



# Annual Report

## 2008-2009



**Leaders in Early Learning**

[www.qualitychildcarecanada.ca](http://www.qualitychildcarecanada.ca)





**Contact us:**



**201-383 Parkdale Avenue  
Ottawa, ON K1Y 4R4**

**Phone: 613-729-5289  
Toll-free: 1-800-858-1412  
Fax: 613-729-3159**

**Email: [info@ccc-fcsge.ca](mailto:info@ccc-fcsge.ca)**



## Focused and Steady

**D**espite the financial challenges over the last year due to federal funding cuts, and in the wake of a national economic downturn, the Canadian Child Care Federation regrouped, stepped up to the plate, and continued delivering valuable services to the early learning and child care sector -- with less than half its original operating capacity. We turned to new and creative ways to secure revenue sources. With our fund development plan in place, support from corporate and foundation sponsors grew, as did our advertising and fee-for-service revenue (mailing list sales, magazine inserts, cross-promotional marketing opportunities). A special thanks to our affiliate organizations for their membership support, and our national membership, which is the highest it has been in more than five years. Steady sales of existing resources and publications confirm how valued our evidence-based products are to our 10,000 members and the sector at large.

The CCCF has positioned itself as a key national, non-partisan organization that the federal government and international agencies concerned with child development call on for advice on early learning and child care in Canada. Through communications, media relations and stakeholder discussions, CCCF increased dialogue on issues affecting the child care sector and better defined **quality early learning and child care** to government and public audiences.

And now, never has there been more demand for accessible, quality child care across the country. And as a member and stakeholder of CCCF, never has there been a better time to amplify our strong national voice for the child care sector. Together we continue to support the children and families across Canada to own this future of quality early learning and child care for all Canadians.

Don Giesbrecht  
President





## Highlights of 2008-2009

### Build Financial Strength

CCCCF increased sponsorship and advertising revenue through several funding activities. We also focused more effort on increasing our membership and, as a result, we are enjoying the highest national membership in five years.

#### CCCCF Strategic Directions:

- Build Financial Strength
- Raise Awareness
- Strengthen/Reinforce Relationships and Partnerships
- Build Capacity
- Expand Reach

### Raise Awareness

CCCCF President Don Giesbrecht represented the early learning and child care sector in Canada for UNICEF's *Innocenti Report Card 8: The Child Care Transition*, published in December 2008. As a Canadian media spokesperson on child care, the Federation gained international recognition within the OECD countries for raising awareness of Canada's need for quality child care.

CCCCF was active in communications and media relations throughout the 2008 election and federal stimulus budget. Through MP correspondence, government relations, media interviews, and other communications tools, CCCCf secured its presence on the news front. CCCCf mobilized members and the child care sector across Canada with its 2008 election tool kit product.

### Strengthen/Reinforce Relationships and Partnerships

*Who's Counting?* - CLLRNet numeracy kit project - The results of this survey conducted by Carleton University, in partnership with CCCCf, appeared in the Fall *Interaction* and are informing the development with the Canadian Language and Literacy Research Network (CLLRNet) of a new resource on early years numeracy, similar to the popular literacy kit *Language and Literacy: From Birth... For Life*.

*Interaction* - The Spring and Fall 2008 issues of CCCCf's flagship magazine focused on supporting cultural identity, enhancing children's self-esteem and building children's problem-solving skills – a continuation of the children's social development series that is built on partnerships between families and child care practitioners and funded by Human Resources and Skills Development Canada. Parallel workshops on the themes were posted to the CCCCf website for free downloading. The Spring 2009 issue of *Interaction* will introduce innovative ways for connecting children to nature.

*Children's Social Well-being Resource Sheets* - Eight new resource sheets based on the *Interaction* themes of social well-being and family partnerships were produced and mailed with *Interaction*. The resource sheets are very popular with practitioners and with families.





*Early Childhood Learning Knowledge Centre* - CCCF leads the knowledge exchange work of this Centre that gathers and disseminates knowledge about early childhood learning, helping to improve the quality of environments for young children and optimize their learning conditions. The Centre is funded by the Canadian Council on Learning and is led by the Centre of Excellence for Early Childhood Development, housed at the Université de Montréal. All resources are available at [www.ccl-cca.ca/childhoodlearning](http://www.ccl-cca.ca/childhoodlearning).

*Children's Environmental Health* - Our partnership and work with the Canadian Partnership for Children's Health and Environment (CPCHE) continued to *engage, enable* and *empower* practitioners on this very important topic. The project, funded by the Public Health Agency of Canada, offered teleconferences and workshops across Canada to bring the latest information on children's environmental health to a broad audience. The project also supported the ongoing enhancement of the CPCHE website ([www.healthyenvironmentforkids.ca](http://www.healthyenvironmentforkids.ca)).

*Well-Beings* - CCCF was very pleased to have been consulted by the Canadian Paediatric Society (CPS) during the development of the new edition of the popular CPS *Well-Beings* book. Individuals from the Board, Member Council and staff brought the child care perspective to the review process.

