



Manitoba Child Care Association

2024

Annual Report

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www.mccahouse.org

Thank You

To our **137**

Volunteers of 2024

Without your dedication and support, the Manitoba Child Care Association would not have accomplished all we were able to do!

You are truly VIPs - Very Incredible People!
Thank you!



Full Time/ Part Time	From Previous Year	December 2023	December 2024
Professionals	↓	1877	1791
Child Care Assistants	↑	1589	1660
Associates	↑	128	137
Students	↑	40	230
Facilities			
Full/Part Time Centres	↑	572	598
Family Child Care	↑	348	355

OBJECTIVES

- Maintain financial independence
- Provide resources and services to members on a province wide basis
- Promote and develop Manitoba's early learning and child care profession
- Promote high standards of practice that support human development in early learning and child care
- Advocate as a non-partisan, non sectarian organization at all levels of government for a quality early learning and child care system
- Educate the public about early learning and child care as a profession and as a service
- Work in partnership with those involved with the care and education of children
- Encourage the development and expansion of early learning and child care training, research, and educational resources

BOARD of DIRECTORS

President – Cathy Gardiner

President Elect – Susana Lam

Past President – Lynda Raible

Secretary/Treasurer – Fernanda Hodgson

Director of Board Operations – Adam Manicom/Susana Lam

Director of Public Policy – Caryn LaFlèche

Director of Branch Services – Janice Delf

Director – Tracy Cosser

Director – Laureen Brandson

Director – Mariëlla Carr

Member at Large – April Kalyniuk

Member at Large – Kisa MacIsaac

Member at Large – Michelle Normandeau

Member at Large – Brenda Gill

REGIONAL CHAIRPERSONS

Central Region – Janice Delf

Interlake Region – Cynthia Thomsen

Parklands Region – Florence Burdeny

South Central Region – Paula Wilson

Thompson Region – Lynn Martin



Manitoba Child Care Association

STRATEGIC PLAN

2023 - 2028

Vision
To promote and support an exceptional and inclusive ELCC system by fueling members to be proud and excited to belong to a progressive, respected profession.

Mission
To advocate for a quality system of child care, to advance early learning and child care education as a profession, and provide services to our members.

	STRATEGY #1 Ensure diversity and inclusion are embedded and reflected in the mission and vision of MCCA in all aspects.
	STRATEGY #2 Recognize truth and reconciliation in the work of MCCA and ensure it is carried out with humility.
	STRATEGY #3 Provide increased value to our members.
	STRATEGY #4 Advocate for a high quality early learning and child care system.
	STRATEGY #5 Empower ECEs to be proud and excited to belong to a progressive and respected profession.

MCCA VALUES

- Professionalism
- Inclusion
- Connection
- Inspiration
- Influence

MCCA STAFF

Jodie Kehl, Executive Director

Karen Kowalski, Assistant Executive Director

Mandeep Sharma, Finance & Accounting Manager

Kayla Mauricio, Program Services Administrator

Ashley Peters, Membership & Management Assistant

Debbie Crampton, Membership & Registration Administrator

Rosel San Miguel, Administrative Assistant

MCCA IN 2024 EXECUTIVE DIRECTOR & PRESIDENT REPORT

Jodie Kehl, Executive Director & Cathy Gardiner, President

Happy 50th Anniversary, Manitoba Child Care Association!

This was a very special year for MCCA as we celebrated its five decades of growth, support, success and advocacy towards a quality system of child care. Various celebrations were included throughout the year, to offer something to all of our members.



There were several noteworthy investments in 2024. Some were initiatives under the Canada-Manitoba, Early Learning and Child Care (ELCC) Agreement and some were provincially led:

- \$375K to 34 facilities to improve overall capacity
- \$10.9M allocated to increase the child care wage grid by 2.75%
- 5% increase to base operating grants for all licensed and provincially funded early learning and child care facilities
- Expansion of \$10/day child care to cover school holidays

While it is positive to see continued increases to the wage grid and the operating grant, we need more and we need it now. MCCA has continued to recommend a comprehensive workforce strategy that includes competitive salaries, benefits and enhanced/supportive working conditions; the time is NOW.

As we approach the 4th year of the five-year Canada-wide ELCC plan, there is rising trepidation of “what happens after the 5th year”? With a looming federal election in 2025, the need to sustain and strengthen the \$10/day plan is essential. While great strides have been made towards affordability in Manitoba, and some progress on increasing accessibility, we are still falling short on the workforce – the foundation on which the system must be built.

At the end of 2024, MCCA called upon our provincial government to **“fast-track the negotiation and signing of your next five-year Canada-wide Early Learning and Child Care funding agreement with the federal government,”** and we urge the inclusion of provisions in the agreement that support:

- Increasing the supply of not-for-profit and public early learning and child care through government-led, financed and planned expansion initiatives, similar to the Ready-to-Move and upcoming school stand-alone centres;
- Implementing, in meaningful consultation with the early learning and child care sector, measures to support the early learning and child care workforce, including wage grids, benefits and pension plans;
- Putting in place cost-based operational funding formulas to finance high quality and inclusive early learning and child care; while Manitoba has achieved \$10/day for families, increased and sustainable revenue for licensed not-for-profit programs remains a priority.

Looking back at 2024 –

January: MCCA kicked off a special year of celebration, with a tremendous Winter Workshop series, including a forest school experience at FortWhyte Alive. Our social media pages highlighted membership benefits including MCCA’s Member Rewards Program and benefits specific to students. The Provincial Board of Directors

approved no increases to membership dues in 2024. That marked 15 years since all the categories were increased!

As the Province added an additional professional development day for the ELCC sector, MCCA gratefully planned even more personalized PD days for many.

February: MCCA, in partnership with the School Age Support Committee, hosted its inaugural School Age Conference. Over 110 participants had the privilege to learn from keynote speakers Rachel Ramsden (Outdoor Risky Play) and Ashleigh Davies (Critical Literacy).

We welcomed Rosel San Miguel to our team as the Administrative Assistant.

The 50th Anniversary Social was a great success with all the Manitoba-made social specials – dancing, silent auction, and cold cuts after 11:00 p.m.

