Followers

28,100
Impressions

Award of Excellence



Congratulations to our CEO, Diane Daley, for her outstanding achievement in receiving the ECE Award of Excellence at the 2024 Annual Summer Institute on Early Childhood Development (a collaboration between the School of Early Childhood at George Brown College and the Atkinson Centre for Society and Child Development at the Ontario Institute for Studies in Education/University of Toronto).

Having worked in the Early Learning sector for more than 25 years, this prestigious award recognizes Diane's remarkable contributions. She is passionate about access, equity, and social inclusion. Her advocacy for access, equity, and social inclusion is exemplary, reflecting her belief that inclusive, high-quality early learning and childcare are fundamental for thriving families and communities.

Diane's visionary leadership inspires us all, and her tireless efforts continue to shape the landscape of early childhood development for the better. We extend our heartfelt congratulations to Diane Daley on this well-deserved honour!

World Forum on Early Care and Education

VANCOUVER, 2024

CEO, Diane Daley, and Manager of Pedagogy & Quality, Lisa Shortall, alongside colleagues from the U.S., Indonesia and South Africa, facilitated a discussion, **Exploring Identify & Equity, a Global Perspective**, during a breakout session at the World Forum on Early Learning and Education in Vancouver.

Family Day CEO, Diane Daley, also engaged in a compelling discussion on race, equity and diversity in the Early Years Sector, joining international colleagues at The World Forum on Early Care & Education's plenary session. It was an enriching exchange that fostered understanding and progress!





FAMILY DAY'S CHILD INFORMATION MANAGEMENT PORTAL

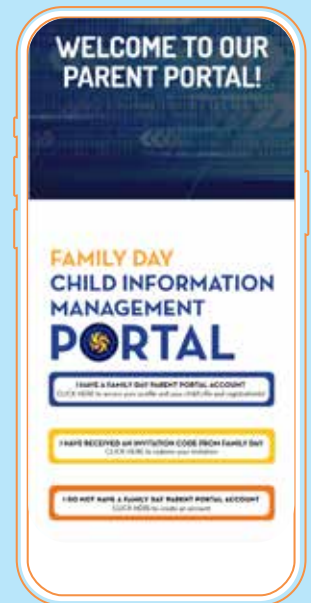
In alignment with the Strategic Plan of Family Day Services, the new Child Information Management Portal was launched in April, 2023. This highly efficient system is accessible to parents and staff in real-time. From first contact, parents can join the 'parent Portal' through the Family Day website; after answering a few simple questions, they can view a range of options that might fit their childcare needs.

Staff can access the Portal to respond to the needs of families, seek additional information, accept waitlist registrations, easily update attendance records and generate automatic billing adjustments when changes occur.

Special schedules can be created, by parents including schedules for kindergarten and school age children. (such as PA days and school breaks/closures). Before the end of every school year, a re-registration process invites parents to automatically enroll for the next school year. Parents received weekly reminders, ensuring all children have a secured spot.

Customized reports will assist with waitlist management, enrolment, funding reconciliation and data collection. Easy-to-read tip sheets, links to training, support and quick reference visual guides are also available to both staff and parents on our Family Day website.

As the system continues to evolve, it is creating significant innovation for the agency.



Celebrating Excellence in Early Childhood Education

Their remarkable passion and commitment

Witnessing a child spell their name for the very first time or seeing a child burst into a big grin when their parent drops them at daycare, because they are so connected with their childcare educator!

Imagine seeing a little one learn to tie their shoes, paint a picture, or hearing giggles of joy at story time. Every day, Registered Early Childhood Educators (RECEs) experience these and other wonders. They have a front-row seat to all those transformations and “I can do it!” moments. They play a key part in supporting children learn and thrive.

During the pandemic, there was much recognition for the work done by RECEs. Despite their significant contributions, we continue to advocate for recognition for RECEs, their skills, knowledge and expertise. At Family Day, we’re proud to celebrate and shine the spotlight on their contributions and dedicated RECEs.

We asked several educators across our programs to share their insights and perspectives about why they chose a career in Early Childhood Education:



“I did not choose this career, it chose me!”

“While seeking a job opportunity that would fit my credentials and previous experience, I read an ad in our local paper looking for an RECE Assistant, ‘no experience working with children required.’ Since I had raised children myself, I applied and got the job! My colleagues inspired me to become an RECE.”

**Joceyln Morales, RECE,
Randall School Age Program**



**“I chose a career as an RECE for the chance to support and nurture children.”
— Farah Amiryar,
RECE, Brookside**



“Children have always been one of my passions.”

