



ONTARIO
EQUAL PAY
COALITION

Take Action for Women's Economic Justice.

Equal Pay Day is April 14, 2026.
Join us as we say **#CareCounts**.

Because the care economy is the
foundation of the economy.

Your action makes a difference!



April 14, 2026 is Equal Pay Day

On Equal Pay Day, women across Ontario will take action to demand that the Ontario government protect and expand child care services for parents and ensure child care workers are paid a pay equity compliant fair wage.

Child care is the backbone of our economy. Women's equality, both as users of child care and as workers within the child care sector, depends on a strengthened child care system to close the gender pay gap.

This Action Kit gives you the background information you need to add your voice and your organization's voices to say the Care Counts - Close the Gender Pay Gap campaign.

Be part of the province-wide movement!

About Equal Pay Day 2026

Equal Pay Day is a global event to raise awareness about the gender pay gap. It marks how many months into 2026 the average woman must work to catch up to what the average man earned in 2025.



Facts to know:

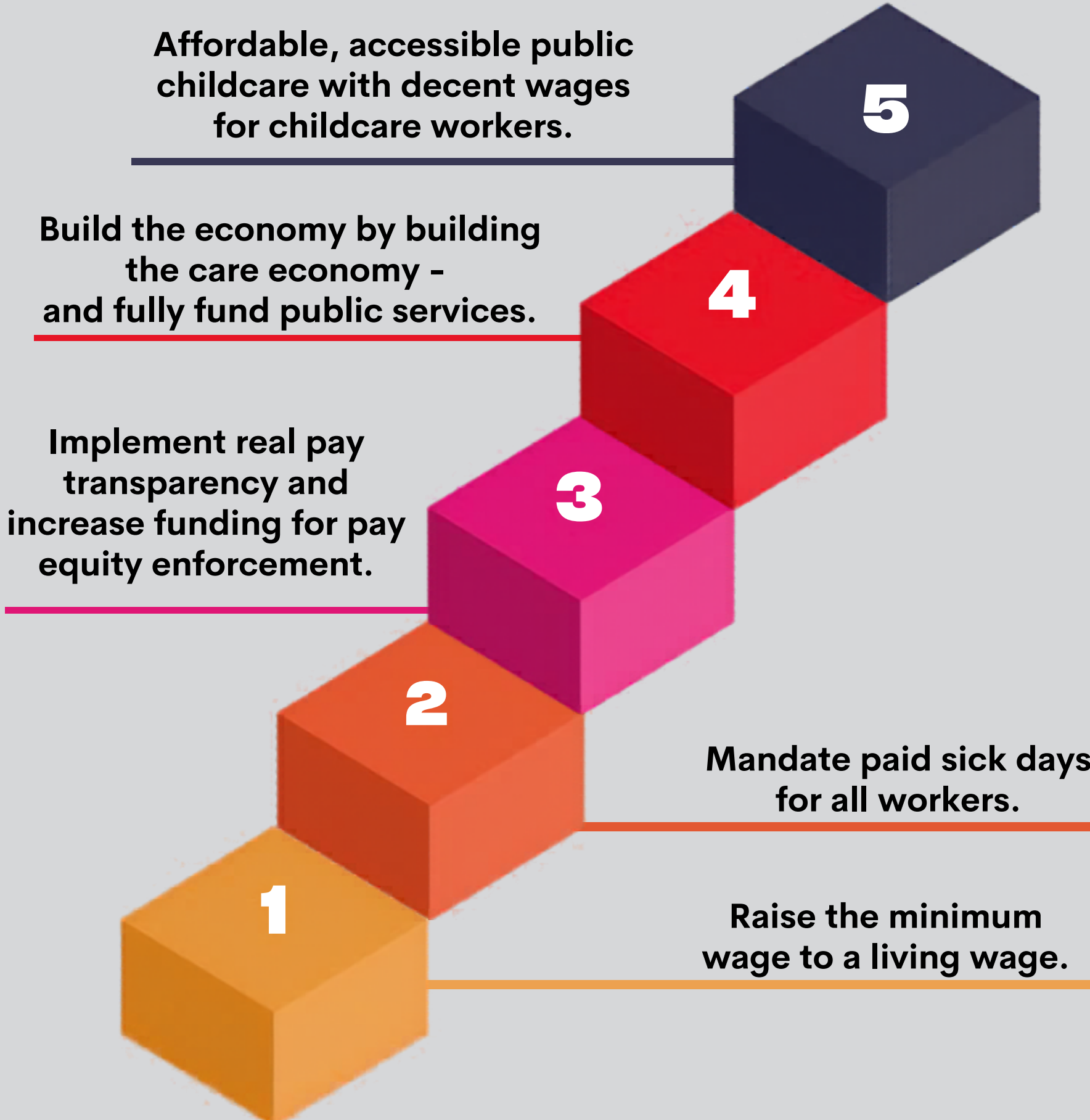
The average woman in Ontario earns just **\$.68 for every dollar a man makes.**

