

ANNUAL REPORT

2019



PLASP
Child Care Services

Table of Contents

- 03** President and CEO Message
- 04** Strategic Direction
- 05** People
- 06** Programs
- 07** Partnerships
- 08** Resources
- 09** PLASP Team
- 10** Financial Overview
- 11** 2019 Sponsors



Contact Information

For information about our programs, please visit our website, send us an email or call the PLASP Head Office if you have a general question. For specific program inquiries, please speak with the PLASP staff at your school.

Phone:
905.890.1711
Fax:
905.890.6947
Email:
childcare@plasp.com

PLASP Head Office
[60 Courtneypark Drive West, Unit 5
Mississauga, ON
L5W 0B3](http://60CourtneyparkDriveWestUnit5MississaugaONL5W0B3)

Parent Services Hotline
647.484.4372
1.888.739.4102 (long distance)

Connect with Us!



[PLASPChildCareServices](#)



[PLASP Blog](#)



[@PLASP_CCS](#)



[plasp.com](#)



[/PLASPCCS](#)



[@PLASP_CCS](#)

President and CEO Message

What we know about how children thrive...

At PLASP, we know that children get only one start in life. That's why we've made it our mission for the past 44 years to provide high quality early learning and child care programs where children thrive and want to be.

We're guided by decades of research about how young children grow, learn and thrive.

Since the 1960s, countless studies have shown that children who have access to quality early learning programs thrive more than those who don't.

- Children in quality child care programs demonstrate enhanced language, math and cognitive skills.
- Their social skills are stronger. They are more cooperative and emotionally more regulated. They interact more effectively with adults.
- They demonstrate greater school readiness, and their academic achievement in school is stronger.

But the benefits of high quality early learning don't stop there. Studies show the benefits last a lifetime. Adults who had access to quality early learning are more likely to graduate from high school and post-secondary education, they're healthier and they live longer.

When we help children thrive today, we know we're helping them thrive for a lifetime.

This past year as we planned our future, working on our strategic plan, we asked the question, how can we help children thrive? We reviewed our mission, vision and core values and heard from our families, staff, volunteers and stakeholders. The consensus was clear. Our vision, mission and core values are strong and will lead us into our future. Children are, and remain, at the centre of everything we do.

So, how do we make sure we continue to offer the high quality programs that set children on the path to flourish?

We start with the profound belief that all children are capable, competent, curious and rich in potential. At PLASP, we're guided by the fundamental conviction that all children can thrive – as individuals and as members of their families and communities.

We know the importance of play-based programs. Through play, children are active agents in their own learning. In other words, when children are playing, children are learning.

We know that children's day-to-day experiences at PLASP provide the building blocks they need to thrive today and throughout their lives. It's a joy to know that every PLASP experience is woven into the fabric of each child's life. Every smile. Every hug. Every moment. Every day.



Sherry Fodor

Sherry Fodor
President



Lynn Hiebert

Lynn Hiebert
Chief Executive Officer

Strategic Direction

Where children thrive and want to be...

Children are at the centre of everything we do and throughout the 2018-19 year, we planned the future direction for PLASP by reviewing our vision, mission, core values and strategic goals. As we planned for our future, we sought input from our valued partners with parents, staff, volunteers, students, and community members asked to provide feedback on who we are now and what we should focus on in the next three years.

The feedback was consistent with all responding that PLASP vision, mission and core values are as significant today as when they were established years ago.

Vision

To be a world-class early learning and child care provider.

Mission Statement

Supporting families by providing high-quality, early learning and child care programs – where children thrive and want to be.

Our core values continue to highlight a commitment to high quality, innovation, equity, diversity, inclusion, respect, care, empathy, trust, integrity, responsibility, accountability, partnerships and community collaboration.

Objectives and goals were planned around four strategic priorities that ensure families are provided with outstanding programs where children grow and develop to their maximum potential. These priorities focus on People, Programs, Partnerships and Resources.



People

Attract, Develop, Retain and Recognize Life-Long Learners Who Care

PLASP staff make a difference in the lives of children everyday. Our highly trained and qualified staff continue to grow and learn while working at PLASP.

Training throughout the year started at back to school area meetings on Monday, August 27th, welcoming all staff for another school year. Throughout the year, monthly area meetings took place. Training that was facilitated at these meetings included Pedagogical Documentation, usage of technology, play based learning for children, Assessment for Quality Improvement (AQI) and Children's Aid Society Duty to Report Protocols.



