



Manitoba Child Care  
Association

# Annual Report

## 2021

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Thank You!


To our

120

Volunteers  
of 2021

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

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



## MISSION STATEMENT

Our mission is to advocate for a quality system of child care, to advance early learning and child care education as a profession, and to provide services to our members

## 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

## MCCA VALUES

- Professionalism
- Inclusion
- Connection
- Inspiration
- Influence

## REGIONAL CHAIRPERSONS

**Central Region** - Janice Delf

**Interlake Region** - Cynthia Thomsen

**Parklands Region** - Florence Burdeny

**Thompson Region** - Crystal Chubb

**South Central Region** - Courtney Laing/Paula Wilson

## MCCA STAFF

**Jodie Kehl**, Executive Director

**Karen Kowalski**, Assistant Executive Director

**Michelle Innes**, Administrative Assistant

**Jenna Poborsa**, Program Services Administrator

**Dianne Jones-Pearson**, Membership & Registration Administrator

## VISION STATEMENT

To promote and support an exceptional early learning and child care system by fueling our members to be proud and excited to belong to a progressive, respected profession.

## BOARD OF DIRECTORS

**President** - Caryn LaFlèche

**President Elect** - Lynda Raible

**Past President** - Tracy Cosser

**Secretary/Treasurer** - Cathy Gardiner

**Director of Board Operations** - Sue Sydorchuk

**Director of Public Policy** - April Kalyniuk

**Director of Branch Services** - Janice Delf

**Director** - Lisa Hrechkosy

**Director** - Fernanda Hodgson

**Director** - Kisa MacIsaac

**Director** - Cheryl Tremblay

**Director** - Adam Manicom

**Director** - Barb Carlson

**Member at Large** - Lois Johnson (Jan. - May)

**Member at Large** - Laureen Brandon

**Member at Large** - Susana Lam

**Member at Large** - Connie Cava



# EXECUTIVE DIRECTOR & PRESIDENT REPORT

Jodie Kehl, Executive Director, & Caryn LaFlèche, President

When 2020 came to an end, many of us breathed a sigh of relief, looking towards 2021 with renewed optimism and rejuvenation. Unfortunately, 2021 was a reminder that Covid-19 was still a harsh reality and there were many challenges to be faced by the early learning & child care sector (ELCC). There were also some incredibly positive and momentous changes last year when the child care landscape changed significantly in Canada.

## Historic Federal Budget 2021

Over 50 years ago, the Royal Commission on the Status of Women in Canada, appealed to the federal government to begin working with provinces and territories to establish a national day care plan. On April 19, 2021, history was made when Finance Minister Chrystia Freeland presented the federal budget which will lay the beginning steps of a universal, accessible, affordable, quality early learning and child care system across Canada.

Some of the notable highlights of budget 2021:

- Increase in federal funding for early learning and child care to \$4.1 billion in 2021-22; subsequently going up it reaches \$9.2 billion annually by 2025-26
- \$30 billion over the next 5 years and \$8.3 billion ongoing for Early Learning and Child Care and Indigenous Early Learning and Child Care
- A 50% reduction in average (preschool) child care fees (for regulated early learning and child care) in all provinces outside of Quebec by the end of 2022
- An average of \$10 per day by 2025-2026 for all regulated child care spaces in Canada
- Meaningful progress in improving and expanding before and after school child care
- Supporting accessible child care
- Addressing the needs of Indigenous families and communities

In addition, the next five years, will include “A growing, qualified workforce – with provincial and territorial partners, the government will work to ensure that early childhood educators are at heart of the system, by valuing their work and providing them with the training and development opportunities needed to support their growth and the growth of a quality system.” We would later come to know that Manitoba’s allocation would be \$1.2 billion (over the five years).

## MCCA was very busy in 2021!

**January:** MCCA begins its social media campaign entitled Highlighting ECEs. This was an idea sparked by MCCA’s Sector & Membership Committee to recognize and celebrate MCCA members. A year later, this campaign is still going strong.

MCCA submitted recommendations to the Province of Manitoba’s 2021 Budget. After a cabinet shuffle, MCCA welcomed newly appointed Minister of Families, Rochelle

Squires, and included recommendations of support for ECEs, CCAs and Family Child Care Providers.

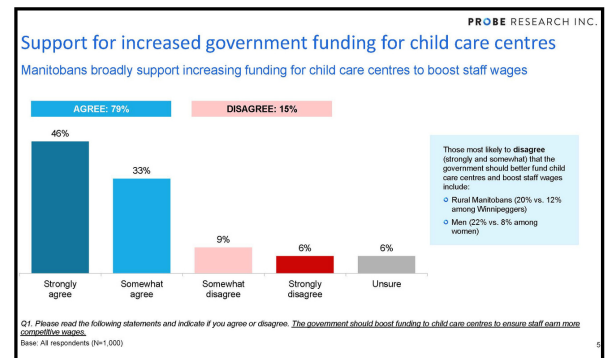
**February:** The Province of Manitoba launched its survey on the future of early learning and child care in Manitoba. MCCA’s Public Policy and Professionalism Committee met to discuss the survey. This was seen as an opportunity to educate and inform vested stakeholders. A letter campaign was launched, flooding MLAs mailboxes reminding them that any changes to Manitoba’s ELCC system must be to augment and improve, not diminish quality.

**March:** Two words. Bill 47.

The Province of Manitoba announced Bill 47 – The Early Learning & Child Care Act on March 11, 2021. The result was many questions and concerns about what this could mean for the system. MCCA pushed forward using this an opportunity to a) explain the process of Bills becoming legislation b) ramp up its letter campaign to ensure that Manitobans far and wide were sharing their voices. Thousands of letters were sent to MLAs throughout the Province.