But intersectionality further affects these earnings.



Being racialized affects the pay gap further.

How do we close Ontario's gender pay gap?



Facts to know:

Registered Early Childhood Educators working in a licensed centre must have a two-year College diploma.

But **their median wage is less than \$25.00 per hour.**

The wages of other staff, such as early childhood assistants, cooks and cleaners are at the poverty line.

By contrast, the median wage for men in Ontario is approximately \$32 per hour.

That's a huge gender wage gap of about \$7.00 per hour.

A pay-equity-compliant wage grid would set RECE wages between approximately \$35 and \$45 per hour, plus benefits and a pension.

The Ontario government committed to paying its full share to expand child care service but instead has flatlined funding. **We are calling on Ontario to pay that child care debt and introduce a pay equity complaint wage grid - now.**



This Equal Pay Day, Say: #ShowUsThe\$

- **There is no economy without the care economy. Child care is the bedrock of Ontario's economy.**
 - Without child care, women can't work. Access to affordable child care is absolutely essential for gender equality in all sectors of the economy.
- **There is no child care without child care workers.**
 - Child care employees' low pay fails to value their professionalism and skills and fails to deliver pay equity.
 - Because of the low pay, too few RECEs and child care workers enter the field and too many leave within three years.
- **Without well paid child care workers, there is a shortage of child care spaces.**
 - Parents wait many stressful months and even years scrambling to access affordable child care spaces.
- **Parents are still waiting for \$10-a-day child care.**
 - Other provinces are delivering child care that actually costs parents \$10 a day. Meanwhile, Ontario lags well behind, stuck at \$22 a day and uses a wage grid that low-balls workers' pay.
 - And to top it off, Ontario's current funding agreement for the sector expires at the end of 2026 putting the national child care program at risk.



Our Demands

Ontario benefits from affordable child care; it can afford to invest in the people who make it possible.

#CareCounts #WagesMatter

We call on Ontario to Show Us the Money:

1

Introduce a provincial wage grid that would set RECE wages at \$35 to \$45 per hour, with benefits and a pension. All non-RECE workers in the child care sector must also have pay-equity compliant wage grids.

2

Fully fund the province's share of the national child care program. Bring the cost for parents down to \$10-a-day.

3

Commit to long-term funding for real \$10-a-day child care.



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Take Action this **Equal Pay Day.**

1

If you are in Toronto, join us on April 14, 2026 for the Equal Pay Day Rally happening at 12:15pm at 361 University Ave at the Pillars of Justice. [Find more information here.](#)

2

Sign the Equal Pay Coalition's Action letter to your MPP using [the easy tool on our website, coming soon.](#) Then share the link with your friends and your social, organizational and community networks.

3

Be active on social media. Post content now through Equal Pay Day. [Visit our Instagram @equalpaycoalition](#) for graphics you can share via your Instagram story directly. Don't forget to tag us! Tag us in your posts and use the hashtags [#EqualPayDay](#), [#CareCounts](#) and [#ShowUsThe\\$](#)

4

Host an in-person or virtual gathering on Equal Pay Day. **Wear Red!** Take photos and post on your social media. Have a conversation in your workplace about the state of child care and child care workers' low wages. Engage folks to sign the Equal Pay Coalition's action letter to Ontario's MPPs.

5

Tell us about other creative ways you think up to build the campaign to say **care counts and say childcare is the backbone of our economy.** What would happen if our male political leaders were the caregivers and understood that care counts and ensured that those who work in the care economy are paid equitably?



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Thank You for Taking Action for Women's Economic Justice!

#EqualPayDay #CareCounts

