



CHILD CARE COALITION OF MANITOBA

A Year in Review: 2008

Presented to the 2008 AGM
January 21, 2009 • Cornish Child Care Centre • Winnipeg



CHILD CARE COALITION OF MANITOBA

Mandate: *fully accessible, publicly-funded, non-profit system of comprehensive and high quality childcare, with worthy wages and good working conditions for childcare staff*

Voluntary organization with over 60 group members
Established 1994

www.childcaremanitoba.ca




Year's Highlight

- April: *Family Choices* Announced



Year's Biggest Events

- Manitoba's new Five Year Plan, *Family Choices*
- Manitoba lost \$42 million in 2008 - 2009, the 4th year of the defunct childcare agreement, cancelled by the Tories
- The Manitoba government budgeted \$97.3 million for childcare in 2007 - 2008; budget under-spent by \$10.6 million




09-4C-1 Child Care

Expenditures by Sub-Appropriation	Actual 2007/08 \$000	FTE	Estimate* 2007/08 \$000	Variance Over/(Under)	Expl. No.
Total Salaries and Employee Benefits	1,439.1	21.50	1,352.8	86.3	
Other Expenditures	648.5		651.0	(2.5)	
Financial Assistance and External Agencies	84,618.8		95,306.9	(10,688.1)	1
Total Expenditures	86,706.4		97,310.7	(10,604.3)	

* The 2007/08 Estimate reflects amounts as displayed in the printed Main Estimates on behalf of the Department of Family Services and Housing as well as allocations in the Enabling Appropriations for increased program funding to support ELCC Initiatives - \$9,000.0.

1. The variance is primarily attributable to factors including: 1,295 fewer children subsidized in 2007/08 than projected; operating grants for new spaces effective April 1, 2007 were issued over the course of the year as these spaces were completed; some savings in operating grants due to underutilization of spaces; less than anticipated demand for grants for tuition and training supports; and delays in capital construction projects leading to slower than expected release of capital funds.


2007 – 2008 – Annual Report, Family Services and Housing Annual Report, p 97



Keeping Busy....

Community presentations on our 2007 research

- February: CARS conference
- March: Dauphin
- June: Portage la Prairie
- July: Thompson
- September: U of Winnipeg
- October: Morden
- November: Thompson





Corporate Childcare - ABC Learning



- April: Dr. Deborah Brennan, Australian social policy expert
 - On the troubles with monopoly control of childcare services
 - Local follow-up



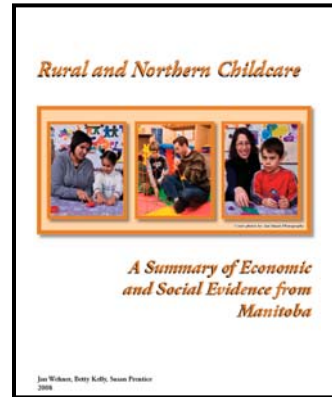
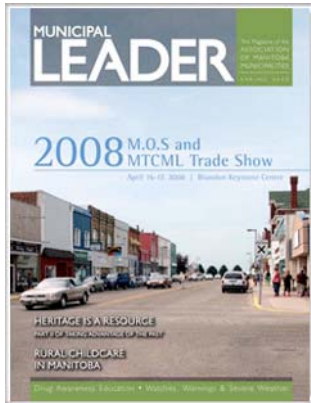
No Corporate Childcare!

Follow up

- Community meetings
- Letter to Minister Macintosh on behalf of:
 - Community Living Manitoba
 - LEAF - Manitoba
 - Manitoba Child Care Association
 - Manitoba Federation of Labour
 - Provincial Council of Women
 - Social Planning Council of Winnipeg
 - UNIFEM - Manitoba
 - UNPAC - Manitoba



Getting the message out...



Getting Good Press: Portage

Child-care programs benefit local economies

BY LORNA KENNEDY
Cooperator staff

Results are in: Portage residents are excited, and as the month a new child-care centre should begin operating.

They anticipate no problems meeting an operating grant for Little Kids Day, which will be funded by a \$100,000 grant from the province. Under the terms of the grant, the Village and R.M. of Berthier Councilor Ben Kerlan, "is all ready to go forward" the said.

And desperately needed. A needs assessment conducted last November in the area found parents of 28 children frantically searching for child-care services. There are described among children to Oakburn and infants in New Lisle, as without services, staying home even though they needed to work.

The Village and R.M. of Berthier have each contributed \$15,000 in income tax to help the new program get going. Local councilor Ben Kerlan says this is a priority because it will give community growth, and Kerlan.

It has been exactly a year since Kerlan took a resolution in Association of Manitoba Municipalities district meeting, calling on AMM to begin looking for jobs created or supported by child-care services.



