



Today's Family

Early Learning and Child Care 

40th Annual Report
June 2022



Working together with today's families to
provide more and better **child** care options

Setting Sail through Winds of Change

The 2021 Report from the Board Chair and CEO

A report to the community from Board Chair Jeff Vallentin and Chief Executive Officer Marni Flaherty on behalf of Today's Family

“It is the set of the sails, not the direction of the wind that determines which way we will go.”
– Jim Rohn

A lot has happened since we last reported to our community. The pandemic and all of its downstream effects made 2021 an unprecedented challenge. We could have sought safe harbour and ridden out the storm, but at Today's Family, we chose to do otherwise.

That decision tested the agency and we are pleased to report that we met that test and accomplished many great things in 2021:

- Together with our educators, licensed home **child** care providers and community partners, we stepped forward and offered emergency **child** care in homes and community spaces to 622 **children** in 2021. This program gave much-needed care for the **children** to essential workers, including police, EMS, nurses and many others. Our licensed home **child** care providers were instrumental in offering a flexible model of **child** care that supported families during the pandemic when they needed it most.

- In 2021, despite the challenges, Today's Family took the opportunity to grow. We acquired Central Day Care, a quality, trusted provider in the heart of Hamilton. We seamlessly integrated the service into Today's Family, onboarding staff and serving **children** and families without a single day of interrupted care.

- As well, we continued working on new programs for the community including Collegiate in Stoney Creek and Holy Trinity in Simcoe. These were all opportunities for Today's Family to grow and meet the demand for much-needed **child** care spaces in the communities we serve.

- Despite the turbulence of 2021, Today's Family charted new directions for all **children**. At the end of 2021, our Board of Directors, in partnership with our staff and the community,

finalized our upcoming 4-year Strategic Plan – a set of priorities intended to position the agency for continuous improvement and further growth.

Our 2022-2025 Strategic Plan focuses on:

- Financial growth and stability
- Our people
- Equity, Diversity and Inclusion
- Collaboration

As the country took an historic step forward with the introduction of the first-ever federal **child** care program, Today's Family had its own historic change. CEO Marni Flaherty, who has been with the organization for more than 30 years, announced her retirement. Our Board of Directors embarked on a mission to find Today's Family's next leader to steer the agency into the future. After a national search, the appointment of former COO Brenda Ferguson as our incoming CEO was met with great excitement, both inside and outside the agency. Brenda is well positioned to provide the vision and experience needed to guide Today's Family into a bright future.

As all levels of government work to implement the Canada-Wide Early Learning and Child Care Plan, Today's Family is solidly poised to work collaboratively to provide quality and affordable **child** care for **children** and their families in every community we serve.

At this important juncture in Today's Family's history, we pay tribute to the decades of leadership provided by Marni Flaherty and look forward to the new CEO, the Board and the staff of Today's Family guiding the agency into its next chapter.

Jeff Vallentin
Chair, Board of Directors

Marni Flaherty
Chief Executive Officer

Today's Family Strategic Plan 2022-2025

Today's Family
Early Learning and Child Care 

STRATEGIC PRIORITIES:

We will focus on financial strength and stability



We will invest in our people



We will embrace and embed a commitment to Equity, Diversity, and Inclusion in our culture and our practices

We will promote Today's Family collaborative model to lead early learning and **child** care system development

Our Board of Directors

Board Chair
Jeff Vallentin

Vice Chair
Andrew Welland

Past Chair
Nancy Kostanje

Directors
Tara Groves-Taylor
Don Jaffray
Jay Llewellyn
Victoria Long
April Morganti
Jon Mason
Taylor Ormond
Medora Uppal
Jason Vandenberg

Our Senior Leadership Team

Marni Flaherty, Chief Executive Officer
Brenda Ferguson, Chief Operating Officer
Alex Webb, Director, Finance
Leah Barclay, Director, Operations
Brian Petersen, Controller

Associate Directors:
Kristina Bock, Brooke Hyatt,
Nazia Mohammed, Bernadette Noon,
Melissa Stenhouse

4000+

Together, we're stronger

Our caring and collaborative partners work together to enrich today's families.
Together, we want what's best for the over 4,000 children and families in our communities.