MCCA attended and presented at a Provincial Budget 2024 Public Meeting. The Association recommended that the province of Manitoba increase its spending by \$110M in the 2024 Budget. The foundation of building a high-quality system in Manitoba is the workforce.

March: MCCA welcomed Debbie Crampton to join our team this month.

MCCA was asked to be part of the stakeholder group on a research project on expansion called Growth by Design. Lead Researcher, Jane Beach and Executive Director of Childcare Now, Morna Ballantyne, engaged with MCCA Board Members, Regional Members and other stakeholders to discuss expansion initiatives specific to Manitoba.

And finally, MCCA board members were invited to attend an announcement by Chrystia Freeland, Deputy Prime Minister (Minister of Finance). The announcement included \$1B for expansion loans across Canada and \$10M in forgivable student loans for ECE students in rural, remote and northern communities.



April: April was an eventful month for early learning and child care, and subsequently MCCA was also very busy!

MCCA was invited to Budget Day at the Legislative Building and spoke to media after it was presented. While some increases to operating grants and an extension of \$10/day for School-age children, MCCA reiterated the need for more robust workforce support.

MCCA participated in a 2-day symposium – “Who owns Child Care? Who should own Child Care?” with representatives from across Canada. Karen (Kowalski) and Jodie (Kehl) attended the World Forum on Early Care and Education in Vancouver.

At the end of April, MCCA was honoured to be invited to Ottawa to present to the Provincial/Territorial ELCC Senior Officials on Manitoba’s workforce.

May: The 33rd Week of the Early Childhood Educator extended into May. As always, MCCA hosted events to celebrate ECEs in

EXECUTIVE DIRECTOR'S & PRESIDENT'S REPORT cont'd

Jodie Kehl, Executive Director & Cathy Gardiner, President

Manitoba; this year included a 70s themed scavenger hunt and a bowling night.

MCCA's 46th Early Learning and Child Care Conference, "Passport to Excellence" had **1330** participants registered over the 2-day event. The enriched learning opportunity included keynote speakers, David A. Robertson (*How do we Move from Cultural Appropriation to Cultural Appreciation?*) and Dr. Beverlie Dietze (*Unlocking the Spark: Igniting Children's Curiosity in Play and Learning*).

June: The *Winnipeg Free Press* published a six-part investigation on the status of early learning and child care in Manitoba. The articles were emotionally charged – anger, frustration, exhaustion, sadness, pride and maybe a little bit of hope. MCCA and its members shared stories that were familiar ones, in hopes of reminding the public and the province that there is still more work to be done to build the system.



MCCA's Regional Chairs met in-person at MCCA's Provincial Office. The Pedagogical Leader Community of Practice celebrated the first day of summer at Fort Whyte Alive.

MCCA and its members joined the Pride celebrations in downtown Winnipeg.

July: MCCA staff used the quieter summer months to organize both the physical space as well as our data bases.

The staff and Board of Directors celebrated Karen (Kowalski) as she received her Celebrating Women Award at the Provincial Council of Women of Manitoba Gala.

August: In anticipation of the findings from a KPMG project on Wages and Benefits of ECEs in Manitoba, MCCA indexed its Market Competitive Salary Guideline Scale earlier (than usual) in 2024. After consulting and considering published data, a decision was made to index the MCSGS by 3%.

MCCA's social media included a series on the Regional Chairs across the province.

September: The 23rd Directors Conference, Vibin' with Visionaries, was held in Hecla, Manitoba. Over 120 leaders from across the province joined together for two wonderful days of networking, learning and laughter. Of course, a groovy time was had by all at the Thursday social evening.

October: Jodie (Kehl) was proud to represent MCCA at the Child Care Now Workforce Policy Table Meeting in Ottawa. This is "a three-year project (2023–2026) committed to advancing collective knowledge on Canada's early learning and child care (ELCC) workforce. The project will develop policy solutions that address the retention and recruitment crisis and support the implementation of a high-quality Canada-wide ELCC system as a whole."

But the most noteworthy part of October was, undeniably, MCCA's 50th Anniversary Gala. Over 250 individuals came to celebrate the evening. Cathy Gardiner, MCCA's President was the Emcee. We had greetings and congratulatory messages from Mike Moyes, MLA

from Riel, Don Giesbrecht, April Kalyniuk, and Karen Ohlson. The four Executive Directors, past and present, Wanda Wishart, Dorothy Kaytor, Pat Wege and Jodie Kehl all shared memories of their time as MCCA's ED. A truly amazing night!

November: MCCA Thompson Region held their 2nd annual conference. Saturday's Keynote speaker was author Elder Caroline Sanoffsky, Cindy Curry provided a workshop on *Schema Play* and Rolande Kirouac facilitated *Teams that Really Work*. It's inspiring to see MCCA members across the province learning together.

The School Age Support Committee held the School Age Resource Evening. Participants enjoyed starting the evening with dinner and a presentation on creating learning stories & then got the chance to explore cooking, whittling, sewing, crochet and Indigenous games. MCCA, along with other child care allies, held a media event at the Union Centre on Wednesday, November 20th in recognition of National Day of Action for Early Learning & Child Care. This was a perfect time to reflect on how we are doing in Manitoba.

MCCA joined the Canadian Child Care Federation and its affiliates in Ottawa. Professional associations, advocates, researchers, economists and others joined an Early Learning & Child Care Summit hosted by Child Care Now. Discussions focused on the successes and challenges with respect to the \$10/day program and the need to sustain and strengthen it.



Finally, MCCA's new website went live!

December: With one last month of 2024, MCCA continued to work for its members. As part of the Leadership and Governance Training Program (Manitoba Action Plan – Canada-Manitoba Early Learning and Child Care Agreement 2023-2026), MCCA received funds to purchase an additional 20 governance resources to add to its Resource Library.

Also, part of this program, was the development of a customizable Board Orientation Manual. MCCA partnered with People FirstHR on this project with funding also from the Canada-Manitoba ELCC Agreement.

