

**Ministry of Education
Early Years and Child Care
Programs and Service
Integration Branch**

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Toronto ON M7A 1L2

**Ministère de l'Éducation
Direction de l'intégration des
programmes et des services pour la
petite enfance et la garde d'enfants**

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Édifce Mowat
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2017: EYCC6

MEMORANDUM TO: Chief Administrative Officers, CMSMs/DSSABs
General Managers/Commissioners, CMSMs and DSSABs
Children's Services Leads, CMSMs/DSSABs

FROM: Julia Danos
Director, Early Years and Child Care Programs and
Service Integration Branch
Early Years and Child Care Division
Ministry of Education

DATE: **June 16, 2017**

SUBJECT: **2018 Ontario Early Years Child and Family Centres
Funding Allocations**

We are pleased to provide the 2018 funding allocations related to Ontario Early Years Child and Family Centres for Consolidated Municipal Service Managers (CMSMs) and District Social Services Administration Boards (DSSABs).

On February 19, 2016, the Ministry of Education (EDU) announced its provincial plan for moving forward with the integration and transformation of child and family programs to create Ontario Early Years Child and Family Centres in 2018. This new system of supports and services will integrate Ontario Early Years Centres, Parenting and Family Literacy Centres, Better Beginnings, Better Futures, and Child Care Resource Centres under a common identity that will be guided by a provincial framework and new funding approach.

Ontarians have told us that they want this province to be one of the best places for their children to live, learn and grow. On June 6, 2017, the Ministry released *Ontario's Renewed Early Years and Child Care Policy Framework (2017)*, which highlights our vision that all children and families have access to a range of high-quality, inclusive and

affordable early years and child care programs and services that are child- and family-centred and contribute to children's learning, development and well-being. Ontario Early Years Child and Family Centres will help us achieve this vision, further strengthen the continuum of learning for children, and provide families with the convenience and benefits of a well-integrated system.

The transformation of child and family programs is being made possible through the strong relationships and partnerships established across the province – between service system managers, school boards, service providers, and community organizations – as well as engagement with children and families to better understand and meet local need.

Investments and New Funding Approach

The Ministry is pleased to announce a total annual investment of \$141 million to support Ontario Early Years Child and Family Centres. Included in this total allocation is the provincial government's annual investment of over \$100 million. In addition, we are pleased to inform you that Ontario's Action Plan under the Canada-Ontario Early Learning and Child Care Agreement includes an additional investment of approximately \$40 million for Ontario Early Years Child and Family Centres. These significant investments will support the transformation of the existing system, grow the positive impacts of child and family programs province-wide, and expand service in areas that have relatively few available services and/or have experienced significant population growth.

For 2017-18, the Ministry is pleased to announce a one-time investment of approximately \$30 million funded through the Canada-Ontario Early Learning and Child Care Agreement to support community-based capital retrofit, renovations and expansions for Ontario Early Years Child and Family Centres. Further details regarding the capital funding process will be provided in the near future.

The Ministry has developed a funding approach that takes into consideration the requirement for communities to provide mandatory core services and make customized community connections that meet unique local need. Based on feedback from CMSMs, DSSABs as well as the broader sector, this funding approach uses data elements that are reflective of the key program goals, demographic needs, and consistent with some of the data elements used in the Ministry's child care funding formula, where appropriate.

The funding approach for Ontario Early Years Child and Family Centres is comprised of the following components for operating funding:

- \$250,000 base allocation for each CMSM and DSSAB
- Remaining funding has been distributed using the following data elements:
 - Number of children ages 0-6
 - Low-Income Cut Off (LICO) scores
 - Number of families that speak French at home
 - Number of Indigenous children ages 0-4

- Number of families that speak a language other than English or French at home
- Population density

The Ministry has received significant feedback from the sector regarding the need for new investments for child and family programs. As part of the new funding approach, the Ministry has utilized a funding enhancement mechanism to ensure all communities receive a minimum increase of approximately 10 percent under the new funding approach. In addition to transforming and enhancing the existing system of child and family programs, this funding increase also supports costs associated with the service system management role and program administration. CMSMs and DSSABs may use up to a maximum of 10 percent of the total allocation for this purpose.

Please refer to Appendix A for your 2018 Ontario Early Years Child and Family Centre allocations.

Needs Assessment Summaries and Initial Plans

As you are aware, the Ministry has extended the deadline for CMSMs and DSSABs to submit initial plans for Ontario Early Years Child and Family Centres from May 31, 2017 to September 29, 2017. We recognize that 2018 will be a transition year for some communities and initial plans for Ontario Early Years Child and Family Centres will reflect local planning across the province.

The initial plans should be emailed to tpa.edu.EarlyLearning@ontario.ca with a copy to your regional contact in the Early Years and Child Care Programs and Service Integration Branch.

2018 Ontario Early Years Child and Family Centres - Funding Guidelines for Service System Managers

The Ministry will release the *2018 Ontario Early Years Child and Family Centres – Funding Guidelines for Service System Managers* in the coming weeks. These guidelines will provide CMSMs and DSSABs with additional information pertaining to the components of the new funding approach, as well as requirements for the use of Ontario Early Years Child and Family Centre funding and related financial reporting.

