PLASP
Child Care Services

Learning and Growth

Annual Report 2024-2025

Land Acknowledgement

At PLASP Child Care Services, we acknowledge that the lands on which we operate in the Greater Toronto Area, are part of the Treaty 13 lands of the Mississaugas of the Credit, the lands of the Anishnabeg of the Williams Treaties, and the traditional territory of the Huron-Wendat and Haudenosaunee. Today, these lands are also home to many First Nations, Métis, and Inuit Peoples.

We recognize that Canada's journey toward reconciliation involves addressing the historical and ongoing challenges related to land rights and treaty obligations. Indigenous communities continue to seek justice and recognition of their rights. PLASP strives to be a responsible treaty partner by instilling in each child and staff the values of equity, respect, and environmental stewardship.

In line with the Truth and Reconciliation Commission's *94 Calls to Action*, PLASP is committed to reconciliation through concrete actions in the areas of Education and Awareness, Ongoing Learning and Collaboration, Supporting Indigenous Communities, and Advocacy for Equity and Inclusion.

We honour the land's history and work toward a future where Indigenous voices are heard, respected, and mutual trust is built.

Table of Contents

Message from the CEO and Chair

Connect With Us and Contact Information

Our Programs and Events

Diversity, Equity and Inclusion

Staff Highlights

Our Team and Community Partners

LEARNING AND GROWTH

A message from our Chair & CEO

PLASP
Child Care Services

50 Years of PLASP

There is much to celebrate this year - our 50th Anniversary. While much has changed over the decades, what's important about PLASP remains the same.

Families have always relied on us for high-quality child care programs. We certainly provide places where children want to be! The photos from the past 50 years tell the story of happy children and families with peace of mind knowing their child is in a safe, caring environment.
Our motto - ***3 Hugs a Day*** - has been with us for 40 years and today we continue to share this message.

It's certainly evident that our name and reputation have created a lasting legacy in the communities we serve. We continue to see growth in early learning and child care across the country and at PLASP.

Growth in child care

In 2024-25, we opened five new Early Learning and Child Care Centres, along with school age locations - and we have plans to open four more locations in the coming year. The demand for child care remains high and we continue to expand to meet this need.

As we expand into new locations, we know we need the skilled workforce to operate these programs. We continue to focus on recruitment and retention of exceptional staff. We know we offer staff an exceptional workplace experience, including unparalleled opportunities for training and professional growth.

Working with our partners

PLASP continues to participate in the Canada-Wide Early Learning and Child Care system, which continues to reduce fees for parents with children under six years of age. The remaining fee reductions are to come by the end of 2026, providing families with child care for an average of $10 per day.

PLASP actively provides feedback to the Ministry of Education and local government, sharing our perspectives and expertise about the direction of child care under this new system. As an active member of the Quality Early Learning Network (a non-profit, multi-site, multi-service, licensed child care operators network), we share a consolidated voice in spearheading changes. In addition, we work with school boards, local community agencies and families to impact and shape child care programs in our community.

Strategic directions

This past year we continued to make progress on our strategic priorities - People, Programs, Partnerships and Resources - with initiatives focused on training and retention, program enhancements and technology. In addition, we introduced an exciting new look for PLASP, which has been widely accepted.

As we continue to move forward with technological enhancements, PLASP will launch a new public facing website by the end of 2025. This new website has taken the feedback we have received from our stakeholders and will better service our clients with information on PLASP.

Award winning

Our work means so much more when it is acknowledged by our families and peers. PLASP continues to receive the *Readers' Choice Awards* from the *Toronto Star, Mississauga News* and *Brampton Guardian*. Thank you for voting for us.

PLASP was chosen as Sheridan College's Work Integrated Learning (WIL) Employer of the Year for 2024. The award recognizes employers who play a significant role in the success of co-op and internship programs by providing opportunities to students and supporting them beyond their work term. Award nominees are selected based on student nominations from the Faculty of Applied Health & Community Studies programs.