End of the year (2024) wrap up by numbers:

- 794 New members joined MCCA
- 114+ social media posts shared connecting MCCA to partners, advocates, colleagues and ECEs across Canada
- 20+ hours advocating on behalf of its members through media/radio/print interviews
- 83+ professional development facilitators collaborated with MCCA
- Not 1, but 2 front page articles in the *Winnipeg Free Press* on child care, thanks to MCCA
- 25+ meetings with government officials (including opposition) and the ELCC Division
- 160+ workshops offered
- 625+ individuals celebrating MCCA's 50th Anniversary events in Winnipeg and across Manitoba.

Thank you MCCA members for your commitment to professionalism, support of the Association and for all that you do for Manitoba's children and families.



DIRECTOR OF BRANCH SERVICES REPORT

Janice Delf

There are currently five active MCCA regions across the province. In reviewing the calendar year, it was great to see the wide range of activities that were offered across the regions to all members. In 2024, there were five active branches – Thompson, Interlake, Parklands, South Central, and Central and we really hope to ignite inactive regions in the near future. The regions try to plan a variety of events including learning opportunities, but also promote occasions to simply network and have fun with others in their profession.

The regions try to keep all members informed of what is happening in their diverse areas with the use of social media, the website, and articles in the quarterly Bridges. MCCA is keen to connect with the regions and are open to opportunities in which an MCCA staff member would visit to a professional development event or celebration. It only requires a request in advance to allow for some planning and coordination of their busy schedules.

The regions are actively seeking businesses to participate in the Member Rewards Program. If you know of a business that would like to provide a perk to your members please let MCCA know. You can check out the existing rewards that are available to you on the website as there are places that may be unique to the area in which you live.

The regions are always excited to increase their number of members. Regions receive a rebate that is based on a percentage of their members. We are excited that in the

upcoming year the rebate will increase to 10% - up from the previous 7.5%. This money is very much appreciated and allows the regions to provide professional development and events by bringing speakers into the regions and hosting workshops. With the rebates, regions can offer their planned activities at a reduced rate and provide prizes or takeaways/gifts at their celebrations such as Week of the ECE.

If you share an interest in early learning and child care as a profession and as an essential service, then we encourage you to become involved and take advantage of the resources and supports offered by MCCA. Members will only get the maximum benefits of membership if they continue to do their part of reading Bridges, visiting the website and participating when given the chance.

With MCCA celebrating 50 years in 2024, it was great to see people from all over the province participate in some of the events that helped mark this milestone. I was happy to attend the social near the start of the year, and the formal gala celebration that was at the end of the year. I am proud to be a part of this history.

I look forward to continuing to work with all the branches and stay informed of all the great things happening outside of Winnipeg. Please feel free to contact me or your Regional Branch Chairperson if you have a question, an idea or a concern.

REGIONAL BRANCH REPORTS

Central Region

Chairperson: Janice Delf

Secretary: Brittany Thiessen

Treasurer: Sydney Dubetz-Zacharias

Members at Large: Pam Anderson, Alexis Johnson, Heather Roy, Alanna Ferguson, Heather Roy, Kris Henry

Central Region worked hard to provide a wide variety of professional development opportunities in 2024 that aligned with the Strategic Plan's goals and objectives created by MCCA. In January, we started off the year with a Paint Nite hosted by Kisa MacIsaac. This was followed by a fun ECE evening on April 29th, recognizing the 50th anniversary of MCCA. The theme was "the 70s" and all in attendance had a groovy time enjoying games, door prizes and tasty appetizers. Our region really tried to celebrate ECE Week by posting it on billboards in communities, submitting articles to local papers on the history of ECE Week, advertising it in the movie theatre and promoting it on radio stations, as well as having the Mayor of Portage La Prairie sign the Proclamation. In May, our region partnered with South Central to provide a Directors and Assistant Directors workshop in which Rebecca LaRiviere was the presenter.

The focus of the presentation was the Indigenous Worldview

for ECEs with lots of discussion on visitors and protocol. Before breaking for the summer months of July and August we welcomed Joanne Brown from New Directions to our area to share insights on "How to Work With Challenging Children". Participants learned the importance of understanding trauma, assessments and diagnoses. When fall rolled around, we kept up our energy. In October we planned for Kally-Anna Clinton from the Rehabilitation Centre to share information on how to effectively guide social communications during every day interactions with pre-school children who present with Autistic traits. Our region also planned a workshop for Directors and Assistant Directors on October 16th and we welcomed Shannon Gander, Founder and Director of Life Work Wellness. The session focused on Nurturing Healthy Teams – Restoring stability, preventing burnout and helping staff thrive. We welcomed some new members to our Board over 2024 and are excited to have new faces and fresh ideas being presented to keep our region vibrant and meeting the needs of our members. We host our meetings in the evening and welcome new members to be part of our regional board. We encourage everyone to get involved and support our Manitoba Child Care Association which is committed to supporting our profession.

Eastman Region (inactive region)

No Report.

REGIONAL BRANCH REPORTS

Interlake Region

Chairperson: Cynthia Thomsen
Vice Chair: Troy Nelson
Treasurer: Jillyan Hokanson
Secretary: Devyn Young (Resigned)
Member Liaison: Amanda Anderson (Resigned)
Members at Large: Tanya Jonasson, Malissa Chavez (resigned), Emily McGregor, Alexi Mauthe, and Nicole Manness.

We held our Spring Workshop on April 22nd in Gimli, MB. The morning workshops that were offered were Seeds of Empathy presented by Colleen Weibel & Penny Helgason, Fundamentals of Movement and Physical Literacy presented by Fit Kids Healthy Kids. In the afternoon, we offered, Supporting Regulation presented by Michelyn Brown and Team Building Outside presented by Leah Smith.

Due to low enrollment we had to re-schedule our fall workshops to April 2025. This also meant that we were now going to celebrate our region's 20th anniversary at our spring workshop.

We had a few board members resign in 2024 and changes in positions. Cynthia stepped down as Chairperson and transitioned to Vice Chair. Troy Nelson moved into the role of Acting Chairperson.

We have a lot to look forward to, particularly with the 20th anniversary celebrations and moving forward in 2025 with the new changes. If you need any assistance with event planning or other related tasks, feel free to reach out!