MCCA spent countless hours reviewing Bill 47 in comparison to the Community Child Care Standards Act. An “emergency” meeting was requested and granted with the province in attempt to gain some clarification on the bill. MCCA flooded its social media with informational memes that identified concerns of the implications of the Bill. MCCA had many media opportunities from Manitoba and beyond to share knowledge about Bill 47.

MCCA partnered with Probe Research and released data on Public Views on Manitoba’s Child Care System.



**April:** On April 19, 2021, MCCA welcomed Jenna Poborsa to our team. Jenna assumed the position of Program Services Administrator.

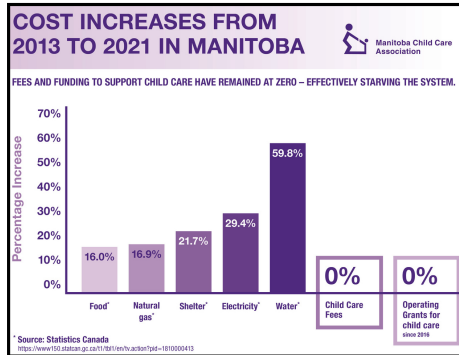
In honour of the 30th Annual week of the ECE, MCCA released numerous videos that contained ECE shout-outs from local celebrities such as Big Daddy Tazz, Nic Demski and Fred Penner. On the final day of the week, we released a beautiful video tribute to the ELCC workforce called “Because of You: A Love Letter to Early Childhood Educators.”





MCCA circulated a pre-Provincial media release ahead of the 2021 Provincial Budget. In addition, we attended a Budget 2021 Stakeholder Briefing. Media's attention was drawn to the frozen funding in comparison to rising expenses.

Along with other child care advocates, MCCA presented to the Standing Committee on Bill 47.



**May:** Due to public health restrictions, MCCA's 44th Annual in-person conference was cancelled. Like true flexible ECEs, we quickly pivoted and held a Virtual PD day with keynote speaker, Dr. Mariana Brussoni,

and presenters Lisa Murphy (Ooey Goey Lady), Marc Battle, Deb Curtis and Rukia Rogers and Dr. Jay Greenfield.

Beginning mid-May, CTV Winnipeg aired a commercial developed by MCCA for 17 weeks. This was the first part of a larger campaign, including two radio advertisements, that MCCA embarked on to engage wider public support for ELCC in Manitoba in light of the federal government's commitment to child care and imminent agreements. The tag line #childcarethetimeisNOW began appearing throughout the country on social media platforms.

The Minister's Consultation Table was reconvened. MCCA holds a seat on both the main table and the bilateral sub-committee.

**June:** MCCA began a letter writing campaign to the Government of Manitoba with the message, "make early learning and child care a priority." Over several weeks, over 1000 open letters were signed and shared with the Premier of Manitoba, urging the Province of Manitoba to sign the Canada-wide ELCC agreement.

**July:** As we began to see other provinces, such as British Columbia and Nova Scotia sign ELCC agreements with the federal government, MCCA amped up its #childcarethetimeisNOW campaign.

MCCA, along with other child care advocates, issued a media release calling on the Province to make child care a priority in Manitoba.

**August:** And then it happened...on August 9th, Manitoba became the 7th province to sign an agreement with the Government of Canada. This included federal funding of more

than \$1.2 billion over the next five years towards building a Manitoba-made ELCC system.

**September:** Another in-person event was required to be moved to a virtual platform. MCCA held a Virtual Directors' Conference entitled, The More We Get Together, on September 24th. This day, designed for directors, assistant directors, managers and leaders included 4 exciting presenters - Deri Latimer, Christina Reimer, Rhonda Berry and Susan MacDonald. Nearly 160 participants benefited from this day of learning and connecting.

The federal election was held on September 20. Child care advocates across the country shared a collective sigh of relief when the election resulted in a Liberal minority government which would keep the ELCC agreements intact.

**October:** MCCA partnered with People First HR Services to complete additional resources for facilities - An Online Board Orientation Resource for Early Learning & Child Care Centres was translated into French. In addition, MCCA created two short videos (in English and French) - How to Run an Effective Board Meeting and How to Run an Effective AGM.

**November:** MCCA began work on full market analysis of its Market Competitive Salary Guideline Scale. In anticipation of the Provinces' proposed wage grid (Canada-MB ELCC Agreement), MCCA wanted to ensure its scale remained relevant, competitive and comparable with other sectors.

**December:** And if 2021 wasn't busy enough, as we awaited the public release of the Agreement (December 20, 2021), MCCA began working with ELCC researcher, Jane Beach on the development of a Roadmap to a Quality Early Learning & Child Care System in Manitoba. This policy development document will gather stakeholders and researcher to define recommendations on building a Manitoba-specific child care system.

After much editing, we completed the updating of the Human Resource Management Guide for Early Learning and Child Care Programs. This project was started in 2020 and the pandemic put it on hold but we got back on track in 2021 and finalized it in December. The entire guide was revised and updated and included two more new chapters.

2021 was filled with so many projects and tremendous work to garner the attention and highlight early learning & child care. This work is only possible because of you, our members. It is the strong membership behind MCCA that allows the organization to do the critical work that it does. So, thank you to all of our members.

Thanks also to the MCCA board of directors, committee and regional branch volunteers and of course the MCCA staff, for their dedication and contributions throughout another successful year! Together we're better!



The MCCA Regional Branches continued to meet by teleconference five times over the course of the year. The active branches are Central, Interlake, Parklands, South Central and Thompson. As everyone is aware, the challenges of offering professional development continued across the regions. With the help of the MCCA staff, the regions were offered assistance in providing workshops by ZOOM for their specific region. This was greatly appreciated by members, eliminating the need for travel and ensuring everyone a safe, healthy environment. The regions continued to receive their rebates to put back into activities that would benefit the members of their area.

