



Ministry of Education

Ontario Child Care and Early Years Funding Guidelines

for Consolidated Municipal Service Managers and
District Social Services Administration Boards

Chapter 3, Division 3: Early Childhood Educator Promotional Fund Guideline

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PART 1: EARLY CHILDHOOD EDUCATOR PROMOTIONAL FUND

1.A PURPOSE

Funding has been allocated to CMSMs/DSSABs for 2026 to promote the need, value, and impact of early childhood educators (ECEs). CMSMs/DSSABs are encouraged to engage and collaborate with community partners to develop and implement a variety of initiatives to:

- Bring more awareness about the ECE profession
- Encourage more people to join the sector or return if they have left
- Provide information about:
 - Employment opportunities in Ontario;
 - Early childhood education program offerings in Ontario;
 - Career path and professional development opportunities.
- Support the building of a more inclusive ECE workforce

Any funding not spent on the eligible expenses as described below will be recovered by the ministry.

1.B ELIGIBILITY

Eligible Expenses

CMSMs/DSSABs must use this funding only for eligible expenses. CMSMs/DSSABs have the discretion to support expenses and costs associated with promoting/marketing the ECE profession with the following:

- Collaborative initiatives with education organizations (including school boards and post-secondary institutions)
- Collaborative initiatives with employment support organizations
- Digital presence such as:
 - videos and testimonials

- FAQs
- interactive components (for example, a website quiz about: Is the ECE profession a good fit for me?)
- Social media campaigns
- Print, radio, television advertisements and public space placements (for example, bus shelters, billboards)
- Outreach such as:
 - career fairs
 - presentations to high school students, job changers, and job seekers
 - brochures, flyers, posters
 - guest speakers at career fairs / career mapping events
- **Initiatives** supporting career exploration, career readiness, or career shadowing
- **Resources** to support/augment the above

1.C REPORTING REQUIREMENTS

Please refer to Chapter 7: EFIS Reporting Requirements for information on reporting requirements.

In addition to the EFIS reporting requirements, the ministry reserves the right to request further information or modify reporting requirements as needed. CMSMs/DSSABs are expected to establish relevant and appropriate performance metrics for their ECE promotional/marketing initiatives/activities.