Award winning

PLASP's logo launch video, part of the update to the brand standards, was chosen as a Bronze Winner by the Telly Awards in the non-broadcast film or video created to promote or elevate a brand category.

New leadership

In the past 50-year history, we have had two CEOs - both of whom have shaped and guided this organization to where it is today. We say a heartfelt farewell to Lynn Hiebert, who retires after 14 years of transformational leadership and service.

As we enter our 50th year, we welcome new CEO, Wayne Edwards. He will guide us into the future and is committed to ensuring that PLASP provides families in our communities the high-quality programs and services that they have come to rely on. This seamless transition will see PLASP continue to grow and thrive in the years ahead.

Lynn Hiebert
Past Chief Executive Officer

Wayne Edwards
Chief Executive Officer

Angela Hopewell-Shouldice
Chair

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
Email childcare@plasp.com

Support Services Hotline
647.484.4372
1.888.739.4102

PLASP Head Office

60 Courtneypark Drive W, Unit 5B
Mississauga ON L5W 0B3

Connect with Us!

PLASPChildCareServices

PLASP Blog

@PLASP_CCS

plasp.com

@PLASPCCS

@PLASP_CCS

Our Program Locations

SCHOOL LIST

We are very happy with Trelawny, it has been an amazing experience for our son and his development. We will be forever grateful to the school and every single teacher there, who are an amazing team and made a big difference in our family.

Wittingham Family

PLASP continues to be an invaluable part of our family's life, and we are so thankful for the work you do to support children and parents across the region.
We recognize the complexity of managing placements and balancing so many needs, and we sincerely appreciate your efforts in doing so with empathy and professionalism.

Ryan Family

Our Programs and Events

Program Information

232
Locations

227
School Age Locations

139
Kindergarten Locations

37
Early Learning and Child Care Centres

6
EarlyON Locations

14,794
Total Children Served

12,108
Total Families Served

9,780
Familes Served in Before and After School Programs and Early Learning and Child Care Centres

12,514
Children Served in Before and After School Programs and Early Learning and Child Care Centres

1,430
Staff

1,102
Before and After School Programs

School Age Program

8,166
Children in Before and After School Programs

663
Programs

208
Before School Programs

227
After School Programs

Kindergarten Program

2,706
Children Served

337
Programs

89
Before School Programs

139
After School Programs

Early Learning and Child Care Centres

2,059
Children Served

EarlyON Participants

2,280
Children Served

37,2034
Visits by Children

36,596
Visits by Families

2,328
Families Served

Volunteers & Students-on-Placement

5 Office Volunteers

356 Program Students-on-Placement

252 Program Volunteers

11 Office Students-on-Placement

673 Total Volunteers and Students-on-Placement

49 Board and Committee members (including Staff Committee

9,296 Volunteer Hours Contributed

65,356 Students-on-Placement Hours Contributed

74,652 Total Hours Contributed

Parent Survey and Awards

It was an exciting year for PLASP with PLASP receiving several awards. Sheridan College presented PLASP with the Work Integrated Learning (WIL) Employers of the Year for 2024. PLASP was also recognized for a Telly award for the video launching the new logo. **PLASP's logo launch video.**

PLASP continues to be recognized in the communities we serve. PLASP was selected by the readers of *The Brampton Guardian, The Mississauga News* and *The Toronto Star* as the winner of:

- **Diamond** award for Best Nursery School, the Platinum award for Best Learning Centre, and the Gold award for Best Daycare/ Childcare by *The Mississauga News* readers.
- **Platinum** award for Best Daycare/Child Care by *The Brampton Guardian* readers.
- **Diamond** award for Nursery School and Gold award for Daycare/ Child Care by *The Toronto Star* readers.

Families continue to rate PLASP with a 93% level of satisfaction with overall service based on the annual survey conducted in May.

Annual Parent Meeting

Susan Aglukark, Award winning Indigenous singer and author joined PLASP this year providing parents, staff and community guests with an enlightening session on her background and the history of her people during the Annual Parent Meeting on Thursday, October 27th, 2024.

