

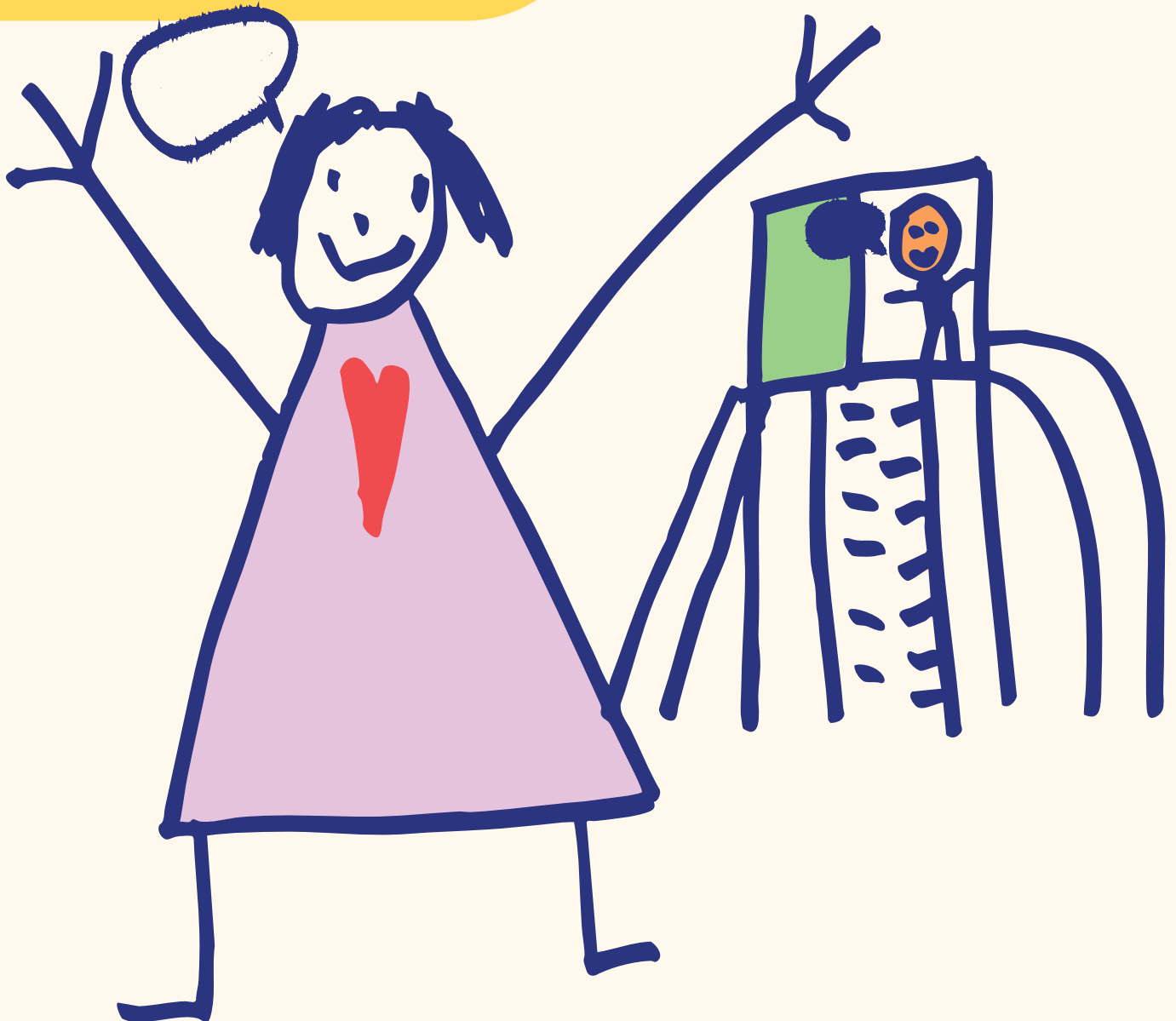
Children's Voices

Today's Family
Early Learning and Child Care



43rd Annual Report
June 2025

BeLONGing is when
someone YOU do NOT know
asks YOU to PLAY with
them AND when YOU do, YOU
BOTH feel BETTER!



Board of Directors

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What if we Listened?