As regional board members we have the opportunity to share any issues or concerns that are happening across the province. By networking with one another regions can continue to stay well-informed of issues being addressed or

activities or workshops being offered, as well as the various measures of advocacy being taken to support the families and the child care workforce. The regions each have a page on the website to share information with their members. Please take the time to check out the MCCA website.

All regions continually need volunteers to be part of their board to assist in offering professional development, organizing events such as Week of the Early Childhood Educator and discussing topics that are relative to improving early learning and child care across the province.

The branches continue to be optimistic and look forward to more opportunities when the members can gather again to celebrate their profession and gain valuable knowledge from professional development that is offered. If you have the opportunity to be part of a volunteer MCCA Board in your region, I strongly encourage you to consider doing so.

## REGIONAL BRANCH REPORTS

### Central Region

*Chairperson:* Janice Delf

*Treasurer:* Sydney Dubetz-Zacharias

*Secretary:* Shari Clements

*Members at Large:* Lisa Voth and Pam Anderson

The Central Branch remained active by having a couple of in-person meetings to network and share the work of the Manitoba Child Care Association. With restrictions in place it was very difficult to have in-person workshops over the course of the past year. The region did host a ZOOM workshop on Risky Play in November and provided door prizes to three lucky participants.

We strongly encourage our members to continue to check out the MCCA website and use the library for all the great resources that it offers. Some members of the region participated in the Letter Writing Campaigns to our Local MLA and the Minister of Families and the Premier.

We recognize that challenges continue to exist but we look forward to future opportunities to Celebrate Week of the Early Childhood Educator and offer more workshops that are of interest to the members.

If you would like to become actively involved in the region or would like to see a specific topic addressed in a workshop please contact Janice at wedc8010@mymts.net. The Branch would like to thank everyone who serves on the Central Branch Board and to the members who participated in our zoom workshop. Let's continue to advocate for early learning and child care to ensure Manitoba remains at the forefront!

### Eastman Region (*inactive region*)

Due to COVID-19 there were no professional development events held in the region.

### Interlake Region

*Chairperson:* Cynthia Thomsen

*Vice Chairperson:* Troy Nelson

*Member at Large:* Tanya Jonasson

We have communicated through emails to discuss potential new members. We continued to promote the MCCA workshops offered via zoom but have not hosted our own professional development event in 2021. We have planned to meet mid February 2022.

### Norman Region (*inactive region*)

Due to COVID-19 there were no professional development events held in the region.

### Parklands Region

*Chairperson and Bridges Contact:* Florence Burdeny

*Vice Chairperson:* Gloria Korman

*Secretary:* Cherie Robertson

*Treasurer:* Genevieve Lebel

*Members at Large:* Natalie Bonin (Professional Development), Janie Inkster, Judy Chachula, Sheila Sigurdson

Debbie Telfer resigned from the board in September of 2021 meeting when she retired from work.





The Parklands region was relatively quiet during this tumultuous Covid filled year.

With the help of MCCA we held our Annual General Meeting via Zoom on June 10, 2021.

Also, with help from MCCA, we also had a regional professional development opportunity via zoom, "Image Reflected in Story" on the evening of Sept. 28, 2021.

Here's hoping we get back to networking in person in the near future.

## South Central Region

*Chairperson:* Courtney Laing/Paula Wilson

*Vice Chairperson:* Karen Vandijk

*Treasurer:* Lisa Rey

*Secretary:* Christine Labelle

*Members at Large:* Cindy Kozak and Shirley Reimer

We did not host any professional development events in person or virtually in 2021.

We did not have an AGM in 2021 but hope to do so at our next in person event.

Courtney Laing-President resigned summer 2021.

## Thompson Region

Report not available

## Westman Region (inactive region)

Due to COVID-19 there were no professional development events held in the region.

## MORRIS INSURANCE BROKERS

### Liability Insurance Programs Through MCCA

The past year has once again presented numerous challenges for us all as we continue to deal with the ever-changing landscape that COVID-19 has presented. Child care centres and family child care providers have continued to demonstrate courage, resilience and dedication during these difficult times and we thank you for all your efforts.

The MCCA insurance program provider (Aviva Insurance Company of Canada) continues to provide industry leading coverage for all insured members, premium stability, along with exceptional claim service. We value their commitment to the program and willingness to work with us in addressing new challenges when they present themselves, always with members best interests in mind.

At present, enrollment numbers are as follows:

- 402 Centres (many of these have multiple locations which when taken into consideration, brings the total number of insured locations to 552)
- 346 Centres who carry Directors & Officers (D&O) Liability
- 363 Licensed family child care providers (this number fluctuates regularly as new providers join the program and others choose to close down their family child care operations)

We continue to recommend that all centres purchase Directors and Officers (D&O) Liability in addition to your contents and general liability coverage. This affordable coverage provides board members with protection and peace of mind. If you are interested in adding or discussing this coverage, please give our office a call.

If you have any questions or concerns regarding the insurance program or your own certificate of insurance, please call our Charleswood office at 204-885-7582 or email us at [daycare@morrisinsurance.ca](mailto:daycare@morrisinsurance.ca).

**Brian Kelly, B.A., CAIB**

**Commercial Lines Manager & MCCA Account Executive**



# TREASURER REPORT

Cathy Gardiner

## Finance Committee

*Chairperson:* Brenda McCarthy

*Committee Members:* Cathy Gardiner, Lynda Raible, Angela Hanischuk, Lisa Hrechkosy, Sue Sydorчук

*MCCA Staff:* Jodie Kehl

In 2021 MCCA recognized an unaudited surplus of \$101,561.22. This amount will be allocated to the following fund accounts: Building, Insurance and Project, which are for future endeavors.

