

Ministry of Education

Financial Accountability and Data
Analysis Branch

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Ministère de l'Éducation

Direction de la responsabilité
financière et de l'analyse des données

315, rue Front Ouest, 11^e étage
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MEMORANDUM

TO: Directors and/or General Managers, Consolidated Municipal Service Managers and District Social Services Administration Boards

FROM: Becky Doyle
Director, Financial Accountability and Data Analysis Branch

DATE: February 26, 2020

SUBJECT: Ontario Child Care Tax Credit

Starting with the 2019 tax year, the government is providing families with a tax credit to help reduce child care costs. Ontario's Child Care Tax Credit gives parents the flexibility to access a broad range of child care choices, including care in centres, homes, camps, and other settings.

Starting this week, the ministry is launching a targeted digital campaign to raise awareness among Ontario parents about how the Ontario Child Care Tax Credit will assist low- and moderate-income families with eligible child care expenses. The campaign will feature both social media and digital banner ads, as well as paid Google search. Advertising will drive audiences to a landing page (ontario.ca/childcarecredit) for more information about the new tax credit.

As part of the work, the ministry has developed:

- a public website in both [English](#) and [French](#); and
- the enclosed fact sheet for parents.

We would appreciate your support in sharing Ontario's Child Care Tax Credit website and the enclosed fact sheet with child care operators and parents.

We look forward to continuing to work together with you to support children and families. Should you have any questions, please feel free to contact me at Becky.Doyle@ontario.ca.

Sincerely,

Original signed by:

Becky Doyle
Director, Financial Accountability and Data Analysis Branch
Ministry of Education

cc: Shannon Fuller, Assistant Deputy Minister, Early Years and Child Care Division, Ministry of Education
Jill Dubrick, Director, Programs and Services Integration Branch, Ministry of Education