The voices of **children** shaping the future of care

This year, we invite you to imagine something simple yet transformational, **what if we truly listened to children?** Not just in passing. Not just when it's quiet. But always.

At Today's Family, we believe that even the quietest of voices carry the biggest truths. They remind us of the value of joy. What fairness feels like. And what the world could be, if we cared enough to build it *with* them, not just for them.

The Children are Talking

Over the past year, as the Canada-Wide Early Learning and **Child** Care Plan continued to unfold, we have stepped confidently into a future where **child** care is not a luxury but a right. It's been a journey of great movement, of moving closer to universal access, and moving into what truly matters: our **children's** needs, their dreams, and their voices.

In 2024, we didn't just grow, we **grew on purpose**. We created new spaces. We reduced fees. We welcomed new families in Peel Region, expanding our reach where the need is greatest. In our homes and centres (in our communities and beyond), we shaped care around the lives of families, with flexible hours, responsive options, inclusive environments, and the kind of belonging that *begins* with being heard.



Across the country, over one million **children** are now part of this historic plan. Families are now paying no more than **\$22 per day**, and **more jobs than ever**, over 1% of all employment in Canada, are in Early Learning and **Child** Care. This is not a small shift. It's a national reimagining of the role of **child** care. And as this new system rises, so too do our Educators. They are the listeners, the guides, the architects of daily magic. Our Educators are more than our staff, they are the ones who turn a whisper into a story, and a story into action.

A New Strategic Plan: Guided by the Joy of Many Voices

This year also marked the development of our new strategic plan, one shaped with clarity and great intention. At its core: the unwavering belief that **children's** voices must drive our decisions, our programs, and our impact.

We are not just creating **child** care spaces.

We are nurturing places of expression, where **children** feel confident, valued, and visible.

Spaces where joy is not an extra, but a strategy.

We've committed to never losing sight of who our **children** are and where they're going. To honour not only their needs but also their strengths and expertise. Because when we give them space to speak, they show us the kind of world worth building.



A Future That Belongs to **Children**

Child care in Canada is no longer just about access or affordability. It is about possibility. And the possibility lies in **how we choose to listen**.

We must listen to the **child** who wonders, "Why don't adults play more?"

To the one who says, "I feel safe here."

To the one who whispers, "I want to try it myself."

To all the questions and curiosities that point us to a better system, one that grows with **children**, not just around them.

So, as you explore this year's Annual Report to Community, we invite you to listen intentionally.

To recognize that the real growth of **child** care is *not just* measured in numbers or dollars, but in the confidence of a **child who knows their voice matters**.

Together, we are building a future that listens.

Let this be the year we ask ourselves:

What if we let **children lead?**

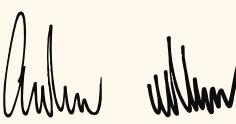
What if their questions were our guiding principles?

What if this was just the beginning?

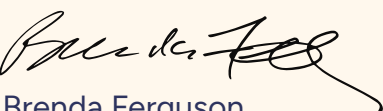
What if we listened?

With gratitude for your partnership and spirit full of wonder,

On behalf of the Board of Directors and of every **child**,


Andrew Welland
Board Chair


Victoria Long
Board Vice-Chair


Brenda Ferguson
Chief Executive Officer



2024 by the Numbers



7,500

Total children served
(Child Care, Before and After School, EarlyON)

3,400

Meals served in EarlyON programs

3,600

Adults served in EarlyON programs

4,800

in EarlyON Programs

2,700

in Child Care and Before and After School

89

Neighbourhoods served in 5 Municipalities

5,400

Professional learning hours

275

Staff and Educators

114

Home Child Care Providers

32

32 Youth hired with Canada Summer Jobs program

1,580

Meals served in Gilkson youth program to support food security

88

Children attending the Gilkson community youth group

We all grow together



Together, we help more than 7,500 children and families grow.