With just under 4000 members, MCCA continued to persevere with advocacy efforts, problem solving and strategically mapping out both present and future endeavours which found us pivoting in many different directions to ensure your voices were heard and support was given in any form possible. MCCA continued to expand their repertoire of relevant and useful workshops and presentations. With their finger on the pulse of everything centres and members were dealing with, they continued to offer professional development opportunities that would help the sector. The revenue stream from this continued to surpass expectations. Due to restrictions, we were unable to offer the Directors Conference, the Annual Conference or the Pedagogical Institute, which were all in-person events. Revenue expectations from these were offset by reduced spending in these same areas. MCCA continued to access federal funding where possible to ensure that we remained financially viable.

## Revenue

- Membership fees represent approximately 63% of revenue for the 2021 fiscal year, while revenue from membership services (workshops, online conferences etc.) represents 32% of our income this year.
- As MCCA worked through another year of COVID, Karen continued to provide an incredible array of workshops through ZOOM so that we were all able to continue to

learn and expand our knowledge base. Many centres took advantage of MCCA's Annual General Meeting hosting site as well as personalized professional development.

- MCCA offered an online version of the Annual Conference which saw revenues of \$33,744 and expenses of \$11,162 – both down significantly from budget.
- The organization qualified for \$23,339 from the Canada Emergency Wage Subsidy program.
- Overall, revenue is down \$19,162 from budget.

## Expenses

- Salaries in 2021 are slightly higher than budget as MCCA works on some restructuring.
- Membership programs and services show dramatic decreases in spending, largely due to the fact that we could not hold in person conferences, workshops and meetings.
- Software expenses are up as a result of prepaid subscriptions that MNP adjusted for as part of their work last year. Accruals and or deferrals may be made to the audited statements in these accounts.
- Overall Expenses are down approximately \$150,233 from budget.

MCCA used the accounting services of Allan Wainwright, CMA, for our accounting needs in 2021. We would like to thank Allan for all of his support, expertise and hard work in maintaining the financial affairs of MCCA.

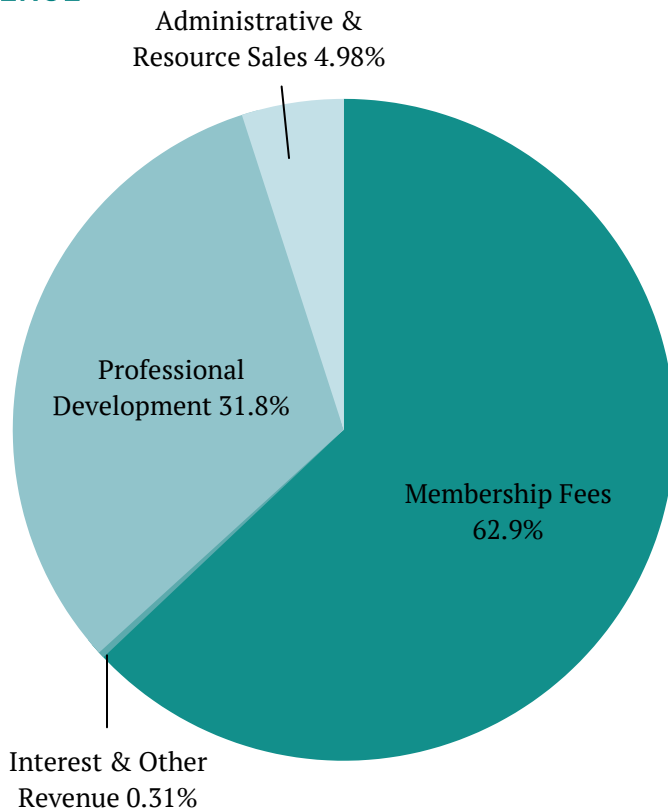
I would also like to thank the finance committee and the staff at MCCA for their hard work, thoughtful decision making and valuable contributions to ensure the financial viability and integrity of our association. It has been another year like no other and I am very proud to be a member of the Manitoba Child Care Association!



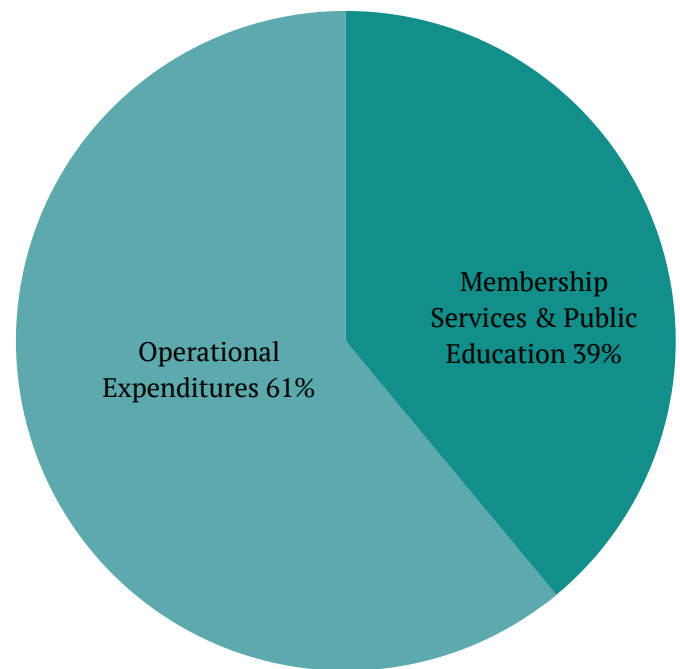
# 2021 REVENUE & EXPENSES

(Unaudited)

## REVENUE



## EXPENSES



## OUR MEMBERS

Full Time / Part Time	From Previous Year	December 2021	December 2020
Professional	↓	1779	1819
Child Care Assistant	↑	1233	1208
Associates	↑	113	110
Students	↓	40	73
Facilities			
Full/Part Time Centres	↑	558	534
Family Child Care	↑	357	336



# PROFESSIONAL DEVELOPMENT DEPARTMENT

Karen Kowalski

Back in March of 2020, we were sure that the pandemic was going to be over in three weeks. We then realized that we would be in it for much longer and now in March of 2022 we are just beginning to move in the direction of normal. The silver lining for MCCA's Professional Development Department was that we already had spent most of 2020 delivering professional development via Zoom so we knew that we could offer both our workshop series in this format.