Norman Region *(inactive region)*

No Report

Parklands Region

Chairperson: Florence Burdeny
Vice Chairperson: Gloria Korman
Treasurer: Janie Inkster
Secretary: Kiara Payne
Members at Large: Judy Chachula, Cori-Lynn Hudyma, and Cherie Robertson

The Parklands region once again held a bowling night, including snacks and appetizers on Friday, May 10 in celebration of Week of the Early Childhood Educator. We had 40 people attend. We grouped the attendees as follows: staff that have been in the child care field up to 10 years wearing a blue top; then another group from 11 to 20 years in the field wearing a green top; then another group from 21 to 30 years in the field wearing a purple top; and those with 31 to 40 years in the field wearing a red top; and the final group of those who have been in the child care field for over 40 years. In recognition of the 50th Anniversary of the Manitoba Child Care Association, prizes were given to the first 3 bowlers in each game that scored a "50" on their score sheet.

Our regional Annual General Meeting was on Monday, June 3 at the Super 8 in Dauphin. Everyone was encouraged to wear something gold. We had snacks and a very special treat – home made decorated cookies celebrating MCCA's 50th anniversary.

Our board diligently tried to set up some regional professional development opportunities. We believe that as early childhood educators, we should be participating in a minimum of 24 hours annually. We know that there are many virtual opportunities available but we keep trying and hoping that our members will join us in person, not only for professional development but also for some in person networking.

A First Aid training session was planned and Chat GPT was organized in conjunction with Assiniboine Community College, only to be cancelled due to very low enrollment.

We also offered Personal Perspective on Retirement from Child Care. Two evening sessions were held in November and December. Attendees shared their thoughts, and sought answers to their questions on their upcoming retirement planning.

A big thank you to the Parklands Regional MCCA board members.

South Central Region

Chairperson: Paula Wilson
Vice Chair: Cindy Kozak
Secretary: Karen Vandijk
Treasurer: Danielle Monchamp
Member At Large: Shirley Reimer

MCCA South Central had another successful year with the committee hosting their annual conference April 13th at Carman Collegiate with 109 participants in attendance. The workshops included: Best Choices: Ethics Part I, Marc Battle, shared about his time in New Zealand, Emergent Curriculum, Songs and Games Art, Why It Is All About Process.

We held a joint Directors Conference with 40 Central Region participants in Carman on May 16th, 2024. Indigenous Worldview for Early Childhood Education and visitors, protocol and sharing gifts by Rebecca LaRiviere.

Thompson Region:

Chairperson: Lynn Martin
Vice Chairperson: Chelsea Kirkey
Treasurer: Robin Kelleher
Secretary: Kaitlyn Urbanowski
Members at Large: Michelle Petricone, Brenda Gill, Yvonne Shaw, Kaitlynn Flett-Gosselin

We began the year with a fun Feud Night at the Royal Canadian Legion. Approximately 20 people, teams of 4, battled for bragging rights. The Cork Suckers took that right.





REGIONAL BRANCH REPORTS

In February, the Thompson Region held their AGM in person and the Board of Directors remained much the same with the exception of Yvonne Meredith. Elysia Denechezhe resigned later in the year.

ECE Week Awards night in honour of the 50th anniversary of the Manitoba Child Care Association. We had 80 people come and celebrate our long-term educators, new graduates, and the work we do. The Cheryl Brockington award was presented to Chelsea Kirkey. It was an amazing evening.

Reaching in Reaching out was offered in June and facilitated by Michelle Petricone.

Best Choices: Ethics Part II – was offered in October and facilitated by Sarah Nick and Melanie D'Souza.
2nd Annual Fall Conference was held in November. Facilitators were Paint at your own Risk, Rolande Kirouac, Cindy Curry, Keynote: Caroline Sanofsky
Holiday Scavenger hunt was held in December.

Director's Community of Practice gatherings were held in February, April, June, September, November. Our ECE Coffee House was held in October and December.

Our branch continues to meet on a regular basis in the evening to share information from the Provincial Board meetings held in Winnipeg. And to plan new and exciting events for the region.

We are looking for representation from all centres in the region, including Churchill and Gillam.

The Thompson Branch would like to thank everyone who volunteers on the Board and to all the members who participate in the events and workshops held to make them a success. Let's continue to advocate for our profession and educate the communities we live in about the value of early learning child care.

TREASURER'S REPORT

Brenda McCarthy and Fernanda Hodgson

Finance Committee

Chairperson: Brenda McCarthy

Committee Members: Fernanda Hodgson (*Board Treasurer*), Lynda Raible, Angela Hanischuk, Cathy Gardiner, Laureen Brandson, Caryn LaFlèche

MCCA Staff: Jodie Kehl and Mandeep Sharma

MCCA's 50th Anniversary Year was not only a busy and positive year for the organization, but also for its financial activities. As of December 31, 2024 MCCA, realized an audited surplus of \$104,826. MCCA will allocate this surplus across the following fund accounts: Building, Insurance and Project; which are all for future projects.

MCCA has a current membership of 4771, an impressive increase of 217 members since last year at this time. MCCA's board and staff continued to work hard to advocate for the Early Learning and Child Care profession. High quality professional development opportunities were offered and well received.

Revenue

Membership fees represent 48.9% of revenue, an increase of \$55,147 from the prior year. Membership Services represents 48.6% of revenue, a slight increase of \$4,492 from the prior year. With two Professional Development Days approved by Early Learning and Child Care in 2024, MCCA saw increases in workshops, conferences and personalized PD revenue. The Fall/Winter/Spring workshops netted profits of \$99,878. The Annual Conference netted a profit

of \$106,987, and Personalized PD profited \$29,141! Miscellaneous revenue rounds out the remaining 2.5% - which includes: promotional items, donations, interest, Bridges advertising, etc.

Expenses

Salaries Expense increased this year by \$51,681 mainly due to a full year of wages for the Membership and Management Assistant position, annual increases and a revision to the pay scale. There were also some additional staff advocacy trips this past year. Membership Program & Services expenses decreased by \$7,873 this year. Resource and Promo Expenses decreased this year due to purchasing less promo items for conference 2024. All other expenses remained consistent with prior years, with slight increases throughout.

