



July 13, 2021

Re: 21st Annual Child Care Worker and Early Childhood Educator Appreciation Day, October 21, 2021

To Ontario mayors and councils,

We are writing to ask that you and your council proclaim and participate in Child Care Worker & Early Childhood Educator Appreciation Day on Thursday, October 21, 2021. This day recognizes the commitment, hard work and dedication of Early Childhood Educators (ECEs) and staff who work with young children. Each year, the day is proclaimed by The Ontario Coalition for Better Child Care (OCBCC), the Canadian Union of Public Employees (CUPE), municipalities and school boards across Ontario, and is marked by hundreds of child care centres, unions, and allies.

This year's Child Care Worker and Early Childhood Educator Appreciation Day is especially important as we look forward to a system of not-for-profit, accessible, affordable, high-quality care in Canada. After decades of advocacy, the good work and important contributions of workers in child care are finally being recognized. While new federal commitments are promising, our work must continue to ensure that provinces protect and respect early learning and care through robust investment in public services, not private care. We are on the cusp of a child care revolution in Ontario—and it starts with better working conditions and supports for child care workers.

If your council does not issue official proclamations, there are many ways for your municipality to participate in celebrating this important day:

- Your council sponsors a public announcement;
- Display our posters and distribute our buttons; and
- Organize events and contests for the day or have councilors or the mayor participate in events hosted by child care centres.

A sample proclamation and document outlining additional ways to recognize this important day is attached.

We would love to acknowledge municipalities who choose to celebrate child care workers and ECEs across Ontario on October 21, 2021. Please let us know how your municipality is participating in the appreciation day and we will add you to our list of proclamations and celebrations.

Please direct any correspondence on proclamations and/or celebration activities to the attention of Carolyn Ferns, by mail: Ontario Coalition for Better Child Care, PO Box 73034 Wood Street PO Toronto, ON M4Y 2W5, or by email at: carolyn@childcareontario.org.

Thank you for your consideration.

Sheila Olan-MacLean
President, OCBCC

Fred Hahn
President, CUPE Ontario Division