## Workshops



In winter 2021, we offered 38 workshops and 1283 participants registered for those workshops.

We were not sure about what was going to happen with the MCCA Conference so we decided to host a spring workshop series. We

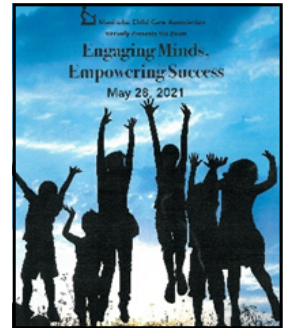
offered 20 workshops and 615 participants registered for those workshops.

Of course our most popular series is our fall workshop series. We offered 47 workshops and 1499 participants registered for those workshops. This workshop series actually had three in-person workshops, two Directors Lunch 'N Learns and our outdoor workshop, Sticks, Stones and Fire in the Winter.



## MCCA Conference

The MCCA Conference Committee was hoping that we were going to be able to host the annual conference in person, but COVID had other plans. We knew that we could offer workshops virtually so we pivoted and decided to host our first virtual conference, Engaging Minds, Empowering Success on May 28, 2021. Dr. Mariana Brussoni was our keynote speaker and we offered four workshops presented by Lisa Murphy, Marc Battle, Deb Curtis & Rukia Rogers and Dr. Jay M. Greenfeld. Although we could not gather in person, it was a huge success with 500 delegates in attendance.

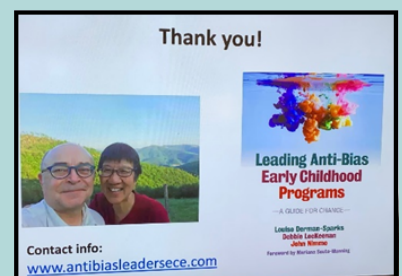
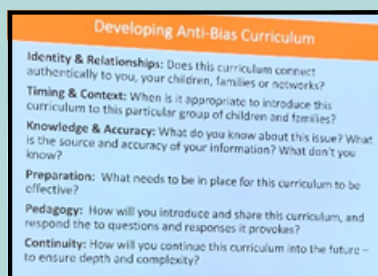
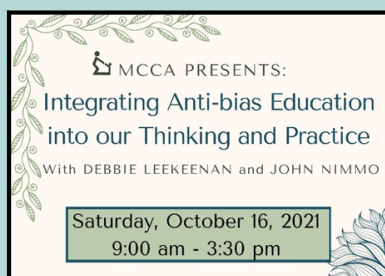


Prairie Children's Centre and Nicole Manness both won the early bird prize which is \$100.00 towards their 2022 conference registration.



## Pedagogical Institute

2021 was the year we were to hold our 4th Pedagogical Institute. We had all the players lined up to hold an in-person event and you know the story, it couldn't happen in person. The Pedagogical Institute is a unique kind of conference where delegates spend two days with their tablemates and a facilitator in deep, reflective thinking. This made it so important to host this event in person. We knew it would be difficult to host a 2 ½ day event but decided that we could host a full day, mini Pedagogical Institute, Integrating Anti-bias Education into our Thinking and Practice, on October 16, 2021. Instead of table facilitators, we had break out room facilitators. We had 171 people attend this full day professional development event. Debbie Lee Keenan and John Nimmo did a great job facilitating the day and provided so much information for us to continue our anti-bias education journeys.





## Director's Conference

One of the most anticipated events among directors is the annual directors conference.

The conference was scheduled for September 30 and October 1st and in July we made the decision to move this to a virtual event.

The More We Get Together (virtually that is) was held on Friday, September 24. Deri Latimer kicked off the day with her Not Crazy, Just Human presentation. Christina Reimer was next to present, Managing Difficult Phone Calls. Rhonda Barry then presented, An Introduction to Crucial Conversations and we ended the day with Susan MacDonald with her presentation, Passion and Engagement: The Key to Creating Vibrant Learning Communities! It was a great day and we even had some opportunities to have some fun with some bingo games and lots of prizes mailed out. 159 Leaders registered to attend the virtual conference.



## Virtual AGMs

One of the services that MCCA provided at the end of 2020 and continued to offer in 2021 was the Virtual AGM Service we provided to child care centres and the MCCA regions around the province. MCCA hosted the zoom AGM for the centres so they were able to hold their Annual General Meeting virtually. Thank you to 20 child care centres and the two regions who purchased this service.

## Personalized Professional Development

During non-COVID times, MCCA would arrange professional development for child care centres. This gave a centre an opportunity to have a topic presented to their entire staff where everyone was hearing the same message. We decided in the fall of 2020 that we could still offer this service but the workshop would be offered virtually via Zoom. We arranged for 21 different sessions for child care centres and two regions.

Thank you to the following for allowing us the opportunity to arrange your professional development.

- YMCA/YWCA of Winnipeg
- RHS Child Care
- O.K. Before & After Child Care Centres Inc.
- Discovery Children's Centre
- Fisher Branch Care-A-Lot For Tots
- La Salle Kidz Inc.
- Stanley Knowles/Garden Grove Child Care/Assiniboine Children's Centre/Discovery Children's Centre
- Fort Garry Child Care
- Horizons Children's Centre
- Gillis Play & Learn
- Parklands Region
- Gimli Children's Centre
- Cairns Children's Centre
- Central Region

## Going Forward

Our plan is to offer a blend of virtual and in person workshops for the Fall 2022 Workshop Series.