Staff recognition plays an important role at PLASP with two awards and years of service recognition occurring annually. The 2018/19 winner of the Sylvia Leal Leadership Award was Stephanie Bowyer, Program Director of the School Age Program at St. Eugene Catholic School in Toronto. The Kathleen M. Stroud winner was Debra Cato, Special Needs Support Staff. In May and June, 326 staff were recognized for 3, 5, 10, 15, 20, 25, 30 and 35 years of service.

PLASP's volunteer and student on placement programs continued to expand this year with our biggest contributors being high school youth volunteering in after school programs. This year we placed students from local colleges completing their ECE and other designations, newcomers, Focus on Youth (at risk youth), and adults and youth with special needs. The contributions of the more than 2000 participants enhanced our programs with children enjoying

the relationship in program and staff at the head office appreciating the support on projects. As a thank you, recognition events were held in the spring with children and staff in program hosting special events and an event was held at the head office, thanking the volunteers and students for their contributions.

- **1,501 - Staff numbers**
- **2,018 - Volunteer & Students on Placement**
- **92,569 - Total hours contributed by volunteers & students**
- **283 - Staff training sessions**
- **Staff Testimonials**

As we look to our future, initiatives are being put in place that focus on collecting information and feedback from staff on an annual basis to ensure their needs are being met.



Programs

Offer High Quality Developmentally Appropriate Programs

PLASP programs follow the Ministry of Education's, "How Does Learning Happen?" Ontario's pedagogy for the Early Years. The four foundations of learning that guide our programs include, [belonging](#), [engagement](#), [expression](#) and [well-being](#).



PLASP continues to grow and thrive opening new locations and expanding services. During the 2018-19 year, PLASP opened 4 new locations for school age programs and an Early Learning and Child Care Centre at St. Jacinta Marto Catholic School.

In addition to expansion of current services, PLASP opened an EarlyON location at Shelter Bay Public School. This diversification in services enables us to offer parents and caregivers the opportunity to experience a PLASP early learning environment by providing drop-in programs for families with children from birth to six years of age. Our first year of operation has been a great success with more than 300 families participating in programs at this centre throughout the year.

All PLASP programs in Peel proudly participate in and have been recognized by Raising the Bar.

As we look to the future, program improvements are a primary focus with goals set to improve our quality assessment ratings to each location.

For a full list of all our locations and programs, [click here](#).

- **18,201 children served**
- **14,127 families served**
- **1,765 programs**
- **237 locations**



Partnerships

Build and Nurture Positive Reciprocal Relationships

Working with our community partners, PLASP provides outstanding services for families. Our successful partnerships with the school boards, including principals, teachers, school administrators and custodians, Region of Peel, City of Toronto, Ministry of Education and the many community agencies that support families, enable us to provide our award winning services.



PLASP staff build strong relationships with parents sharing information on their child's growth and development, through pedagogical documentation. Staff take photos, show completed projects and share information on children with parents daily. Working together we make sure children succeed in our programs. Annually parents/guardians complete a survey and the results from the 2018/19 survey show an overall level of satisfaction with our services at 94%.

Our recognition as a quality provider extends beyond our families but to the greater community with PLASP being voted as the provider of choice. PLASP won the Readers' Choice Award from the Mississauga News for Best Child Care and Best Camp and from the Brampton Guardian for Best Child Care.

PLASP's Annual Parent and Community Meeting on October 29, 2018 was an opportunity to thank our parents/caregivers and community partners for their continued support and collaboration. Parents enjoyed the presentation by keynote speaker, Dr. Laura Markham, who talked about the importance of supporting children emotionally and connecting with them at their level. Community members in attendance who had an opportunity to speak included Chairs, Directors of Education and Senior Staff from four school boards. Retiring Chair from the Peel District School Board, Janet MacDougald, was recognized for her years of support to PLASP.

Parent Survey Results - 94% Satisfaction



As a community organization, PLASP was at events throughout the year including the Brampton, Mississauga and Etobicoke Santa Parades, Bread and Honey Festival, KiteFest and Newcomer Fairs.

Senior staff continue to participate on government advisories and community agencies that influence the direction of child care. As we look to our future PLASP will play an active role in influencing the direction of child care in our community.



Resources

Establish and optimize organizational effectiveness and efficiencies

Both in program, and at the head office, we look for ways to improve efficiency in our processes. Throughout the school year, we continued to implement new systems including an attendance app for programs, updated security for program tablets, and continued working on the custom financial system.

With tablets used in every program, staff are able to place their grocery orders, review registrations and waitlists, access documents and forms needed in programs and take photos of children in program to share with parents.

This year, IT implemented updated security improvements on all devices.

Throughout the spring PLASP piloted an app to automate the attendance process in programs. This app allows us to mark children in and out of the program as well as manage absentee information. This information is then automatically captured by PLASP with information accessible at the head office.