- Affiliated Services for Children & Youth (ASCY)
- Arts for All
- Association for Early Childhood Educators, Ontario (AECEO)
- BGC Hamilton-Halton
- Bike for Mike
- Brant Haldimand Norfolk Catholic District School (BHNCDSD)
- Canada Summer Jobs (CSJ)
- Canadian Child Care Federation (CCCC)
- Centre de Sante Communautaire
- Centre3 for Print and Media Arts
- Children's Lands Canada
- City of Hamilton
- Community Action Program for Children (CAPC)
- Community Living Burlington
- Community Living Hamilton
- Fanshawe College – Simcoe Campus
- Gilkson Community Kids' Space
- Grand Erie District School Board (GEDSB)
- Haldimand-Norfolk REACH
- Haldimand & Norfolk Social Services
- Halton District School Board (HDSB)
- Halton Region
- Halton Resource Connection
- Hamilton Community Foundation
- Hamilton Conservatory for the Arts
- Hamilton District Chamber of Commerce
- Hamilton Public Library
- Hamilton-Wentworth Catholic Child Care Centres (HWCCC)
- Hamilton-Wentworth Catholic District School Board (HWCDSB)
- Hamilton-Wentworth District School Board (HWDSB)
- Heritage Green Child Care
- HIGH Five – Quality at Play
- Home Child Care Association of Ontario (HCCAO)
- Immigrants Working Centre
- Milton Community Resource Centre (MCRC)
- Ministry of Education
- Mohawk College
- Niwasa Kendaaswin Teg
- Ontario Nonprofit Network
- Oxford Community Child Care (OCCC)
- Oxford County
- Peel Region and Child Development Resource Connection Peel (CDRCP)
- Quality Early Learning Network of Ontario (QELN)
- Regional Municipality of Haldimand Norfolk
- Social Planning and Research Council of Hamilton (SPRC)
- St. Matthew's House
- Strengthening Community Roots (SCORE)
- tng Consulting
- Umbrella Child and Family Centres
- Waterdown BIA
- Wee Watch Hamilton
- Wesley Urban Ministries
- Wishart by Banko Creative Studio
- Yellow Boots
- YMCA of Hamilton / Burlington / Brantford
- YWCA Hamilton



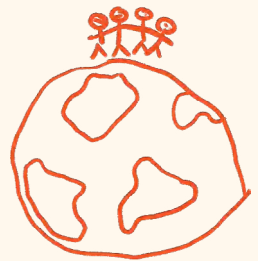
Passing the Mic

HERE'S WHAT OUR CHILDREN SAID WHEN WE ASKED THEM:

What do you LOVE most about Today's Family?



Colouring and drawing with friends • Playing in the sandbox • Sharing, hugging, taking turns building forts and doing crafts • I enjoy playing cops and robbers and then having snack • Shoots and ladders • Soccer • I love all the teachers. They are very kind • The yummy food • **playin hide n seke** • Being outside and eating snack!!! •



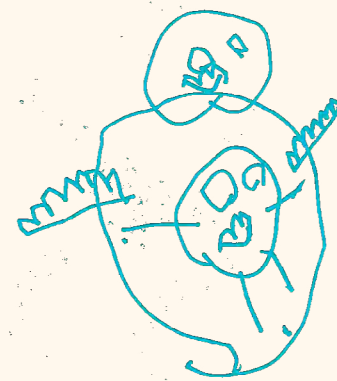
Being in a group • Melting beads • Playing the zombie game • Helping a friend up when they fall • We play with fun toys • Cuddling with our stuffies • Going for walks • Cozy cots to sleep on • We eat yummy food • Seeing

my friends our artwork up around the classroom • People look after me when I'm hurt • Everyone is kind, and we get to play outside, and there's games, and I like sitting on the beanbags • Not being left out • Me and my friends can play tricks on people •



I belong here because I feel happy and liked • Drawing with my friend, Elly • Reading books • **IT IS SOOO MUCH FUN HERE!!!!** • People take care of me • Playing make-believe with my teacher • Dancing with my friend •