Affiliated Services for Children & Youth
Arts for All
Association for Early Childhood Educators, Ontario
Bike for Mike
BGC Hamilton-Halton
Brant Haldimand Norfolk Catholic District School Board
Bronte Creek Provincial Park
Community Living Burlington
Canadian Association of Family Resource Programs
Canadian Child Care Federation
Carlisle Church
Catholic Children's Aid Society of Hamilton
Centre3 for Print and Media Arts
Centre de Sante Communautaire
Children's Aid Society of Hamilton
City of Hamilton
Community Fridges Hamilton
Community Living Burlington
Community Living Hamilton
Fanshawe College – Simcoe Campus
Grand Erie District School Board
Halton District School Board
Halton Region
Hamilton Centre for Civic Inclusion
Hamilton Community Foundation
Hamilton Conservatory for the Arts
Hamilton District Chamber of Commerce
Hamilton Public Library

Hamilton Roundtable for Poverty Reduction
Hamilton-Wentworth Catholic Child Care Centres Inc.
Hamilton-Wentworth Catholic District School Board
Hamilton-Wentworth District School Board
Haldimand-Norfolk REACH
Haldimand & Norfolk Social Services
The Halton Resource Connection
High Five – Quality at Play
Home Child Care Association of Ontario
Interval House Hamilton
Knox Church
Learning Enrichment Foundation
Marshall Memorial Church
Milton Community Resource Centre
Mohawk College
Ontario Nonprofit Network
Parks & Recreation Ontario
Quality Early Learning Network of Ontario
Regional Municipality of Haldimand Norfolk
Reach Out Centre For Kids
Sheridan College
Social Planning and Research Council of Hamilton
St. Matthew's House
Umbrella Child and Family Centres
Wee Watch Hamilton
Wesley Urban Ministries
YMCA of Hamilton/Burlington/Brantford
YWCA Hamilton



33 Years of Caring

After 33 years of charting change for children and families locally, provincially, and nationally, we pay tribute to Marni Flaherty. In her years of service, Marni has grown Today's Family from a small licensed home child care organization in Hamilton to a multi-site, multi-service organization serving 4 municipalities across southern Ontario.

What's best for children and families has always been at the forefront of her service to the community.

Her leadership and mentorship has led the way for Early Childhood Educators across Ontario to strive to create caring, flexible and welcoming environments for the children in their midst.

Marni's provincial leadership has created a better system for children and families by leading and participating at provincial tables to create better policies for children, such as the Child Care and Early Years Act and the Community Use of Schools Policy. In her tenure as the board chair of the Home Child Care Association of Ontario, she continuously advocated for licensed home child care as an ideal model of early learning and child care to meet the flexible needs of families. Marni has also chaired the Quality Early Learning Network, which has brought together many multi site multi service providers together from across the province to work together to develop standards of quality and leadership in the early years sector.

Nationally, Marni has participated on and currently chairs the Canadian Child Care Federation. The Federation believes that high quality child care is everyone's responsibility, and makes for a better Canada. She has tirelessly advocated for a national plan for early learning and child care, which has now started across Canada.

Marni has received much acknowledgment and praise for her work and vision. She has been recognized as an alumni of distinction from Mohawk College, received the Premier's Award for Community Service, and has been a YWCA Women of Distinction Award for Education.

She has led with grace, joy and kindness with a head and heart approach to leadership and community service. A truly remarkable career which has not only shaped Today's Family, but has influenced early years services provincially and nationally. Marni we thank you for the person that you are and your contributions to Today's Family. The imprint you have made on us is valued and long-standing. Thank you for all that you have done for children and families.





Financials

Year ended
December 31, 2021
**Today's Family –
Caring For Your Child**

**Total Revenue
of \$11,563,810**

Sources:

● A	Subsidized Child Care Fees	\$ 2,029,620	17.55%
● B	Child Care Fees	2,747,620	23.76%
● C	City of Hamilton	3,528,462	30.51%
● D	Halton Region	357,469	3.09%
● E	Norfolk County	458,441	3.96%
● F	EarlyON	822,423	7.11%
● G	Federal Government Assistance	1,609,095	13.91%
○ H	Outreach Services	10,680	0.09%
	Total Revenue	\$ 11,563,810	100%

Uses:

● A	Salaries and Benefits	\$ 7,114,703	61.53%
● B	Home Child Care Providers	1,537,983	13.30%
● C	Program/Other costs	2,149,869	18.59%
● D	Rent and Occupancy	402,618	3.48%
● E	Amortization of Assets	221,056	1.91%
○ F	Surplus	137,581	1.19%
	Total Uses	\$ 11,563,810	100%

Copies of financial statements audited by Pettinelli, Mastroluisi LLP, Chartered Accountants are available through the Business Office of Today's Family.