“Children have always been one of my passions. Coming to Canada provided the opportunity to gain the knowledge and skills needed to become an RECE. For the first 15 years of my career (before having kids of my own), every child I cared for has become a part of my extended family. I love collaborating with parents; mentoring fellow RECEs is something I enjoy and look forward to, because I want to share what I’ve learned.”

Gomatie Sukhandan, RECE, Brookside





“Best of all worlds to me.”

“I wanted a career that would connect my academic interests in child development and the frameworks of families, while securing hands-on experience of interacting with children. When I’m with them, I thrive. Their energy, wonder, and overall outlook on life motivates me to do more and be patient, curious, joyful, and eager. Working in Early Childhood Education seems like the best of all worlds to me. I wanted to have a positive impact on our future generation, helping them master new skills and understand the world around them.”

Melissa Smith, Mississauga EarlyON Program Facilitator



“I wanted to be part of that journey.”

“The early years are critical for brain development, social skills and emotional well-being; I wanted to be a part of that journey. Each day brings new challenges and opportunities for creativity and problem-solving. The relationships I build with children and their families are so robust and rooted in trust. I chose Early Childhood Education because it’s a privilege to contribute to the growth and development of young children. I can’t imagine a more fulfilling career.”

Samia Ahmed, RECE, St. Herbert Early Learning & Child Care Centre



“It was learning about the EarlyON program. The opportunity to work in the EarlyON environment increased my confidence in communicating with parents and caregivers. I also highly value all the professional training I have received.”
– Kam Dhaliwal, Springdale EarlyON Program Facilitator





Continued...

What does quality childcare look like to you?

For Gomatie Sukhandan, “Quality child care is about meeting the needs of children, their families, my supervisors, and my room partners. Quality care also involves following our curriculum and integrating the principles of “How Does Learning Happen?” to create an enriching and supportive environment for everyone.”

Melissa Smith says, “It’s a space where children, parents, educators and the community are respected and seen as capable and competent. It’s a space where educators are fairly compensated, have time to plan, collect materials, and have positive relationships with employers, children, and families; a space that is clean and well-organized. All employees have passion for their work. Children have experiences that help their young brains develop and have space to be curious. Quality childcare also means constant and open communication; concerns are addressed and solutions are created in partnership.”

Quality child care also prioritizes safety, well-being, is inclusive and culturally responsive.

All of our RECEs agreed that quality child care also prioritizes safety, well-being, is inclusive and culturally responsive. It celebrates diversity, respects different family backgrounds, and provides opportunities for all children to see themselves reflected in the learning environment.





What has been the most pivotal moment in your career?

Farah Amiryar recalls, “My most pivotal career moment has been graduating with high honours from Seneca College with an Early Childhood Education diploma while balancing full-time work and the responsibilities of attending to my family, including two children and my mother. Securing a full-time, permanent position at a wonderful centre with Family Daycare services was another significant milestone. This opportunity allowed me to grow into a designated leadership role within the same centre. I feel truly blessed to be where I am today, and I am committed to continuing my growth within Family Day, where I aspire to retire in the future.”

“The most pivotal moment in my career was having my own children,” Gomatie says. “It allowed me to view everything I had learned and practiced through both a professional and parental lens. It enriched my understanding and reinforced my commitment to the childcare sector.”



Another pivotal moment for Gomatie was her first experience with mentoring. “Teaching and obtaining feedback helped me learn and grow as a professional. Mentoring reminded me of why I chose this career in the first place: to make a difference.”



Jocelyn Morales concludes, “I believe becoming an RECE inspired me, offering a deeper understanding of the importance of early childhood education, children’s vulnerabilities, and our responsibilities as educators.”

How would you like to be recognized as a professional?

“Over the past 33 years, my commitment to providing the highest quality care and education has been unwavering, and I hope to be recognized and remembered as someone who made a meaningful impact on the lives of the children and families I have worked with.”


“I would like to have all my efforts recognized—not just the ‘wins’. This recognition could be verbal, notes, cards or social media.”

“Management, supervisory and peer recognition is important.”


“I want to be recognized as a dedicated and compassionate educator who truly makes a difference in the lives of young children and their families; a respected professional with a deep commitment to fostering a love of learning.”

For our family of truly enthusiastic RECEs, it doesn’t get any better than that!

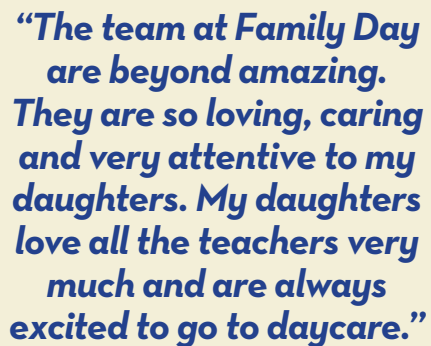
Though we have highlighted a few RECEs, we would like to celebrate and thank the tireless ongoing dedication of all our Early Childhood Educators and Home Child Care providers at Family Daycare Services for choosing this career. We appreciate you!