On Tuesday, October 22nd, PLASP shared videos of the annual address from Lynn Hiebert, CEO and Paul Street, Chair, which included the Annual Report and the launch of the new PLASP logo video.

Diversity, Equity and Inclusion

Diversity, Equity and Inclusion

PLASP continues to have a key focus on DEI initiatives with training and goal setting implemented throughout the organization that highlights PLASP LEAD strategy - (Learn, Educate, Act and Demonstrate).

PLASP also undertook an initiative to review and update their Land Acknowledgement, working with a representative from the Mississauga's of the Credit to review and provide insight into developing a statement that continues to impact change for Indigenous peoples in this country.

Your ability to create a warm, welcoming, and engaging environment has made a lasting impact on our son, and we are truly grateful for the positive influence you had on his early education. The love and encouragement you bring to your teaching are evident in everything you do, from the creative activities you plan to the way you encourage each child's unique abilities.

Thank you for your hard work, kindness, and commitment to shaping the young minds of tomorrow.

Guntash and Gagan

We have been visiting EarlyON with my child and had such a wonderful experience. The space is very welcoming, safe, and thoughtfully set up with lots of engaging activities for children. The staff are kind, attentive, and create a very positive environment where kids feel comfortable to explore, play, and learn.

Samara and Ryan

Strategic Direction

Strategic Directions and Brand Standards

PLASP continued to move forward with work on their three-year Strategic Plan with the focus on the four pillars of - Programs, People, Partnerships and Resources. The plan has a strong focus on staff wellness, recruitment and training, technology and program enhancements that will help shape the organization for years to come.

PLASP launched a new logo along with updates to the brand standards at the start of the school year and into early Fall. The new logo was introduced through a video shared at the back to school meeting for staff along with an email to all stakeholders with the annual report.

PLASP
Child Care Services

PLASP'S NEW LOGO

PLASP'S STRATEGIC LOGO

Staff Highlights

Our Amazing Staff

Throughout the year there was a strong focus on staff recruitment, retention and recognition for the 1,430 staff at PLASP. Recruitment efforts focused on a launch of a new careers page on the website for PLASP enabling applicants to learn more about the benefits of joining the organization.

The PLASP training program saw more than 45 different opportunities for staff development offered throughout the year. Some of the courses offered included:

- Bespoke: Positive Communication with Families
- Bespoke: The Science of Happiness
- Building Anti-Racist Practices in PLASP Programs
- Conflict Resolution/Management
- Embracing Inclusion at PLASP
- High/Scope Preschool Curriculum Training
- HighScope: Large Group, Plan Do Review, Small Group
- How to Be...Pairing Wellness with Professional Growth
- MESH Training: Diversity Intelligence, Understanding Allyship and Understanding the Minoritized Experience
- Omnikin Play-Based Games Training
- Proactive Accountability: Enhancing Responsibility Without Eroding Empathy
- Professional Leadership Development
- Strategies for Educators to Support Self-Regulation in Themselves and Children
- The Foundations and 6 Building Blocks of Diversity, Equity, and Inclusion
- The Four Foundations of Learning
- The History & Modern Day Image of a Child
- The Reflective Educator
- Toronto Speaker Series: Confronting Ableism in our Professional Practice
- Understanding and Reflecting on Disability in Early Childhood Education

On August 26th, 2024 PLASP held the Back to School Meeting for all staff. Reports were provided by the executive team along with the annual PLASP Awards presented to staff. The 2024 Kathleen M. Stroud Award winner was Tara Lynn Chung. The winner of the Sylvia Lead Leadership Award for 2024 was Susan Pereira. Guest speaker for the event was Kendal Netmaker who provided a thought provoking presentation to staff on resilience, leadership, and Indigenous values.