Service Agreements for Ontario Early Years Child and Family Centres

Service agreements between the Ministry and CMSMs and DSSABs for Ontario Early Years Child and Family Centres will be distributed in Summer 2017 to ensure timely payments to CMSMs and DSSABs beginning January 2018.

As a reminder, service agreements between the Ministry and organizations funded for existing child and family programs will remain in place until December 31, 2017. The new Ontario Early Years Child and Family Centres funding framework and program requirements will be effective January 1, 2018. CMSMs and DSSABs will need to have

local funding approaches in place for January 1, 2018 for the delivery of Ontario Early Years Child and Family Centres. It is the Ministry's expectation that CMSMs and DSSABs are working with existing providers to discuss plans for 2018. The Ministry is committed to working closely with sector partners to mitigate potential service disruption to ensure that child and families will continue to be supported during this transition.

Confidentiality and Public Announcements

CMSMs and DSSABs are reminded that announcements regarding investments for Ontario Early Years Child and Family Centres are joint communications opportunities for the provincial government, the federal government, and CMSMs and DSSABs. Therefore CMSM and DSSAB announcements related to funding received for Ontario Early Years Child and Family Centres **must** clearly acknowledge that the contributions were made by the Province of Ontario and the Government of Canada. In addition, any such communications opportunities should remain confidential until they are announced publicly by the Province of Ontario and the Government of Canada or jointly by the provincial government, federal government, CMSMs and DSSABs.

The intent is to help promote the role of the Government of Canada, Ministry of Education, CMSMs and DSSABs, and community partners in bringing new investments to local communities. For more information on the announcement protocol, please refer to Appendix B.

Branding Strategy and Public Awareness Campaign

As we move forward with the implementation of Ontario Early Years Child and Family Centres, the Ministry understands that increasing public awareness is critical. As a result, a brand strategy and visual identity project is underway that will bring together the four programs under one strong brand designed to resonate with both parents and stakeholders. In addition, an integrated marketing campaign is planned for fall/winter to help increase awareness of the child care and early years programs available to parents and caregivers.

CMSMS and DSSABs will be encouraged to implement their own outreach and engagement strategies in their communities to increase local participation. The Ministry will release further information about the branding strategy and public awareness campaign in Fall 2017.

Key Dates

Key dates to be aware of include:

- Release of *2018 Ontario Early Years Child and Family Centres – Funding Guidelines for Service System Managers* - **Early Summer 2017**
- Distribution of service agreements between the Ministry of Education and

CMSMs and DSSABs in **Summer 2017**

- Submission of needs assessment summaries and initial plans for Ontario Early Years Child and Family Centres by **September 29, 2017**
- Information about branding strategy and public awareness campaign in **Fall 2017**
- Responsibility for service system management of Ontario Early Years Child and Family Centres transferred to CMSMs and DSSABs on **January 1, 2018**

Thank you for your continued commitment to delivering high quality early years programs and services in communities across Ontario. Our strong partnership will help achieve our shared goal of establishing an increasingly integrated system of early years programs and services.

If you have any questions regarding this memo please contact your regional contact in the Early Years and Child Care Programs and Service Integration Branch. We look forward to a continued collaborative relationship with our municipal partners.

Sincerely,

Original signed by:

Julia Danos
Director, Early Years and Child Care
Programs and Service Integration
Branch
Early Years and Child Care Division

Enclosure:

Appendix A: 2018 Ontario Early Years Child and Family Centre Allocations

Appendix B: Communications Protocol Requirements

Copy: Child Care Advisors, Early Years and Child Care Programs and Service
Integration Branch, Early Years and Child Care Division, Ministry of
Education
Education Officers, Early Years and Child Care Programs and Service
Integration Branch, Early Years and Child Care Division, Ministry of
Education
Financial Analysts, Early Years and Child Care Business Planning,
Outcomes and Assessments Branch, Early Years and Child Care Division,
Ministry of Education
Ontario Municipal Social Services Association
Association of Municipalities of Ontario