# COMMITTEE REPORTS

## Board Operations and Development Committee

*Chairperson:* Sue Sydorчук

*Committee Members:* Caryn LaFlèche, Fernanda Hodgson, Lynda Raible, Susana Lam, Tracy Crosser

*MCCA Staff:* Jodie Kehl

The mandate of this committee is to ensure that the association maintains a diverse, well skilled board to carry out its mission.

We are happy to report that we have secured a talented pool of ECEs as its slate of nominees for 2022-23 Board of Directors. Ms. Cheryl Tremblay, Family Child Care Provider will be stepping down from the Board after many years, and we greatly thank her for her wisdom and knowledge. Cheryl will however, stay involved at MCCA with committee work.

In 2021, our committee was considering the idea of a new adhoc committee, the Governance Support Committee. We have now created its mandate and look forward to the work on this committee.

## Child Care Benefits Committee

*Chairperson:* Sue Sydorчук

*Committee Members:* Diana Metrik, Melanie Fraser, Brenda McCarthy, Laurinda Neyron, Cheryl Tremblay, Wanda Bruenig, Adam Manicom, Karen Ohlson, Tracy Crosser, Sharon Allen

*MCCA Staff:* Jodie Kehl

The MCCA continues to partner with Health Source Plus as the official supplier of our Group Benefits Plan. It is exclusive to MCCA members. The program is designed for ECEs, CCAs, and FCCPs. Please go to [mccahouse.org](http://mccahouse.org) to view the brochure (health & dental coverage). Due to the work, stress, and uncertainty of the Covid 19 pandemic, we are also pleased to offer our members (as part of the group benefits package) many Wellness programs. Recognizing the financial fragility programs may be experiencing, the child care benefits committee approved HSP's recommendation of providing a 50% rebate on dental to facilities for January and February. In 2021, the group benefits plan saw an overall 2.7% decrease. The short-term disability benefit moved to Fenchurch and the life benefit to Equitable Life.

HSP is the first consulting firm in Canada to embed a complete Wellness program into the employee benefits program. The total Wellness program is designed to help stop smoking, lose weight, eat right, and reduce stress. Also available is the Employee Assistance Program (EAP) providing Masters level

counselors for plan & family members. And finally, People Connect, a mental health resource that allows plan members information, support, and affordable therapy.

For our Liability Insurance needs, MCCA works closely with Morris Insurance Brokers, hello Dave Morris and Brian Kelly! We meet quarterly with the agents who in 2021 were able to best meet the needs of child care centres and family child care providers. There was some gracious weaving and pivoting ensuring our insurance needs were kept affordable and yet robust. We thank them for that.

## Conference Committee

*Chairperson:* Bernadette Rozybowski

*Committee Members:* Sheila Argue, Tracy Bijl, Melanie Glaser, Brenda McCarthy, Aricelle Taylor, Kayla Maurcio, Melodie Meakin, Lynda Raible, Pam Shambo, Irene Sheldon, Marilyn Valgardson, Pina Zammito

*MCCA Staff:* Karen Kowalski

The Conference Committee is a group of dedicated volunteers who work very hard throughout the year. We begin planning in June, right after the previous conference and continue until the next conference is presented. The Conference Committee starts by taking all your ideas that you share with us in your evaluations, as well as we look at what is currently prevalent in the child care field and we go on the hunt to look for presenters.

This past year we faced many challenges. We planned for a full conference, then we planned for a conference in cohorts and finally we were thankful we were able to put together a virtual conference for our delegates. Our keynote speaker was Dr. Mariana Brussoni, who passionately spoke about Making Space for Risky Play. Delegates then had a choice of morning workshops presented by Lisa Murphy - Bang! Bang! You're Dead! Power Playing in the Classroom & Marc Battle - The Lives of Those We Live With: A Chat on Rituals & Traditions. The conference finished with afternoon workshops presented by Deb Curtis and Rukia Rogers - Supporting Children's Natural Dispositions for Empathy, Compassion and Fairness to Foster a more Equitable World and Dr. Jay M. Greenfeld-Helping Children Cope During COVID. The attendance for the virtual conference was beyond what we expected and the feedback was very positive! Although it was not the conference we had planned it was successful on its own merit as 500 people attended the conference. We were very excited and nervous about this number of attendees since this was our first virtual conference.

I want to give a sincere thank you to the 2020-2021 Conference Committee and to Karen Kowalski for all that you do. Thank you for working so efficiently at overcoming all the obstacles thrown out to us. Thank you for your never-ending commitment. Thank you for being you!



## Editorial Committee

*Chairperson:* Brenda Bachinsky

*Committee Members:* Bernadette Rozybowski, Susana Lam, Sheila Lund

*MCCA Staff:* Karen Kowalski & Jenna Poborsa

The Editorial Committee produces and distributes the publication "Child Care Bridges," the quarterly journal of MCCA.

As a committee, we provide a current, informative journal that meets the following objectives:

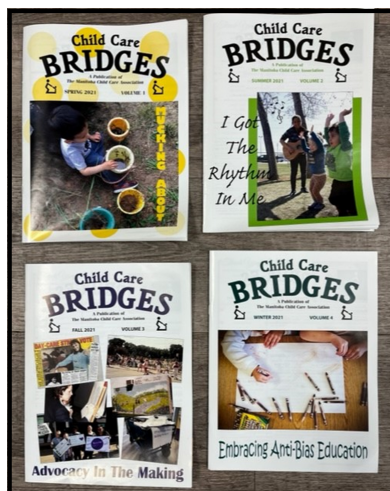
- Provides information to facilitate communications among members of the MCCA, the early learning and child care community those interested in supporting quality early learning and child care services.
- Provides ongoing reports on the association's work.
- Provides a forum for the exchange of information and expression of ideas to the membership on early learning and child care issues.
- Provides broad representation of early learning and child care issues through the use of a variety of sources for article submissions.