Tara Lynn Chung

Susan Pereira

Kendal Netmaker

Our Team and Community Partners

2024-2025 PLASP Board of Directors

Angela Hopewell -Shouldice
Chair

Patrick Lim
Vice Chair

Terry Mack*
Treasurer/Secretary
Chair of Finance Committee

Paul Street
Past Chair

Melissa Lujan*
Board Member

Shelley McManus*
Board Member

Kenneth Jim*
Board Member

Kelly Tripp*
Board Member

Charmaine Evelyn
Board Member

Joyce Dai
Board Member

Irina Hossu
Board Member

Kamila Llacuna*
Resigned in May 2025

*indicates a PLASP Parent (current and past)

Executive Team

Lynn Hiebert
Chief Executive Officer

David Boultbee
Vice President, Financial Management, Planning and Analysis

Rosemary Stiglic
Vice President, Operations

Wayne Edwards
Vice President, Human Resources
(Chief Executive Officer - September 1, 2025)

Community Partners

The 519
Achev
Afghan Women's Organization Refugee & Immigration Services
Angel Hugs
Associated Youth Services of Peel
Association of Early Childhood Educators of Ontario - Peel Branch
Banyan Work Health Solutions Inc.
Big Brothers Big Sisters of Peel
Black Health & Social Services Hub Peel
Blocks and Bridges
Brampton Bike Hub
Brampton Board of Trade
Brampton Caledon Community Living
Bridgeway Family Centre
Brampton Public Library
Brampton SNAP
Brampton Transit
Caledon Parent-Child Centre
Canadian Mental Health Association
Catholic Family Services of Peel Dufferin
Catholic Cross Cultural Services
CarePoint Health
Child Development Resource Connection Peel (CDRCP)
The Children's Book Bank
City of Brampton
City of Mississauga
City of Toronto
Community Living Mississauga
Community Living Toronto
COSTI Immigrant Services
Crane Creations
Creative Zone
CVC SNAP
Dad Central
The Dam
David Suzuki Foundation
Dixie Bloor Neighbourhood Centre
Dufferin - Peel Catholic District School Board
Elizabeth Fry
Embrave
Employment Ontario
Erinoak Kids Centre for Treatment and Development
EveryMind
Family Day Care Services
Family Services of Peel
George Brown College
Heart Comonos
Home Shelter Movers
Humber College Institute of Technology and Advanced Learning
The Indigenous Network
Indus Community Services
Infant and Child Development Services Peel
LAMP East Mississauga Community Health Centre
LINC Language Instruction for Newcomers to Canada
Loyalist College
Lumenus Community Services

Community Partners

Maximize Your Health
Metrolinx
MIAG – Centre for Diverse Women & Families
MiWay
Ministry of Education
Mississauga Board of Trade
Mississauga Community Legal Services
Mississauga Health
Mississauga Hospice
Mississauga Library
Moyo Health Clinic
My Neighbourhood Services
Ncourage
Newcomer Centre of Peel
One Million Trees
Our Dementia Journey
Our Place Peel
PFLAG - Parents and Friends of Lesbians and Gays
Partners Community Health
PAARC - Peel Addiction Assessment and Referral Centre
Peel Children's Aid Society
Peel Crime Stoppers
Peel District School Board
Peel Fire Emergency Services
Peel Inclusion Resource Services
Peel Multicultural Council
Peel Police Services
Peel Regional Paramedic Services
People Against Litter
Polycultural Immigrant and Community Services
Punjabi Community Health Services
Quality Early Learning Network (QELN)
Regional Diversity Roundtable (RDR)
Regional Municipality of Peel
Retired Teachers of Ontario
Roots Community Services
Safe Centre of Peel
Seneca College of Applied Arts and Technology
Sheridan Institute of Technology and Advanced Learning
Sheridan Villa – Long term care (Adults Day Services)
Spectrum
Terry Tan Child Centre
Toronto Catholic District School Board
Toronto Children's Services
Toronto District School Board
Toronto and Region Conservation Authority
Town of Caledon
United Way of Greater Toronto
University of Guelph-Humber
University of Toronto
Victim Services of Peel
WellFort Community Health Services
WellSpring Cancer Support Foundation
YMCA of Greater Toronto

PLASP
Child Care Services

Supporting families by providing high-quality programs - where children thrive and want to be.