Fund Accounts:

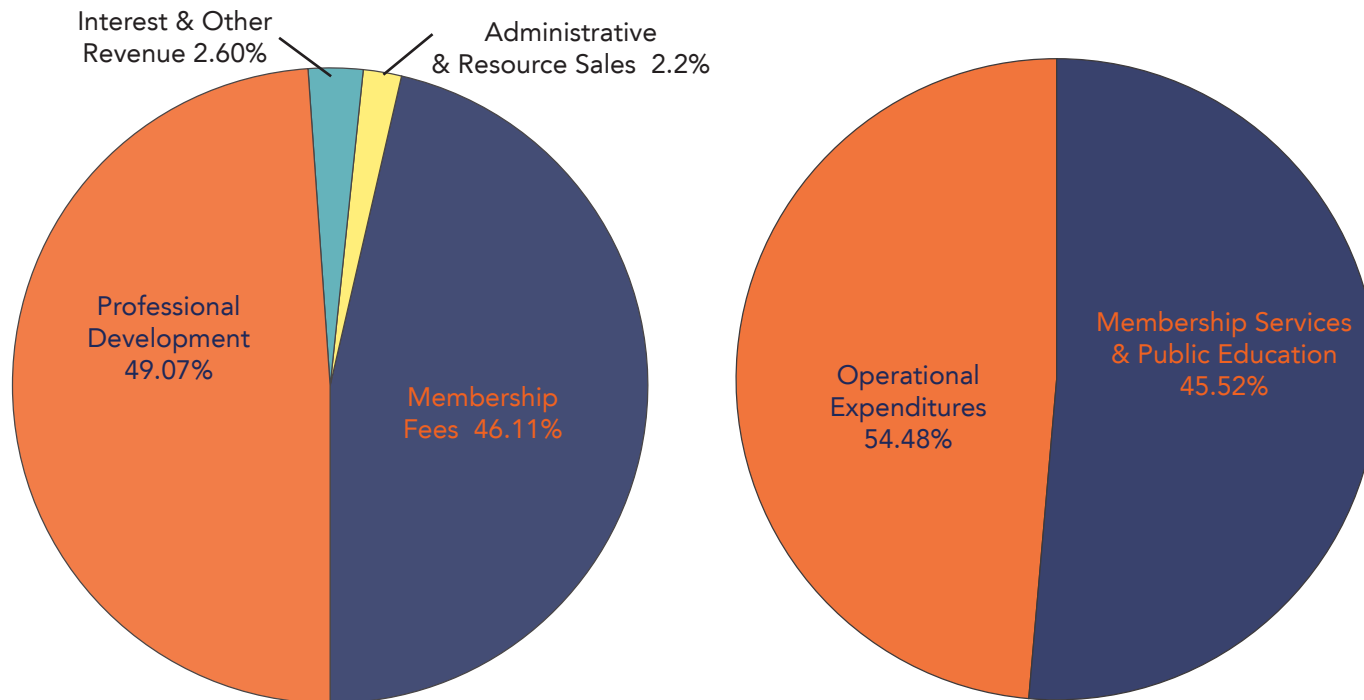
Project Funds in 2024 were mainly used for the People First Market Review, 50th Anniversary celebrations and Pride expenses. Capital Fund in 2024 was used for the new website development.

The finance committee meets quarterly to review the financial statements, approve the budget, review finance policies, review investments and approve additional expenditures that may come up.

In closing, we would like to thank the Finance Committee for their commitment of time, effort and support and to the staff of MCCA for their insight, input and hard work that has helped MCCA to be in good financial standing.

TREASURER'S REPORT

2024 REVENUE & EXPENSES (Unaudited)



MORRIS INSURANCE BROKERS

Liability Insurance Program Through MCCA

The MCCA insurance program provider (Aviva Insurance Company of Canada) continues to provide industry leading coverage, premiums in light of some large losses suffered by centres over the past year, we have focused on raising awareness on the importance of carrying adequate limits of contents coverage. In response to MCCA's Brunch n Learn held on December 4, 2024 where this was a topic of conversation, many centres have increased their limits of contents coverage. We are pleased to see centres taking the initiative to ensure they are properly covered based on replacement cost values and encourage any who haven't already done so, to review their limits and let us know if any adjustments are necessary.

At present, enrollment numbers are as follows:

- 398 Centres (many of these have multiple locations which when taken into consideration, brings the total number of insured locations to 596)
- 343 Centres carry Directors & Officers (D&O) Liability
- 335 Licensed family child care providers

We continue to urge any centres not currently carrying Directors and Officers (D&O) Liability to consider purchasing this affordable protection for their board members. Please give me a call if you have any questions or would like to discuss this option.

Brian Kelly, B.A., CAIB
Commercial Lines Manager & MCCA Account Executive



PROFESSIONAL DEVELOPMENT EVENTS

The professional development events were well attended in 2024. We continue to offer workshops in person and virtually. MCCA strives to bring its members high quality workshops, seminars, and conferences. We appreciate those who attend, provide feedback and suggestions for future professional development events.

Event	# of Participants
Winter Workshop Series	1608
Managing and Leading 2.0	25
MCCA's 46th ECE Conference: Passport to Excellence	1330
MCCA's 23rd Annual Directors Conference: Vib'n with Visionaries	123
Fall Workshop Series	1819
1st School Age Conference: School Age Care: Wired Differently	128

We are extremely grateful for the Winnipeg Foundation who provided a grant to MCCA to offer professional development workshops at a reduced rate for our members. Their funding allowed us to offer three different pd events: Orange Shirt Day presentation, Focus on the 90% and Managing and Leading 2.0.

In addition to the professional development events, MCCA also organized 44 personalized professional development events and virtual annual general meetings.





Gala Dinner & Dance



The biggest event of 2024 was MCCA's 50th Anniversary. 50 years of advocating and providing services and benefits to our members. We celebrated in a few ways in 2024.

