

## ATTACHMENT 5

COALITION ONTARIENNE POUR  
de meilleurs services  
éducatifs à l'enfance



ONTARIO COALITION FOR  
Better Child Care



June 25, 2024

**Re: 24<sup>th</sup> Annual Child Care Worker and Early Childhood Educator Appreciation Day, October 24, 2024**

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 24, 2024.** This day recognizes the commitment, skills and hard work 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 **theme is WORTH MORE, as part of our continuing campaign for decent work and pay for the early years and child care workforce!**

To fulfil the promise of the Canada-Wide Early Learning and Child Care system we need to ensure high quality spaces for every family who needs it. We have seen how affordable child care is life-changing for many families, but we need to make that possible *for all*. To make that vision a reality we need to expand access to child care by building new programs – but most importantly we must ensure that we retain, re-attract and recruit ECEs and child care workers with decent work and fulfilling careers to lead these vital, educational programs.

**We will be sharing these messages on Appreciation Day and we need your help to make it happen by making an official proclamation.**

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

- Organize a public announcement;
- Flag raising or purple light display;
- 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 24, 2024. 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](mailto:carolyn@childcareontario.org).

Thank you for your consideration.

**Christa O'Connor**  
President, OCBCC

**Fred Hahn**  
President, CUPE Ontario Division