ALMOST READY: Portage volunteers join to help a new child-care centre open in their community in August. Pictured are (l to r) Theresa Chery, economic development officer, Denise Hefner, Rosa Zepeda (with 8-2-year-old Isabella), Sandra Muskelema (holding 11-month-old Hayden) and Kim O'Brien (Councilor Ben Kerlan).

workers themselves, plus the multiplier effect of estimated jobs created or supported by child-care services.

"To the moment the only hope for many child-care services will be if community groups

Working lists

Yes, for all its unrecognized

has and having the economic returns to communities. Earlier this spring, the gov-

Manitoba Cooperator, June 19, 2008





Getting Good Press: Thompson



Getting Good Press: Morden

Child care impacts region's growth

By Lorne Steimach

Child care is usually not part of discussions about economic growth, but some say it should be.

Child care is both an industry in its own right as well as part of the vital infrastructure that enables other sectors of the economy to function, a researcher told a meeting of local municipal and business leaders.

Dr. Susan Prentice, an associate professor of sociology at the University of Manitoba, said the importance of investment in child care has been overlooked and underfunded for too long already.

"Child care has got a good claim for being an economic strategy in its own right," Prentice said at a luncheon in Morden October 10.

Her presentation entitled *Surprising Impacts: Economic Benefits of Child Care* is being aimed at business sectors and stakeholders within rural Manitoba to raise greater awareness of child care as a primary factor to consider in relation to economic development.

Prentice noted that is especially relevant as a community infrastructure issue in this area, given the growing populations and

labour shortages in the Morden and Winkler region.

"Child care is rural infrastructure and is worth investing in," she stressed.

In order to get a better picture of its importance, a study was done in 2007 to "follow the money" and better analyze the impact of child care.

Part of the study looked at child care in the Parkland region around Dauphin.

Among other things, a cost benefit analysis that estimated that every \$1 invested in child care spending eventually returns \$2. And every \$1 spent on child care generates \$1.58 of economic activity.

Prentice said their study pointed to the fact licensed child care plays an unexpectedly important economic as well as social role, yet these services remain vastly underdeveloped across Manitoba.

"Your local area will do better if you have more child care spaces," she stressed.

Local officials including Morden Mayor Doug Wilson and Winkler Mayor Martin Harder as well as local industry officials agreed that a lack of child care strongly restricts local economic growth. And they pointed to lengthy local waiting lists for child care spaces as being a key issue that

needs to be addressed.

"Everybody is squeezed when there is not enough child care," agreed Prentice.

"You've got hard working people out there and the system is not supporting them."

So our hope is that, with more awareness

of the value of child care ... we will be able to present a stronger message to the province."

Local officials discussed the idea of forming an ad-hoc committee to jointly form a strategy for child care in the region.



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Being on the Radio...

- In Thompson
- In Portage

– you can listen on our website!

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Community Meetings

- Thompson
- Morden
- More in 2009

Calling all Child Care Board Members, Parents, Directors, Staff and Family Daycare Providers!

Are you concerned about Child Care Governance?

You're invited to a public focus group session. This is your opportunity to share your views on what a better governance model for child care would look like.

We want to hear from you!
Mystery Lake Hotel, Boardroom
Tuesday, November 18, 2008
10:00 am – Noon
OR
7:00 pm – 9:00 pm


Everyone welcome - Refreshments provided

Please RSVP to Tara at 677-1490


In partnership with the Thompson Childcare Advisory and the Child Care Coalition of Manitoba

Community Futures North Central Development
Growing communities one idea at a time.

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Talking to Government in Manitoba



CHILD CARE COALITION OF MANITOBA

Childcare: Progress, Challenges, Opportunities

Presented to the NDP Caucus
June 16, 2008 - Winnipeg


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Talking to Ontario & New Brunswick




Dr. Charles Pascal, Ontario's early learning advisor, will report on the implementation of a full-day kindergarten.






Mrs. Margaret McCain, Kerry McQuaig and Susan spoke to the New Brunswick Cabinet about the value of childcare, and its many social & economic impacts.

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Being Listened To



FAMILY CHOICES
Manitoba's Five-Year Agenda for Early Learning and Child Care

Introduction
The theme of Manitoba's learning in families. This has not only the most high quality, accessible, affordable care for their children. Hundreds of thousands of Manitoba mothers and fathers, with children aged 0 to 6 years old, are looking for quality early learning and child care for their children, and this continues to be a priority for the Manitoba government. Manitoba's first five-year agenda for early learning and child care is now being developed. Manitoba's Five-Year Agenda for Early Learning and Child Care in Manitoba. The agenda will be developed through a series of public consultations and reports on early learning and child care in Manitoba.