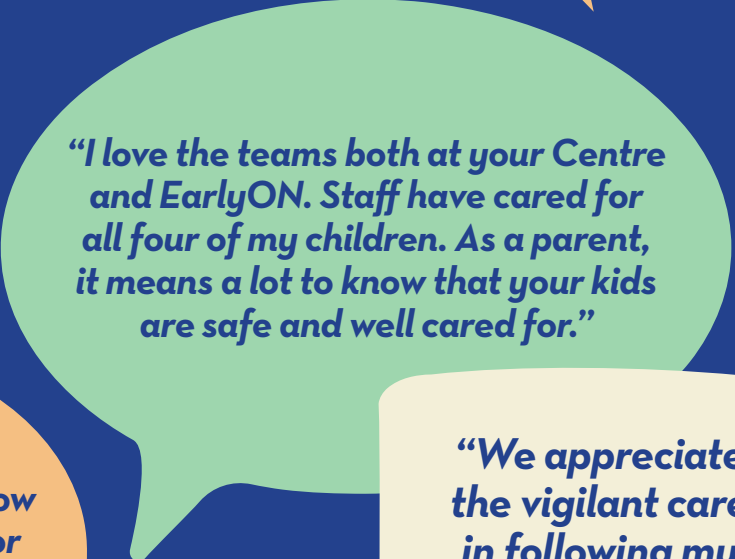
“The way Educators greet me and my child makes me feel at home while visiting the program.”



“The service provided by Family Day is excellent and my child is so happy to be part of your family.”



“The team at Family Day are beyond amazing. They are so loving, caring and very attentive to my daughters. My daughters love all the teachers very much and are always excited to go to daycare.”




“I love the teams both at your Centre and EarlyON. Staff have cared for all four of my children. As a parent, it means a lot to know that your kids are safe and well cared for.”




“I really appreciate how you integrate outdoor learning activities into your program.”



“We appreciate the vigilant care in following my children’s dietary restrictions and working along by us. Thanks a million to the team at Family Day, and its great supervisors.”



“My daughter wouldn’t be as happy and confident as she is today without your hard work!”



“Storypark is an excellent tool to being kept informed daily on my child’s eating habits and what my child is doing for the day.”

Survey says...

Parents were quick to provide us with feedback in a recent survey and we were thrilled with their responses. Thank you!

"My son has been recently diagnosed with ADHD and other issues. The Family Day supervisor in the day care that is attached to the school has come to my rescue and the school's on many occasions. Your Supervisor is really caring and thoughtful. Only he can calm my son's moods."

"My child has asthma. Your staff have gone beyond and above to make sure she's healthy and that she gets her medication. They are always willing to adapt their programming to ensure that my child is able to participate fully."

"I love to mention a 'big time' thank you and appreciation to a very vigilant team at Family Day for working alongside us every step of the way. They take great care of my child's dietary restrictions and they happily accommodate our religious beliefs and norms."

"It is obvious from the communication that I have with the educators on a daily basis that they consider my child to be competent and always scaffolding."

"I really appreciate that Family Day takes the kids outside daily."

"Thank you as always to the staff at your Before and After School program". They program great activities that really engage the children. Often times, my child doesn't want to go home because she is having so much fun socializing with the other children as they engage in a fun game or craft."

"Your educators are and your program is amazing! My girls thrive here!"

"We've been to several daycares before. But this one feels most like home for the kids."

"The growth in socializing with our son has been phenomenal."

"Family Day Care provides a high-quality service with excellent facilities, dedicated staff, and a well-rounded program."

"The best part about Family Day is the staff. They have helped our kids achieve their milestones and they are friendly. The entire staff is fantastic!"

"We absolutely adore the Family Day program! When we enrolled my son into the before and after care, I did not anticipate how much of a positive impact it would have on my son. The best part is the staff. All are very warm and welcoming, and most of all very caring! We feel so comfortable knowing our son is at Family Day. Thank you for all that you do, because there is certainly a management team behind all of this great work who lead the staff to create these positive spaces for our kids."

"We wanted to express our heartfelt gratitude for taking care of our child. Your dedication and hard work have not gone unnoticed, and we truly appreciate everything you've done for our family. Please know that your efforts are valued and very much appreciated. Congratulations to everyone involved on a job well done! Your hard work and dedication have not gone unnoticed."

"Family Day is more than family to my family. We are thankful for each and every Educator and care provider here. We love you!"

"All of the Family Day staff are amazing they're very helpful."