In February, we had a social with approximately 330 people in attendance. We sent out a thank you seed packet and a 50th Anniversary window cling to all our members. We held a province wide 50/50 raffle. Each issue of *Child Care Bridges* focused on specific years during the period of 1974 - 2024 and then in October we held a gala dinner at the Gates on Roblin with 250 people in attendance. Here are some anniversary photos.



COMMITTEE REPORTS

Board Operations and Development Committee

Chairperson: Adam Manicom

Committee members: Lynda Raible, Cathy Gardiner, Susana Lam, and April Kalyniuk

MCCA Staff: Jodie Kehl

This committee's mandate is to ensure MCCA maintains a diverse, well-skilled board to carry out its mission.

The committee nominates and elects members that represent our sector in becoming a board of director. MCCA's Provincial Board of Directors has a vast knowledge of early learning and child care and brings a wide variety of viewpoints, while also ensuring MCCA's mission, vision, and values continue to be visible in the operational procedures.

Here is the link to our organization's Mission and Values:
<https://mccahouse.org/about/mission-vision/>

Child Care Benefits Committee

Chairperson: Adam Manicom

Committee Members: Diana Metrik, Karen Ohlson, Laurinda Neyron, Melanie Fraser, Sharon Allen, Tracy Cosser, Wanda Bruenig, Brenda McCarthy, Sue Sydorчук

MCCA Staff: Jodie Kehl & Mandeep Sharma

The Benefits Committee meets quarterly with agents from Hub Financial, Canada Life as the Carrier, as well as Morris Insurance, to ensure our group benefits and insurance programs are cost effective and meeting the needs of our members.

The Committee with the assistance of Hub Financial continues to monitor usage of our comprehensive group benefits plan. While month to month things change, the committee has noted an overall increase in usage. We are thrilled our members are using their benefits, and finding value in the plan. With increased usage and the rising cost of living affecting our plan, the committee, under the advice of Hub Financial, made the tough decision to increase rates (13% Health and 4.1% Dental) in November 2024. This will help to ensure our plan remains strong into the future.

Morris Insurance continues to have an exemplary relationship with MCCA and its members and provide our insurance needs and advice.

Thanks to MCCA staff and the Benefits Committee volunteers who continually work to ensure our plan meets our members needs while keeping costs down in this economic climate.

Conference Committee

Chairperson: Marilyn Valgardson

Committee Members: Nola Adair, Sheila Argue, Danielle Bedard, Allison Boxshall, Tracy Bijl, Melanie Glaser, Lanny McDonald, Shawna McKenzie, Sara MacPherson, Brenda McCarthy, Lorraine Milan, Melodie Meakin, Diana Metrik, Aricelle Taylor

MCCA Staff: Karen Kowalski & Kayla Mauricio

In May of 2024, we hosted over 1200 delegates and presenters at the 46th annual provincial conference, Passport to Excellence. The MCCA Conference is always a first-class event and the staff and volunteer committee members work very hard and take great pride in providing a meaningful, exciting and excellent event. Passport to Excellence was planned to offer professional learning opportunities that helped our delegates to excel in their work, raise the quality of care they offer and to strengthen your commitment and passion to our sector. The conference was a huge success and met all those goals!

Delegates learned about cultural appreciation, empowerment and education from keynote speaker David Robertson, as well as sparking curiosity in play and learning with Dr. Beverlie Dietze. Delegates also had an opportunity to further learn about their ethical journey, play, engagement, curiosity and reflection. Each delegate took away new and renewed information, a spark, and pride in their work. Passport to Excellence sent them off on a journey of renewed commitment to children and their work and a new sense of self and their importance in early learning and child care in Manitoba and in Canada.

Thank you to the amazing MCCA Staff and awesome volunteer Conference Committee members for once again offering a first class event!

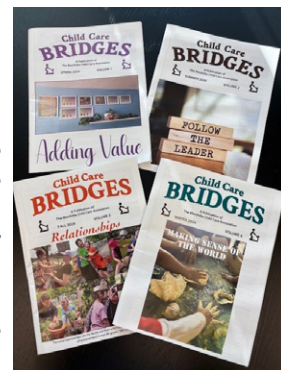
Editorial Committee

Chairperson: Brenda Bachinsky

Committee Members: Susana Lam, Sheila Lund, Ruth Lysecki, Bernadette Rozybowski

MCCA Staff: Karen Kowalski & Kayla Mauricio

The Editorial committee's mandate is to produce and distribute the publication of "Child Care Bridges", the quarterly journal produced by Manitoba Child Care Association. Each MCCA member receives a copy of *Child Care Bridges* as one of their membership benefits.



COMMITTEE REPORTS

The committee brainstorms themes and article ideas that are relevant to the field and of interest to its readers. We look to find contributors that are able to provide the most current information in early learning and child care. We, as a committee, are dedicated to keeping our readers connected and engaged. As a reader you will find new information, gain in-depth knowledge, and learn new approaches and techniques for staying ahead in this constantly changing field.

In the Spring 2024 issue, "Adding Value", we provided readers with information on the topic of values including centre, core, and personal. We provided articles on Core Values and Reflective Work, Embedding Core Values into Everyday Practice, and Reflecting on Side by Side Mentoring.

"Follow the Leader" was the title of the Summer issue. This issue had so many great articles and information to share on the topic of leadership. We shared articles on setting the tone, a guide to quality leadership, looking through a leadership lens, empowering children with additional support needs to take the lead, and advocacy and leadership opportunities for little ones. Finally, we encouraged readers to do their part to encourage and support leadership skills in each other and with the children.

The Fall issue was geared to the topic of "Relationships". We offered articles on navigating child care transitions, how educators can help parents build better relationships with their children, the medicine wheel and the code of ethics, and building a relationship with food and money. We also provided a look into primary caregiving and the relationships with infants and children. As an ECE we are always building relationships; with our team of co-workers, the children and their families, and everyone within our community. It's important to support one another's work, respect opinions, and help to build strong, healthy relationships that are successful.

Our final theme and Winter issue of *Bridges* in 2024 was "Making Sense of the World", an issue all about sensory for all ages. It's important to have joy in your job and create joyful moments to help get you through those hard or busy days. This issue was dedicated to exploring the senses, how sensory play fosters inclusion, sensory activities in nature, sensorimotor learning and deciding if there are ethical implications of using food for art or sensory activities.