The committee brainstorms themes and article ideas that are relevant in 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 2021 issue, "Mucking About," was written by people who love, appreciate and encourage mud play. There were lots of great activities, examples of mud kitchens, and readers learned about the value of mud play. Michelle Clarke provided some tips on when it gets muddy with co-workers. We also touched on spring cleaning and included articles on decluttering your work space, organizing your libraries, and your minds and finances.

"I Got The Rhythm In Me" was the title of the summer issue, which focused on Movement and Music. We learned about finding joy, safety, and identity through music and movement.

We challenged our readers to think outside of the box by enhancing and up cycling your music areas. We were introduced to Music Therapy and all its benefits. Finally,



we were also reminded of games that we may have forgotten, some oldies but goodies!

The fall issue was all about "Advocacy In The Making," an issue that outlined the value and importance of advocacy. We highlighted how we can be an advocate by following Manitoba Child Care Association's Code of Ethics. We learned how to communicate with Professionalism. We took a walk of Advocacy Through the Years and Pat Wege took us down memory lane with her article "A Tale of Two Political Parties: Moving Ahead & Falling Back." She shared the difference between how two political parties value and address early learning and child care as a service and profession.

Our final issue of Bridges in 2021 was "Embracing Anti-Bias Education." This issue highlighted many articles including understanding anti-bias education: bringing the four core goals to every facet of your curriculum. We learned about social justice in ECE, truth and reconciliation: what it means and what you can do, and tokenism and the early childhood program. We also shared books and stories that can help build a bias-free bookshelf.

Special thanks and "bravo" to all the contributors during the 2021 year, we appreciate your time & effort. Thank you to our editor, Karen Kowalski, who is so passionate about MCCA and its magazine and is always upping the bar to better serve our readers. Finally, to our working committee, thank you for your continued commitment in sharing the values and mission of Manitoba Child Care Association and its publication of Bridges.

If you are interested in joining this committee, please contact Karen Kowalski, Assistant Executive Director at [kkowalski@mccahouse.org](mailto:kkowalski@mccahouse.org) or 204-336-5062.

## Ethics Committee

*Chairperson:* Jenn Cullen

*Committee Members:* Sharon Balasko, Sheila Bogoch, Mariëlla Carr, Gines Combiadakis, Shannon Curtaz, Melanie D'Souza, Diane Desormeaux Wright, Christine J. Enns, Monica Lytwyn, Kisa MacIsaac, Chantel McRae, Jenifer Nick, Sarah Nick, Mandy Plett, Sina Romsa, Tracy Smith, Michelle Vesey, Keri Waterman, Barbara Wierckx

*MCCA Staff:* Karen Kowalski

2021 was a continued year of doing things differently as it relates to facilitating ethics workshops. We had a few members reach out to the committee as they needed to complete their last ethics workshop. A few of the guides got together to see if they could adapt Ethics Part IV and then later Part I into a virtual format. Ethics Part IV was offered on Saturday, April 29 with 22 participants and then Ethics Part I was offered on October 23 and there were 27 participants.



# COMMITTEE REPORTS

The Community Professional Development Committee is a sub-committee of the ethics committee created a brand new workshop called Colour Me Covid and delivered the workshop on November 18, there were 27 participants.

To date we have a committee of 21 guides, from various child care backgrounds, bringing an amazing array of perspectives to our meetings and workshops. These guides live and work throughout the province: Winnipeg, Interlake, Westman, Eastman, Norman and Thompson.

Our committee also continues to contribute to each “Bridges” issue, submitting an article with an ethics lens.

Our newly created sub committees continued to meet outside of our regular meetings to ensure ongoing learning for our guides, as well as policy updates and succession planning.

Our annual retreat was held in October. Even though there were some restrictions, we were able to meet in person for a Friday evening session, and a full day Saturday. We had a very engaging virtual guest speaker, Ana Rivera Valle who the entire committee would agree was a very valuable way to spend the morning, as well as a viewing of the first episode of ‘First Contact’, followed by discussion, which helped fulfill some of our 2021 goals of building cultural awareness.

Our committee is still hopeful of delivering the 4-part series in French (previous workshops cancelled due to Covid) and hoping to hold some in person workshops in 2022. Special thanks to Karen Kowalski for her support and leadership to our committee.



## Family Child Care Committee

*Chairperson:* Cheryl Tremblay

*Committee Members:* Shannon Trickett, Michelle Normandeau, Jean Gutierrez-Sangalang, Rosalyn Rodriguez, Maria Pizzaro

*MCCA Staff:* Jenna Poborsa

In 2021 the Family Child Care Committee was able to meet regularly but only via Zoom. We completed work on the 2022 resource calendar and got an early start on planning for the 2023 calendar. We continued to support and advocate for Family Child Care Providers however possible through the isolation and frustrations of the ongoing pandemic.



## Public Policy and Professionalism Committee

*Chairperson:* April Kalyniuk

*Committee Members:* Caryn Laflèche, Tracy Cosser, Lois Johnson, April Kalyniuk, Cathy Gardiner, Connie Cava, Lynda Raible, Ron Blatz, Kisa MacIsaac, Wanda Bruenig, Allyson Cruise-Scarpino, Raquel Giesbrecht, Jenna Helgason, Cindy Curry, Fernanda Hodgson, Corine Anderson, Carol Jones, Tina Gouzecky, Ruth Lindsey-Armstrong, Kayla Mauricio, and Laurinda Neyron

*MCCA Staff:* Jodie Kehl, Karen Kowalski

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

This last year has been a very busy year for this committee and although we were unable to meet in person we have had several Zoom meetings and accomplished much work.