Continued...

"I am 100% happy with Family Day's service!"

"I am so satisfied, thankful and grateful with all the services you provide. I am especially relieved to see the smiles on my kids' faces when they come and go from your programs."

"We are truly grateful to Family Day Care for the exceptional care and education that you provide. Thank you for the wonderful knowledge that you impart to our son. We are thankful for the positive impact you have on his growth and learning journey."

"I am totally satisfied with the Program and I can see lots of improvements in my child's social skills. He is easily getting potty-trained too. All thanks to the amazing educators!"

"The team at Family Day are beyond amazing. They are so loving, caring and very attentive to my daughters. My daughters love all the teachers very much and are always excited to go to daycare."

"I am grateful for the staff who take care of my child. Staff always provide insights about my child that are invaluable."

"As a testament to how much the staff means to my child, she knows each and every caregiver and supervisor's name."

"Family Day is a blessing in our children's lives. Staff are kind and very competent to develop our children's skills. They are engaged and very kind to them. I always recommend my friends enroll their kids in the program as I know they would be cared for in the best way possible. And what I love the most, is that every single one of them, from supervisors to teachers and cooks, are very respectful and kind to all kids and parents."

"Your staff is phenomenal and really cares about kids!"

"The caregivers in my child's room seem to really care and I feel they go above and beyond to make my child feel safe and secure on a daily basis. It is easy to communicate with the supervisor and I feel like my family has really Lucked out to be a part of this wonder daycare centre."

"Whenever I call my daughter's supervisor, she is so warm, welcoming, and supportive. I have been with other before-and-after care organizations, but only Family Day has provided us with a great experience."

"Our daughter has flourished under the watchful eye and care of Family Day educators."

"As a newcomer to Canada and a new parent, I was completely unfamiliar with the schooling system here. However, thanks to Family Day, my worries were alleviated. Knowing that my child is in very capable hands provides me with much-needed peace of mind."

"We deeply appreciate the nurturing environment you provide, and it's evident how much our son thrives in your care. Thank you for making a positive difference in his life and for being a constant source of trust and support for our family."

"The staff at the school and Family Day have been wonderful helping to coordinate care between myself and my daughter's mother (we are no longer together, but continue to co-parent). This has been important in creating a seamless experience for our daughter. I think there should be this type of consideration and accommodation for families that co-parent to ensure the child is always prioritized and cared for. Thank you to all of the staff that have helped us over the last few years."

GET OUT and MOVE!

Our annual Get Out and MOVE fundraising initiative is a fun-filled day of exploration, movement, and activities that take place in the forest. In 2023, more than 600 children, parents and educators enjoyed a day of play-based learning at the Kortright Centre for Conservation.



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Get Out and Move for Family Day 2023 Valued Sponsors

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

Association of Early Childhood Educators Ontario • Canada Summer Jobs – Service Canada • Canadian Child Care Federation
Centennial College • Child Care Now's National Early Learning and Child Care Workforce Policy Table
Child Development Resource Connection Peel • College of Early Childhood Educators • Community Living Brampton
Community Living Mississauga • Community Living York • Creative Zone • CUPE Local 2563
Dufferin-Peel Catholic District School Board • Early Years Provincial Network • Ecosource • Edge of the Bush • Erin Oaks Kids
Every Child Belongs – Toronto • EveryMind – Peel • George Brown College • Harmony Movement • HIGH FIVE • HighScope®
Home Child Care Association of Ontario • Home Child Care Association of Toronto • Humber College
Journey Together – Peel • Lake Simcoe Conservation Authority • Mothercraft College of Early Childhood Education
National Outdoor Early Childhood Education Panel • Peel District School Board • Peel Inclusion Resource Services
Peel-Halton Nature Collaborative • Peel Public Health • Quality Early Learning Network • Raising the Bar – Peel • Seneca College
Sheridan College • Storypark • Strong Kids Strong Minds • The Ministry of Education • The Neighbourhood Organization
Toronto Catholic District School Board • Toronto District School Board • Toronto Food Share • Toronto Metropolitan University
Toronto Public Health • Toronto Region Conservation Authority • Toronto Star • University of Guelph-Humber
World Forum on Early Care and Education • York Catholic District School Board
York Region District School Board • York Region Nature Collaborative • York Region Public Health

Family Day Board and Management

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Joe Cacioppo (Treasurer and Secretary) • Jackie Chavarie (Past Chair)

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Rafeena Rashid • Sathees Ratnam • Dan Wise

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Dr. Melanie Barwick • Dr. Alana Butler • Gail Hunter • Natalie Royer

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

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Lisa Shortall • Lianne Terry • Christine Verzini • Mollie Zebedee



**FAMILY
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