Appendix A: 2018 Ontario Early Years Child and Family Centre Allocations

CMSM/DSSAB	Total 2018 Ontario Early Years Child & Family Centre Allocations
Corporation of the City of Brantford	\$2,044,064
City of Cornwall	\$1,653,816
City of Greater Sudbury	\$3,330,956
The City of Hamilton	\$5,941,018
Corporation of the City of Kawartha Lakes	\$1,105,672
Corporation of the City of Kingston	\$2,856,317
Corporation of the City of London	\$3,808,829
City of Ottawa	\$9,652,414
Corporation of the City of Peterborough	\$1,236,657
Corporation of the City of St. Thomas	\$1,131,194
Corporation of the City of Stratford	\$921,139
City of Toronto	\$26,989,218
Corporation of the City of Windsor	\$3,583,377
Corporation of the County of Bruce	\$910,636
Corporation of the County of Dufferin	\$774,043
Corporation of the County of Grey	\$1,053,703
Corporation of the County of Hastings	\$1,423,538
Corporation of the County of Huron	\$810,782
Corporation of the County of Lambton	\$2,298,173
County of Lanark	\$928,041
County of Lennox & Addington	\$818,329
County of Northumberland	\$865,560
County of Oxford	\$1,080,576
County of Renfrew	\$1,308,957
County of Simcoe	\$3,828,738
County of Wellington	\$2,038,805
District Municipality of Muskoka	\$824,686
Corporation of the Municipality of Chatham-Kent	\$1,328,681
The Corporation of Norfolk County	\$1,076,290
Regional Municipality of Durham	\$4,316,625
Regional Municipality of Halton	\$4,149,137
Regional Municipality of Niagara	\$4,097,848
Regional Municipality of Peel	\$11,796,038
Regional Municipality of Waterloo	\$4,137,959
Regional Municipality of York	\$9,115,369
United Counties of Leeds & Grenville	\$1,016,951
United Counties of Prescott & Russell	\$1,797,233
Algoma District Services Administration Board	\$1,091,690
District of Cochrane Social Service Administration Board	\$2,032,157
District of Nipissing Social Services Administration Board	\$2,112,046
District of Parry Sound Social Services Administration Board	\$1,085,022
District of Sault Ste Marie Social Services Administration Board	\$1,598,807
District of Timiskaming Social Services Administration Board	\$1,050,324
Kenora District Services Board	\$1,612,090
Manitoulin-Sudbury District Social Services Administration Board	\$1,441,809
Rainy River District Social Services Administration Board	\$1,068,123
District of Thunder Bay Social Services Administration Board	\$2,375,429
Provincial Total	\$141,518,867

Appendix B: Communications Protocol Requirements: Allocations and New Funding Approach for Ontario Early Years Child and Family Centres

All public announcements regarding provincial and federal investments in Ontario Early Years Child and Family Centres are potential joint communication opportunities for the provincial government, CMSMs and DSSABs, school boards, municipalities and community partners.

Public Communications

Municipalities, school boards, CMSMs and DSSABs, and community partners should not issue a news release or any other public communication directed at media regarding major early years investments, including Ontario Early Years Child and Family Centres, without publicly recognizing the Ministry of Education's role of providing funding.

The Ministry of Education may also choose to issue its own news release and/or hold events about investments in an Ontario Early Years Child and Family Centre, in addition to those prepared by municipalities, school boards, CMSMs and DSSABs, and community partners.

The intent of this protocol is to promote the role of both the Ministry of Education and stakeholders in bringing new early years projects to local communities.

Major Announcements and Events

Important: For all major investments in Ontario Early Years Child and Family Centres, the Minister Responsible for Early Years and Child Care must be invited as early as possible to the event. Invitations can be sent to EYCCinvestments@ontario.ca, with a copy sent to your Ministry Child Care Advisor/ Education Officer. Municipalities, school boards, CMSMs and DSSABs, and community partners will be notified at least four to six weeks in advance of their opening event as to the Minister's attendance. If the date of your event changes at any time after the Minister has received the invitation, please confirm the change at the email address above.

If the Minister Responsible for Early Years and Child Care is unavailable, the invitation may be shared with a government representative who will contact your municipality, school board, CMSM or DSSAB, or community partner to coordinate the details (e.g. joint announcement). Municipalities, school boards, CMSMs and DSSABs, and community partners are not expected to delay their announcements to accommodate the Minister or a Member of Provincial Parliament (MPP); the primary goal is to make sure that the Minister is aware of the announcement opportunity.

Other Events

For all other media-focused public communications opportunities, an invitation to your local event must be sent to the Minister Responsible for Early Years and Child Care by email with at least three weeks' notice. Again, please send a copy to your Ministry Child Care Advisor/ Education Officer. If the date of your event changes at any time after the

Minister has received the invitation, please confirm the change at the email address above.

Municipalities, school boards, CMSMs and DSSABs, and community partners are not expected to delay these “other” events to accommodate the Minister. Only an invitation needs to be sent, a response is not mandatory to proceed.

This communications protocol does not replace our stakeholders’ existing partnerships with the Ministry of Education’s. Regional Child Care Advisor/ Education Officers should still be regarded at the primary points of contact for events and should be given updates in accordance to existing processes.

Acknowledgement of Support

The support of the Government of Ontario must be acknowledged in media-focused communications of any kind, written or oral, relating to Ontario Early Years Child and Family Centres. This acknowledgement could include, but is not limited to, any report, announcement, speech, advertisement, publicity, promotional material, brochure, audio-visual material, web communications or any other public communications. For minor interactions on social media, or within social media, such as Twitter, Vine, etc. where there is a tight restriction on content, municipalities school boards, CMSMs and DSSABs, and community partners are not required to include government acknowledgement. In addition, when engaged in reactive communications (e.g. media calls) municipalities, school boards, CMSMs and DSSABs, and community partners do not have to acknowledge government funding; however, if possible, such acknowledgement is appreciated.