The committee and/or sub-committees participated in the following work: we worked with the MCCA Board on the “Statement of social injustice, race based equity, race based equality and support of all children, families and ECEs” which is a policy statement that builds on many beliefs the organization holds.



We worked with Susan Prentice, Harvey Stevens and Molly McCracken as they prepared their paper on the "Creation of an Affordable Licensed Child Care" system which speaks to the idea of a new way of charging parent fees in Manitoba.

We provided input to the Budget Consultation paper that Jodie presented to the province. We provided recommendations to the province on many pressing issues in our field such as:

- The critical workforce issues in Manitoba
- Recommendations on the \$420 million dollars from the federal government allocated for recruitment and retention strategies (which we recommended a wage enhancement for child care staff and/or an increase to the pension as one time uses for this money)
- Reaction to the Parent Survey that the province sent out around modernizing the child care system
- Impacts of the elimination of the Child Care Registry
- Our concerns around the Sustainability Grant
- An in-depth review and comments on Bill 47
- A full response to the long awaited KPMG report
- Suggestions and push for a revised Practice Guide for COVID, the health orders PPE for our sector
- Suggestions for MCCA staff and members to take to the Ministers Consultation Table
- Advocating for and long discussions on what the new federal plan could and should mean for Manitoba and our ECEs
- In addition, the PPPC led advocacy effort encouraging the Provincial government to sign onto the Canada-wide Agreement with the federal government.

Whew! There is much more detail of course in all of these items but then this report would be a full-out novel.

I am sure that I have missed things but as you can see this committee is not for the faint of heart, the discussions and ensuing recommendations are robust, thoughtful and reflective of our sector. I would take this time to thank all our committee members who volunteer their time for the betterment of our sector, and to our outstanding MCCA staff - Bravo! for the outstanding work you have done in this tumultuous year.

### School Age Committee

*Chairperson:* Brenda Still

*Committee members:* Amanda Collins, Amanda Jack, Andrea Campbell, Brenda Still, Candice Bell, Corrise Proulx, Daniela Sousa, Kelly Megarry, Kim Rondeau, Mariella Carr, Marnelli Ebreo-Villarante, Melanie Glaser, Suzanne Otte, Szilvie Carriere

*MCCA Staff:* Jenna Poborsa

The MCCA School Age Committee is made up of Early Childhood Educators (ECE) and Child Care Assistants (CCA) who work within school age programs in the child care field and have membership in the Manitoba Child Care Association.

The committee was focused on providing an in-person school-age resource evening for 2021 but as we moved into the fall, it became obvious that this would not be possible. On November 4, 2021, the school age resource evening went ahead via Zoom. The presenters included: Ellen Cook on Land Acknowledgement, Andrew Ferguson on Supporting Children through Large Muscle Play, Melinda Walden on Superhero Play, and Irene Sheldon from Immigrant and Refugee Community Organization of Manitoba Inc (IRCOM). The presentations were lively and the feedback positive. There were even door prizes for the participants.

The December 2021 meeting was the last meeting chaired by me, Brenda Still, who has been chairing this committee for over 10 years. The committee acknowledged her dedication to school age programming and her ongoing work of advocacy for early learning and child care in Manitoba. The committee has welcomed Suzanne Otte as the incoming chair.

I want to thank each member of the School Age Committee for their commitment and passion to school age children.

### Retirement Plan Advisory Committee

*Chairperson:* Caryn LaFlèche

*Committee Members:* Lois Johnson, Janice Delf, Sue Sydorchuk, Tracy Cosser, Lynda Raible, Wanda Bruenig

*MCCA Staff:* Jodie Kehl

The purpose of this committee is to ensure MCCA's SMPPP and Group RRSP plans are managed in accordance with best practices and guidelines recommended for Capital Accumulation Plans. Every year, the committee reviews the mandate, which is to oversee MCCA's group RRSP and SMPPP for MCCA centre members and make recommendations to the Board of Directors. This committee is also an advisory to the providers of Manitoba Child Care Association's SMPPP and group RRSP. The committee meets yearly to review the retirement plan investments numbers. In 2021, we met on November 23 for that review. Together with People Corporation (Salina Shariff, Sr. Director Retirement Solutions and Financial Wellness, Group Retirement Solutions) and Industrial Alliance (Lynn Van Ryssel, Client Relationships Manager and Reece Cretton, Account Executive), we reviewed Industrial Alliance's recordkeeping and did a governance review and ensured the Certificate of Compliance was complete. The committee also discussed member engagement and communication moving forward.

I'd like to thank the Retirement Plan Advisory Committee for their dedication and commitment.



# MCCA 2021 AWARD RECIPIENTS

## Congratulations!

Traditionally MCCA hosts an Awards Banquet as part of the MCCA conference in May. The 2021 conference was not held in person and we waited until some public health restrictions were lifted and we were able to celebrate on October 20, 2021 and 43 people were in attendance. It was a lovely evening to finally get together.

### Dr. Gretta Scholarship Awards

Université de Saint-Boniface – Marilyne Koffi  
Red River College – Sheena Delaronde

### Friends of Child Care

Todd Nadeau – People First HR Services

### MCCA Student Award

Rayna Schwalm (Assiniboine Community College)

### Educaring Award

Springs Christian Academy Preschool  
Springs Christian Academy

### Graduate Research Bursary Award

Ruth Lysecki

### Volunteer of the Year

Irene Nickel-Patterson  
Kisa MacIsaac

### Exceptional Caregiver

Sahar Siddiqui

### Exceptional Early Childhood Educator

Matthew Bordush



## Our Partnerships

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

- Canadian Child Care Federation
- ChangeMakers
- ECE Training Institutions
- Fédération des parents du Manitoba
- Manitoba Early Learning and Child Care
- Manitoba Education and Training
- MB Chamber of Commerce
- People First HR Services
- Probe Research Inc.