I enjoy playing with my brother and eating yogurt • What I enjoy most about Today's Family is eating their muffins • Snacks • Playing with the light table • My friends • Yummy food • Nice teachers • Lego • Going outside to see the flowers • Doing art with my friends • Cheese • Learning new things • Belonging • Eating pitas • Coming to EarlyON with my family because we're happy here • Seeing Miss Aza because she speaks the same language as me • The sandbox because it might have insects • Stickers • Playing at the train table • Dinosaurs • Circle time singing the good morning train when they say my name! • When my teacher rubs my back at nap time • Dance parties • Getting hugs and giving hugs and everything about hugs • Eating lunch • I like playing soccer outside • I enjoy making forts because then you get to relax inside • Banana bread • My teachers make me feel protected • My teachers love me! • The teachers are kind and sometimes silly • My teachers learn with me • Playing with Play-Doh • **You can be yerself** • Today's Family makes me feel happy • Fun games • Making crafts for my friends • Collecting warm fuzzies! • All the fun things that we do like crafts and going outside, and lots of other stuff, too • Playing games with everybody • Playing hide and seek • Swinging • Hopscotch and the climbers • Playing music • Playing on the playground with my friends • Chess • Playing outside with my friends and my teachers • I belong here • The equipment, the toys, and the metal detectors • I like to play blocks and make towers • The teachers are nice to me and the food is really, really, REALLY super yummy • Making sure everyone has someone to play with • All my best friends are here!



SITTING TOGETHER
FOR CIRCLE TIME

2025-2028 Strategic Priorities



We shift towards innovative and sustainable growth

We invest in our people and our communities



We lead early learning and child care practices and system changes



We commit to exceptional quality in early learning and child care



The Canada-Wide Early Learning and Child Care Plan: A Million Reasons Why



Across the country, nearly one million children are now part of this historic and transformative plan.

The demand for high-quality early learning and child care has never been greater. Today, families are paying no more than \$22 per day for child care in Canada, with the inspiring goal of reaching \$10 per day by the end of 2026.

Accessible, inclusive, and affordable child care supports:

- **Children**, by giving them access to enriching, high-quality early learning experiences;
- **Families**, by empowering parents and caregivers to participate fully in the workforce;
- **Communities and the economy**, by laying the foundation for long-term growth and resilience.

The Early Learning and Child Care sector is growing rapidly. More than 1% of all employment in Canada is now in this field. Investing in a skilled, supported, and thriving early childhood workforce is essential to both program quality and the long-term success of the Canada-Wide Early Learning and Child Care Plan.

At Today's Family, we believe that

every family should have access to safe, dependable, and high-quality child care. We hold this belief not only for our own programs, but for all children and families, in every corner of Canada.

Just as Canadians take pride in our universal health care system, we are now imagining—and building—a Canada where universal child care is a reality:

- A Canada where Early Childhood Educators are celebrated and valued;
- A Canada where every child, regardless of circumstance, can benefit from early childhood education;
- A Canada where child care is affordable for all, allowing families to make the choices that are best for them.

This is more than policy—it's a national reimagining of the role of child care in our society.

Together, we are helping to shape a future where all families can access the high-quality early learning and child care they deserve.





Financials

Year ended December 31, 2024
Today's Family – Caring For Your **Child**

Total Revenue of \$23,740,780

SOURCES

Subsidized Child Care Fees	\$ 2,175,296	9.16%
Child Care Fees	12,421,942	52.32%
City of Hamilton	5,739,294	24.17%
Halton Region	714,237	3.01%
Norfolk County	1,205,992	5.08%
Oxford	50,284	0.21%
Peel	18,830	0.08%
EarlyON	1,256,580	5.29%
Federal Government Assistance	142,811	0.60%
Other sources	15,515	0.07%
Total Revenue	\$ 23,740,780	100%

USES

Salaries and Benefits	\$ 13,148,486	55.38%
Home Child Care Providers	5,638,343	23.75%
Program/Other costs	3,432,184	14.46%
Rent and Occupancy	609,369	2.57%
Amortization of Assets	194,480	0.82%
Surplus	717,918	3.02%
Total Uses	\$ 23,740,780	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.

Our Vision

Every **child** experiences the joy of learning through play.

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

Today's Family

Early Learning and Child Care



Want to know what our **children** love most about Today's Family? Scan here and find out!

Our Mission

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

Living our mission, we believe in the following:

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 Values

Caring

We are caring. 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.

Collaboration

We are collaborative. 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**.

Inclusion

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

Accountability

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.



Innovation

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

Today's Family Early Learning and **Child** Care
44 Greendale Drive, Hamilton, Ontario L9C 5Z4

todaysfamily.ca

Legal name: Today's Family – Caring For Your **Child**
Charitable Registration Number: 107971590 RR 0001

Hamilton: 905-574-9344

Halton: 289-288-0059

Haldimand / Norfolk Region: 1 844-574-9344

Oxford: 1 844-574-9344

Peel: 1 844-574-9344