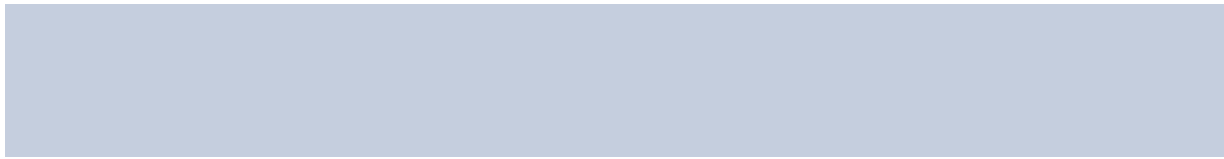
### **Build Capacity**

CCCF delivered a quarterly online e-bulletin, *Interaction.ca*, to some 3,500 subscribers and members and increased its online subscription numbers. The e-bulletin shares valued resources, updates on child care issues and Federation activities.

### **Expand Reach**

We will be launching phase one of a new content management system for a more coherent and streamlined website. Social marketing networks have been set up to expand our outreach activity and media awareness with stakeholders. CCCF's *Facebook* page now has more than 670 users.





## Governance Structure



## Board of Directors 2008-2009

President	Don Giesbrecht
Chair of the Member Council	April Kalyniuk
Treasurer	Linda Skinner
Secretary	Janet Towers
Director	Christine MacLeod
Director	Antoinette Colasurdo
Director	Carol Langner





## Member Council 2008-2009

Alberta Family Child Care Association	Deb Mytruk
Association des garderies privées du Québec	Sylvain Lévesque
Association francophone à l'éducation des services à l'enfance de l'Ontario	Josée Latulippe
Association of Day Care Operators of Ontario	Victoria Sopik
Association of Early Childhood Educators of Newfoundland and Labrador	Mary Walsh
Association of Early Childhood Educators Ontario	Diane Kashin
Association of Early Childhood Educators of Québec	Julie Butler
BC Aboriginal Child Care Society	Karen Isaac
Certification Council of Early Childhood Educators of Nova Scotia	Joann Sweet
Early Childhood Care and Education New Brunswick	Linda Gould
Early Childhood Development Association of Prince Edward Island	Rhéo Rochon
Early Childhood Educators of British Columbia	Vi-Anne Zirnhelt
Early Childhood Professional Association of Alberta	Margaret Golberg
Home Child Care Association of Ontario	Marni Flaherty
Manitoba Child Care Association	Karen Ohlson
Nova Scotia Child Care Association	Sue Melanson
Saskatchewan Early Childhood Association	Leanne Friedenstab
Society of Yukon Family Day Homes	Karen Macklon
Western Canada Family Child Care Association of British Columbia	Diane Bellesen
Yukon Child Care Association	Cyndi Desharnais
Rural Liaison	Jane Wilson
National Representative	Monique Laprise
Northwest Territories Liaison	Elaine René-Tambour
Nunavut Liaison	Kootoo Toonoo
Training Institution Liaison	Shauna Coons

## Personnel 2008-2009

Senior Director, Business Operations	Lynda Kerr
Senior Director, Projects & Programs	Anne Maxwell
Marketing & Development Manager	Kim Tytler
Communications Manager	Lana Crossman ( <i>to July 2008</i> )
Publications Manager	Claire McLaughlin
Manager, Knowledge Exchange Committee, ECLKC	Valérie Bell
Senior Consultant	Robin McMillan
Accounting Coordinator	Catherine Morisset





## Funders 2008-2009

The Federation gratefully acknowledges the support of the following project funders:

Canadian Language and Literacy Research Network  
Centre of Excellence for Early Childhood Development  
Human Resources and Skills Development Canada  
Public Health Agency of Canada

## Sponsors 2008-2009

Bright Horizons Family Solutions  
Industrial Alliance  
Ontario Public Service Employees Union  
PPG Canada  
Volkswagen  
Wyeth Pharmaceuticals

## Builders

Special thanks to the following leaders who have helped build the Federation:

Sandra Griffin (1987-1989)	Trudy Norton (2000- 2001)
Karen Chandler (1989-1991)	Marg Rodrigues (2001-2004)
Joanne Morris (1991-1993)	Gina Gasparrini (2004-2005)
Cathy McCormack (1993-1995)	Don Giesbrecht (2005- )
Gail Szautner (1995-1996)	
Karen Charlton (1996-1998)	
Sandra Beckman (1998- 2000)	





## Auditors' Report

To the Members of the Canadian Child Care Federation:

We have audited the statement of financial position of Canadian Child Care Federation as at March 31, 2009 and the statements of changes in net assets and revenue and expenses for the year then ended. These financial statements are the responsibility of the Organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of Canadian Child Care Federation as at March 31, 2009 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Ottawa, Ontario  
April 29, 2009