Special thanks to all the contributors during the 2024 year; we appreciate your time & effort. Thank you to the committee members for your passion to all things early learning and child care. And finally, to our editor, Karen Kowalski, for your valuable knowledge and never ending suggestions of writers. She is passionate in sharing the values and mission of Manitoba Child Care Association and its publication of *Bridges*.

Ethics Committee

Chairperson: Kisa MacIsaac

Committee Members: Sharon Balasko, Mariëlla Carr, Gines Combiadakis, Jenn Cullen, Shannon Curtaz, Melanie D'Souza, Christine Enns, Michele Grant, Monica Lytwyn, Chantel McRae, Sarah Nick, Sina Romsa, Tracy Smith, Michelle Vesey, Keri Waterman

MCCA Staff: Karen Kowalski

As we reflect on the accomplishments of the past year, the Manitoba Child Care Association Ethics Committee is proud to share the impactful strides made in 2024. Our dedication and enthusiasm for supporting Early Childhood Education professionals in the province remained unwavering, particularly through the delivery of the well-regarded 4 part series: *Best Choices: The Ethical Journey*. Early Childhood Educators play a vital role in nurturing and guiding one of the most vulnerable groups in society – our children. We work in partnership with parents, we work with integrity, enhance human dignity, listen to children's voices as citizens with rights, and so much more. Recognizing this responsibility, our committee continues to champion ethical decision-making and reflective professional practice, striving to equip folks who work in the field with the tools and principles needed to navigate ethical dilemmas in their daily practice and to act in line with their values – to walk the talk.

The committee has been doing a lot of work reflecting on our current Code of Ethics that has remained the same since 1998. Much thoughtful work has gone into the process of reviewing the Code and ensuring that it reflects the beliefs, values, and responsibilities of the ECE workforce today. And not just the workforce – all who work in the field in some way. Many discussions have occurred around our responsibilities when it comes to Truth and Reconciliation, child rights, advocacy, and much more. Sina Romsa has been our steady guide through the process of reflection, and we are grateful also to knowledge keeper, Joanna White who we consulted to support our vision in bringing more Indigenous ways of being and knowing into our work, our code, and our workshops.

In 2024, the response to the workshop series was exceptional, with participants eagerly engaging in the workshops. Ethics workshops continue to be offered during both fall and winter workshop series, as well as at MCCA's annual conference. The positive feedback and participation reaffirm the importance of these workshops for our sector. Here are the numbers for 2024!

Part I: 169 participants
Part II: 128 participants
Part III: 49 participants
Part IV: 37 participants





COMMITTEE REPORTS

We are grateful to all who joined us and look forward to the year ahead! Additionally, the MCCA Ethics Committee members continued to contribute articles to *Bridges* on a regular basis, encouraging members to reflect on a variety of issues.

Our achievements in 2024 were made possible by the commitment and passion of our Ethics Committee members. As we look forward to the upcoming year and the work ahead to consult the ECE community on our new Code revisions, the MCCA Ethics Committee remains steadfast in its commitment to advancing ethical practices in early childhood education and supporting the many loving and dedicated individuals who shape the future alongside our children, families, and communities.

Family Child Care Committee

Chairperson: Annette Henzel

Committee Members: Cheryl Tremblay, Shannon Trickett, Michelle Normandeau, Jean Sangalang, Rosalyn Rodriguez, Nympha Molen-Rivard, Monique Torres, Khadi Busari, Melanie Ochoa, Fatuma Yuma, Lydia Mulimbwa-Kasongo, Karen Komarnicki

MCCA Staff: Kayla Mauricio

In 2024, the Family Child Care Committee held monthly committee meetings at MCCA. We completed work on the 2025 Resource Calendar. Two surveys were put out for providers regarding the use of the calendar and professional development opportunities. Ideas were generated for professional development and three MCCA workshops were provided geared directly to providers. We have had many discussions on how to update the calendar and are now discussing layout, formatting and pertinent information that is required in the calendar. Discussions were started regarding how the committee can help provide a positive social media presence for family child care.

Governance Support Committee

Chairperson: Tracy Cosser

Committee Members: Adam Manicom, Doug Brown, Kristen Fisher and Sheila Page

MCCA Staff: Jodie Kehl

The Governance Support Committee began in October 2022 with a focus on providing a forum for board members with an interest in effective board governance to come together to discuss issues facing boards of non-profit centres in Manitoba. The committee was very pleased to receive funding under the Canada-Manitoba Canada-Wide ELCC agreement to develop the Manitoba ELCC Board Governance Manual customizable template in both English and French. Webinars were provided

to introduce the manual to the sector and provide opportunities for them to receive a copy of the template. Centres who attended the webinar can now access other HR supports from People First HR. The options include meeting with the Executive Director, Board Chairperson or the entire Board of Directors to review the manual together, responding to questions via email, customize the template to suit the centre, or coach the Executive Director on overall leadership skills. This initiative is provided at no cost to the centres.

MCCA was also provided with funds under the same Bi-lateral agreement to purchase twelve new resources on Board Governance for the library. There are new options in both French and English for the sector to access.

It has been a great pleasure to work with this committee and I am excited about future projects we will continue to develop over the next year.

Public Policy and Professionalism Committee

Chairperson: Caryn LaFlèche

Committee Members: Lois Johnson, April Kalyniuk, Cathy Gardiner, Connie Cava, Lynda Raible, Ron Blatz, Wanda Bruenig, Fernanda Hodgson, Corine Anderson, Marilyn Valgardson, Ruth Lindsey-Armstrong, Susan Prentice, Mariëlla Carr, Laurinda Neyron, Susana Lam and Lisa Hrechkosy

MCCA Staff: Jodie Kehl

The mandate of this MCCA committee is: To develop and implement strategies which advocate for, promote and advance early learning and child care as a profession.

During 2024, the committee made recommendations to the province of Manitoba on the Canada-Manitoba Wide Agreement, such as framework for Wages, \$10 a day childcare and more.