Building on Manitoba's First Five Year Plan For Child Care
Manitoba's first five-year agenda for early learning and child care. What has been accomplished during this time, including:
• a new public trust (the Manitoba Child Care Trust)
• a national survey about childcare, including increased access to publicly funded childcare
• a new child care subsidy, better implemented making more low and middle income families eligible for assistance
• more than 400 new Early Childhood Education graduates trained
• 1,000 new Early Childhood Education (ECE) spaces reserved by the Manitoba Child Care Trust
• more than 1,000 new child care spaces reserved by the Manitoba Child Care Trust




There are also economic benefits of increased investments in early learning and child care. Canadian research has found that every dollar invested in child care leads to a two dollar benefit to the economy¹. Manitoba research has shown that, in the short term, every \$1 spent on child care generates \$1.58 of economic activity in rural and northern regions².

Quality child care supports the bottom line. Quality child care for employees is important to employers because it improves productivity, reduces absenteeism, cuts turnover...and can increase company value.


Shellenback, Child Care and Parent Productivity³

Childcare is an essential element of rural infrastructure, enabling rural families to combine work and family, enabling parents to earn off-farm income, and thus strengthening the rural economy...Child care services promote farm safety and can mitigate out migration and population decline...Over half of mothers in rural areas are in the paid labour force, and face barriers to paid employment when childcare services are absent.

Association of Manitoba Municipalities, Resolution #16/07



Redesigning our Website



The screenshot shows the redesigned website for the Child Care Coalition of Manitoba. The header includes the logo and the text "CHILD CARE COALITION OF MANITOBA". The navigation menu contains: Home, News, Projects, Take action, Calendar, Resources, About CCOH. The main content area is divided into several sections:

- CONTACT US**: CHILD CARE COALITION OF MANITOBA
- What's new**: Coalition launches new project on northern/rural Manitoba. Promoting economic security and reducing work-family conflict for rural and northern women in Manitoba. The Coalition is pleased to announce our latest project (which will run over 2008 - 2009), designed to support northern and rural communities. With funding from Status of Women Canada, we will be hosting a series of educational events and workshops, partnering with local projects, holding a conference to share our findings, and producing information materials. You can find out more at the [NorthernRural](#) project site, and by keeping up-to-date through our [Calendar](#).
- Upcoming events**: Annual General Meeting of the Child Care Coalition (January 21, 2009 7:00 PM - 8:30 PM), The Annual General Meeting of the Child Care Coalition of Manitoba - a chance to review activities, accomplish, campaigns and challenges for 2008, Celebrating Exceptional Years February 19, 2009 (All Day), The Annual Conference of the Manitoba Council for Exceptional Children, Victoria Park, Winnipeg. View full calendar.
- NORTHERN/RURAL WOMEN PROJECT**: Read more about the project.
- Changing Childcare in Manitoba**: PARKLAND THOMPSON ST-PIERRE-JOLYS WINNIPEG. Read more about the project.
- New Childcare Centres in Empty Classrooms**: Government of Manitoba Press release, issued November 24, 2008. Manitoba is well on its way to meeting its goal of funding 6,500 more child-care spaces under the five-year Family Choices strategy, while ensuring schools with declining enrolment remain active in their communities. Education, Citizenship and Youth Minister Peter Iqonson and Family Services and Housing Minister Gord Mackintosh announced today. Read more: [New Childcare Centres in Empty Classrooms](#)
- Economics of Rural Childcare**: Association of Manitoba Municipalities, Winnipeg, 9 Apr 08. Visit the AMM site to download their April 2008 issue, featuring a three page article on the economics of rural childcare, based on our research reports. The article includes the November 2008 motion #1607 on childcare as rural infrastructure. You may also download the [childcare story](#) directly, as a pdf file.
- looking for CHILDREN?**: Find out more about the Child Care Coalition of Manitoba.



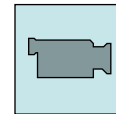
Working with National Allies

- Code Blue
- Federal Election
- Meeting with federal MPS



Advocacy Video of the Year!

We've been cheated by you, since we don't know when
So we've made up our minds, it must come to an end
Look at us now, we won't vote for you
Now we know how, and we're gonna let people know.
We're tired of you runnin' the show.
We want child care and we want it right now.
Twelve hundred buck don't cut it no how
Stephen Harper, here you go again.
My, my, why would we elect you?
Stephen Harper, here we go again
My, my, now we will defeat you!
Yes, we've been broken hearted,
Blue since the day you started.
My, my now we're gonna let you go.
Stephen Harper, here you go again.
Bye Bye! Now we will defeat you!





CCCM Major Accomplishments


Successfully competed for our third
Status of Women Canada Women's
Program grant:

- *“Promoting Economic Security and Work-Family Balance for Rural and Northern Women in Manitoba”*
 - 18 month project, value: \$115,000



SWC3 & Community Projects


- **Thompson** - on a governance discussion paper
- **FPCP**- on franco-manitoban childcare needs
- **Rural** - on a governance & financing think-tank
- **Pembina Valley** - needs analysis and options
- **Inclusion** - talking with mothers of children with special needs




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CCCM 2008 Financial Report

Thelma Randall



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What's ahead?

Planning for 2009

- Your ideas?
- Thoughts? Concerns? Questions?



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