OHCID LLP

OUSELEY HANVEY CLIPSHAM DEEP LLP  
Licensed Public Accountants



## Statement of Financial Position as at March 31, 2009

	2009	2008
CURRENT ASSETS		
Cash	\$178,217	\$348,522
Short-term investments	217,165	212,524
Accounts receivable	140,623	63,234
Prepaid expenses	<u>10,129</u>	<u>10,506</u>
	546,134	634,786
CAPITAL ASSETS (note 3)	-	<u>2,907</u>
	<b>\$546,134</b>	<b>\$637,693</b>
CURRENT LIABILITIES		
Accounts payable	100,279	177,124
Deferred revenue	<u>14,521</u>	<u>26,538</u>
	114,800	203,662
NET ASSETS		
Contingency fund	200,000	200,000
Invested in capital assets	-	2,907
Unrestricted net assets	<u>231,334</u>	<u>231,124</u>
	431,334	434,031
	<b>\$546,134</b>	<b>\$637,693</b>

## Statement of Changes in Net Assets as at March 31, 2009

	2009	2008
CONTINGENCY FUND		
Balance—beginning of year	\$200,000	\$370,000
Transfer to unrestricted net assets	-	<u>(170,000)</u>
Balance—end of year	200,000	200,000
NET ASSETS INVESTED IN CAPITAL ASSETS		
Balance—beginning of year	2,907	4,153
Amortization of capital assets	<u>(2,907)</u>	<u>(1,246)</u>
Balance—end of year	-	2,907
UNRESTRICTED NET ASSETS		
Balance—beginning of year	231,124	490,884
Transfer from contingency fund	-	170,000
Investment in capital assets	2,907	1,246
(Deficiency) of revenue over expenses	<u>(2,697)</u>	<u>(431,006)</u>
Balance—end of year	<b>\$231,334</b>	<b>\$231,124</b>



## Statement of Revenue and Expenses as at March 31, 2009

	2009	2008
REVENUE		
Memberships	\$195,131	\$174,078
Contract Services	254,102	45,880
Sales and advertising	104,393	109,837
Interest and other	<u>46,427</u>	<u>88,071</u>
	600,053	417,866
Projects (schedules)		
- ECL Knowledge Centre	134,572	156,179
- CLLRNet	7,742	195,596
- Children's Health Affiliate—2	-	217,913
- CPCHE/EEE	106,870	99,557
- Children's Social Well-being	146,503	130,361
- Botswana project	<u>2,128</u>	<u>27,872</u>
	397,815	827,478
<b>TOTAL REVENUE</b>	<b>\$997,868</b>	<b>\$1,245,344</b>
EXPENSES		
Administration (schedule)	604,819	848,872
Projects (schedule)		
- ECL Knowledge Centre	134,572	156,179
- CLLRNet	7,742	195,596
- Children's Health Affiliate—2	-	217,913
- CPCHE/EEE	106,870	99,557
- Children's Social Well-being	146,503	130,361
- Botswana project	<u>59</u>	<u>27,872</u>
	395,746	827,478
<b>TOTAL EXPENSES</b>	<b>\$1,000,565</b>	<b>\$1,676,350</b>
<b>(DEFICIENCY) OF REVENUE OVER EXPENSES</b>	<b>(\$2,697)</b>	<b>(\$431,006)</b>



## Notes to Financial Statements as at March 31, 2009

### 1. NATURE OF OPERATIONS

The Canadian Child Care Federation functions as a voluntary organization which exists to provide a national focus for the development of services and support systems to enhance the quality of child care in Canada. The Federation is incorporated under the Canada Corporations Act as a non-profit organization and is a Registered Charity under the Income Tax Act.

### 2. SIGNIFICANT ACCOUNTING POLICIES

( a ) Capital Assets: Capital assets are recorded at cost. Amortization of computer and office equipment is calculated using the declining balance method at a rate of 30% per year. Capital assets acquired during a year are amortized at one half of the annual rate.

( b ) Revenue Recognition: The Federation follows the deferral method of revenue recognition. Revenue is deferred when received in advance of the service being provided. Project revenue is deferred to the period in which the expenditure is made.

( c ) Use of Estimates: The preparation of these financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

( d ) Financial Instruments: Financial instruments consist of cash, short-term investments, accounts receivable and accounts payable. Unless otherwise noted, it is management's opinion that the Federation is not exposed to significant interest, currency, or credit risks arising from these financial instruments and that carrying amounts approximate their fair value.

### 3. CAPITAL ASSETS

			<b>2009</b>	<b>2008</b>
	Cost	Accumulated Depreciation	Net	Net
Computer and office equipment	\$11,801	\$11,801	\$ -	\$2,907

### 4. CONTINGENCY FUND

In 1994 a contingency fund was established to meet anticipated costs associated with changing revenue sources. During the 2008 fiscal year the Board approved a transfer of \$170,000 from the contingency fund to unrestricted net assets to cover severance costs (2009 - \$nil).

### 5. FUNDING OF PROJECTS

Children's Health Affiliate - 2 and Botswana Project were funded by Health Canada. ECL Knowledge Centre is funded by the Centre of Excellence for Early Childhood Development. CLLRNET is funded by both Social Development and Canadian Language and Literacy Research Network. CPCHE/EEE is funded through the Public Health Agency. Children's Social Well-being project was funded by HRDC.