PLASP continued its work on development of a custom financial system. This financial software will increase efficiencies in our billing system to allow us to be more responsive to parent inquiries.

Moving forward, we will continue to implement technological enhancements that will improve systems and create efficiencies.

- **39,905 total calls responded to by Parent Services**
- **103,276 total # of change request to registrations**
- **Visitors to our website:**
 - 49% mobile,
 - 46% desktop,
 - 5% tablet



PLASP Team

2018- 2019 PLASP Board of Directors



Sherry Fodor*
President



Paul Street*
Past President



Nadya Tymochenko
Vice President



Patrick Johnston*
Treasurer, Chair
and Finance Committee



Angela Hopewell
Board Member



Carla Kisko
Board Member



Paul Kranjac*
Board Member



David Neale
Board Member



Taufic Saliba
Board Member

SENIOR MANAGEMENT TEAM

Lynn Hiebert	Chief Executive Officer
Duncan Fletcher	Vice President, Financial Management, Planning and Analysis (March 2018 – present)
Sandy Edmonds	Vice President, Operations (until March 2018)
Jeff deFreitas	Vice President, Operations (March 2019 to present)
Wayne Edwards	Vice President, Human Resources
Agnes Long	Controller
Leslie Howard	Director, IT

* Represents current/past PLASP parent

Financial Overview

PLASP reported total revenue of \$70.8 million in the fiscal year ended June 30, 2019. Revenue increased at a growth rate of 15.7% over the prior fiscal year.

Revenue growth came primarily from opening new programs and expanding existing programs.

In fiscal 2019, PLASP expenses grew by 7.9% over the prior year which was a slower pace than the revenue growth.

The excess of revenue over expenses was 6.8% which provides a foundation for future stability and resources to enable capital investments.

Throughout the most recent fiscal year, PLASP continued to maintain a strong financial position.



2019 Sponsors

Thank you to the following suppliers for contributing to the 2019 PLASP Annual Parent and Community Meeting.

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS

Applefun Puppetry
Basketique Inc.
Diapers Direct
Highland Gym Div. of National Sports
Imperial Coffee & Services Inc.

Mason Bennett Johncox Professional Corp.
Sheridan Institute of Technology and Advanced Learning
Wholesome Kids Catering

PLASP Annual Parent and Community Meeting October 2018

Allegra Marketing Print Mail
Applefun Puppetry
Arts Express
Baldwin School Supply Ltd.
Basketique Inc.
Borden Ladner Gervais
Centrilogic
Carisma Florists
Diapers Direct
Food for Tots

G & A Corporate Inc.
Highland Gym Div. of National
Sports
Imperial Coffee & Services Inc.
JSL Inc.
Lions Club of Streetsville
Longo's
Louise Kool & Galt Limited
Mason Bennett Johncox Profes-
sional Corporation

Metroland
Mississauga Convention Centre
The Magnes Group
Sheridan College Institute of Tech-
nology and Advanced Learning
Supreme Basics
Switzer-Carty Transportation
Wintergreen Learning Materials

PLASP Donors

Claudette Benjamin
Cynthia Chow
Anne Corbin
Colleen Healy
KPMG LLP
Esther Rambajan
Jiji El Talmas

Giuseppina Thomson
Maria Tomaszewska-Sliwa
Raj Verma

Community Partners

Association of Early Childhood Educators of Ontario - Peel Branch
Banyan Work Health Solutions Inc.
Brampton Board of Trade
Brampton Caledon Community Living
Child Development Resource Connection Peel (CDRCP)
City of Brampton
City of Mississauga
City of Toronto
Community Living Mississauga
Creative Zone
Dufferin - Peel Catholic District School Board
Erinoak Kids Centre for Treatment and Development
Family Day Care Services
Humber College Institute of Technology and Advanced
Learning
Infant and Child Development Services Peel
Mentor College
Ministry of Education
Mississauga Board of Trade
Newcomer Centre of Peel
Peel Children's Aid
Peel Children's Centre
Peel District School Board
Polycultural Immigrant and Community Services
Quality Early Learning Network (QELN)
Regional Municipality of Peel
Retired Teachers of Ontario
Seneca College of Applied Arts and Technology

Sheridan Institute of Technology and
Advanced Learning
Toronto Catholic District School Board
Toronto Children's Services
Toronto District School Board
Town of Caledon
United Way of Greater Toronto
University of Guelph-Humber
University of Toronto
YMCA of Greater Toronto



PLASP
Child Care Services

**Supporting families
by providing high-quality,
early learning and child
care programs
– where children thrive
and want to be.**