The committee participated in a Workforce Strategy Session to share with the Minister's Consultation Table, where we discussed the following topics:

- Quality
- Compensation
- Working conditions
- Education/Training
- Funding

MCCA provided budget recommendations and participated in the provincial public budget meeting in February.

The committee reviewed the PPPC Mandate to ensure that it is current and that it guides our work.

MCCA participated in a National ELCC Workforce Policy Table (Child Care Now) as well as PT ELCC Seniors Official Meeting

COMMITTEE REPORTS

held in Ottawa.(Child Care Now) The committee sent letters to Premier Kinew, Minister Sala and Assistant Minister Schmidt about the summit and subsequent statement of supporting and sustaining the Canada Wide plan.

School Age Committee

Chairperson: Melanie Glaser

Vice Chairperson: Andrea Campbell

Committee Members: Amanda Collins, Amanda Jack, Brayden Jackson, Candice Bell, Denise Guertin, Jordyn DeMarco, Kim Rondeau, Kris Mateo, Lika Lushevsky, Marnelli Ebreo-Villarante, Marni Manchulenko, Morgan Linde, Susan Pridham, Noelle Palsson, Szilvie Carriere.

MCCA Staff: Kayla Mauricio

The School Age Committee had an incredibly productive year. We kicked off with our inaugural School Age Conference, which was a resounding success. The two-day event, *School Age Care - Wired Differently*, took place at the Victoria Inn. We were thrilled to have Rachel Ramsden from Outside Play UBC and Ashleigh Davies from Pedagogy and Chill as our presenters. This conference provided a valuable opportunity for school-age educators to gather, share insights, and learn from each other. It was also a fantastic occasion to promote and sell our *School Age is All the Rage* merchandise. During the event, we delved into topics such as risky play and critical literature, and we eagerly look forward to planning the next conference.

In addition to the conference, several committee members have been actively facilitating workshops for MCCA. We are excited to continue offering these opportunities to school-age care professionals throughout the province.



This year, we also took significant steps to improve and expand the curriculum kits available through the MCCA lending library. We are pleased to announce the launch of a new kit of tools, thanks to the hard work of committee members Kim and Candice. Special thanks are extended to Milwaukee Tool for their generous donation, which made this possible.

Our involvement in the networking night at last year's conference was a highlight, and we hope to have made lasting connections across the province. We also hosted a successful resource night, which featured a series of *make and take* activities. Committee members showcased their skills by leading hands-on sessions in cooking, foxtail making, and sewing, among others. It was

a fun-filled evening, where attendees not only enjoyed dinner but also left with the items they had created in our *School Age is All the Rage* tote bags.

A heartfelt thank you goes out to all the members of the School Age Committee for their creativity, passion, and dedication to enhancing school-age care. Your hard work is truly appreciated. Additionally, I would like to extend a special thank you to Kayla Mauricio for her guidance and unwavering passion for school-age care. We look forward to another exciting year of growth, collaboration, and making a difference in school-age care across Manitoba!

Retirement Plan Advisory Committee

Chairperson: Cathy Gardiner

Committee Members: Janice Delf, Lois Johnson, Lynda Raible, Mariëlla Carr, Susana Lam, Wanda Bruenig

MCCA Staff: Jodie Kehl & Mandeep Sharma

The mandate of this committee is to oversee MCCA's group RRSP and SMPPP for MCCA centre members and make recommendations to the Board of Directors. This committee also acts as an advisory to the providers of Manitoba Child Care Association's SMPPP and group RRSP. The purpose is to ensure that both plans are managed in accordance with the best practices and guidelines recommended for Capital Accumulation Plans (CAP).

In 2024, the committee continued to work in partnership with, and under the expertise of, People Corporation (Salina Shariff Sr. Director, GRS and Financial Wellness and David Campbell, Consultant, Group Retirement Solutions, Jasmeet Bola, Associate Managing Consultant, Group retirement Solutions. Travis Robichaud, Manager, Client Relationships Western Canada & My Group Plan Group Benefits and Retirement Solutions and Eric Vachon, Senior Investment Strategist.

The committee reviewed the record keeping of Industrial Alliance and ensured all governance checklists and Certificate of Compliance were complete. The committee reviewed the plan design for SMPP and RRSP, plan assets, financial reporting checks and balances, member activity, usage and trends. Review of Investment Utilization and disbursements by asset categories and individual funds was completed. Finally, we reviewed the investment funds currently used as part of our plans and looked at any funds that may be "on watch". Thank you to the Retirement Plan Advisory Committee members for their contributions.



MCCA 2024 AWARD RECIPIENTS

The Awards Selection committee is a sub-committee of MCCA's Public Policy & Professionalism committee. The committee sets the award criteria, accepts and reviews the nominations, and selects the recipient in each award category. The list of recipients is sent to the MCCA Board of Directors for approval.

Congratulations!

In 2024, as part of the MCCA Provincial conference the awards banquet was held on May 24, 2024, we recognized and honoured 9 recipients and 122 guests were in attendance.



Leader of the Year

Brenda Gill

Exceptional Early Childhood Educator

Kassandra Bailey

Exceptional Family Child Care Provider

Jean Sangalang

Children's Service Recognition Award

Michele Grant

Dr. Gretta Brown Scholarship Awards

Kyla Hayes

Red River College Polytechnic

Alexandre Ambec

Université de Saint Boniface

Friends of Child Care

Joanne Brown

MCCA Student Award

Kassandra Harpelle

We also recognized the many MCCA members who celebrated a career milestone from five years to forty.

Our Partnerships

MCCA works with a variety of groups and organizations to share information, develop policy, implement programs and activities.

- Canadian Child Care Federation
- MB School Board Association
- ECE Training Institutions
- Fédération des parents de la Francophonie Manitobaine
- Manitoba Association of School Superintendents
- Canadian Centre for Policy Alternative (MB Chapter)
- Probe Research
- Manitoba Education and Early Childhood Learning
- Advanced Education and Training
- MB Chamber of Commerce
- People First HR Service
- Social Planning Council of Winnipeg
- Child Care Coalition of Manitoba
- The Winnipeg Foundation