Work and Family Connections
The Organization, which provides consultation in connection with family dependent care needs, was inactive throughout the year.

GET READY FOR TAKEOFF

Families, join in the National Child Care Plan.
It's as easy as 1, 2, 3...

1 REGISTER
Fill out an application:
todaysfamily.ca

2 MEET
A Today's Family Home Visitor will connect with you so you can find a home **child** care location that meets your needs.

3 CHOOSE
Find the location that's right for you. At Today's Family, families can choose which licensed home **child** care location is best for them.

And with Today's Family as your co-pilot, becoming a licensed home **child** care provider in the National Child Care Plan is also as easy as 1-2-3...

1 SEEK
Access information about becoming a licensed home **child** care provider in the National Child Care Plan:
todaysfamily.ca

2 MEET
Connect with experts from Today's Family who will help you to fly through the process.

3 COMPLETE
Collect documents and get your home ready with the support of Today's Family.

GO 🧑🏻‍✈️ 🧑🏻‍✈️ 🧑🏻‍✈️
Get your official Green Decal and then you're cleared for takeoff.

While families throughout Ontario get ready for takeoff, many will soar as they pursue their dreams of becoming licensed home child care providers

March 28, 2022 After years and years of negotiations, waiting and disappointment, our hard-fought fight to have Ontario sign on to the National Child Care Plan came to a storybook ending on March 28th. As of this date, Ontario and Canada have signed a \$13.2 billion agreement that will lower fees for families and deliver an average of \$10 a day **child** care by September 2025.

It's a historic time for **children** and families. The question remains, what does this mean for children and their families?

The National Child Care Plan will:

- Reduce **child** care fees for **children** ages 5 and younger in licensed programs that are accessed all-year-round (including licensed day camp programs)
- A phased approach over the next 5 years with benefits starting this year

- Increase access to licensed **child** care spaces (in centres and in homes) in our neighbourhoods
- Strengthen quality early learning and **child** care programs and opportunities for children and families across the licensed, non-profit sector
- Support Early **Childhood** Educators to do their best work
- Reinforce our commitment to create inclusive spaces for every **child** and family to belong

For years, Today's Family has been a strong advocate for affordability and accessibility of early learning and **child** care. We partnered with a number of groups who have been fighting for this long-needed action. We made it. Finally!

We have already begun working in partnership with our families and community partners to access and implement the benefits and impact of the Plan. For more information, please visit our website: todaysfamily.ca

OUR MISSION

Working together to enrich today's families,
we want what's best for **children**.

It is about belonging

Our programs cultivate authentic, caring and inclusive relationships and connections to create a sense of belonging among and between **children**, adults and the world around them.

It is about well-being

We believe that every **child** is developing a sense of self, health and well-being. Our programs nurture **children's** healthy development and support their growing sense of self.

It is about expression

Every **child** is a capable communicator who expresses themselves in many ways. We foster communication and expression in all forms.

It is about engagement

We value engagement. Our programs provide environments and experiences to engage **children** in active, creative and meaningful exploration, play and inquiry.

OUR VISION

That every **child** experiences the joy of learning through play.

All **children** have the right to play. Play is how learning happens.

OUR VALUES

Today's Family values caring, collaboration,
accountability, inclusion, and innovation.

We care It is the essence of who we are. We care for the **children** who take part in our programs, for their families, for our staff and providers and for our environment.

We collaborate On our own, we can teach, help and care for the **children** in our midst. Together, with other organizations, we can help to make change and chart new directions for all **children**.

We are accountable Our primary accountability is to the **children** and families we serve. It is our job to make sure they are nurtured and respected.

We are inclusive Today's Family is committed to promoting diversity, advancing equity and fostering a culture of inclusion.

We innovate We are creative and try new things. We embrace change and do things differently.

Today's Family 
Early Learning and Child Care

todaysfamily.ca

Today's Family Early Learning and **Child** Care

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Legal name: Today's Family – Caring For Your **Child**

Charitable Registration Number: 0703553-01-14 April 1, 1985

Design + Illustrations: WISHART.NET • Marni Flaherty Celebration Photos: Banko Creative Studio