

# Taking profit out of care<sup>[1]</sup>

30 Mar 2021 - 1:00pm

**Event Website:** [Registration link](#)<sup>[2]</sup>

**Contact name:** Ontario Nonprofit Network (ONN)

**Region:** Ontario<sup>[3]</sup>

## Details

Over the past two decades, large for-profit chains have presented themselves as better-positioned to provide local care services such as elder care and child care. When for-profit chains run care services, profits from the organizations are given to investors instead of being invested to improve the care services themselves. While examples of this business model in Australia and the UK have already shown alarming results, it wasn't until the pandemic hit Ontario that we truly saw the significant cost of profit for both those receiving and providing care.

We stand at a critical point to “build back better” for all and not revert to the status quo with growing inequality. Now more than ever, our nonprofit voices and advocacy work are key. When we advocate for taking the profit out of care, we advocate for nonprofit solutions, that reinvest profits into care services and our community, and for valuing our care workforce which is gendered and racialized.

The first step in advancing our advocacy work is to better understand how systems of profit in care function. Join this webinar to:

Understand what profit in care looks like and how it may impact your organization or sector

Learn how profit in care is expanding in our nonprofit care sector

Explore what our sector can do together to ensure that those providing and receiving care are centered in care models

Receive great practical resources to start or further your advocacy work

Participate in a live question and answer session with leading experts

This is a timely topic, not only for long-term care but also includes childcare, homecare and congregate care.

The cost of webinars is \$30 for all non-ONN members. ONN members receive complimentary tickets to all upcoming webinars as a part of their ONN membership benefits. If you are an ONN member and have not received the complimentary ticket code, please email [melanie@theonnn.ca](mailto:melanie@theonnn.ca)<sup>[4]</sup>.

In addition, all registered participants will receive a recording of the webinar and a curated list of resources. Should you have any questions, please reach out to our Communications and Network Engagement Manager, Melanie, at [melanie@theonnn.ca](mailto:melanie@theonnn.ca)<sup>[4]</sup>.

Please note: To help minimize technology challenges, we close registration at 10am on March 30. This helps our team provide an optimal experience for all registered participants.

## Speakers

### Deborah Simon

Deborah Simon has been the CEO of the Ontario Community Support Association since 2012. Her background includes extensive work in home and community care as well as broader health sector work in acute, long-term care and rehab sectors. Deborah has worked in government with the Ministry of Health as the Provincial Nursing Coordinator. She has also participated in local health planning in the Region of Durham where she resides.

Deborah is a Registered Nurse with a Bachelor of Arts from York University and a MBA from Athabasca University.

### Jackie Brown

Jackie Brown has a master's in urban planning. She is a researcher and writer whose work focuses on affordability, economic justice, and the relationships between people and their environments. Her thesis focused on the impact of financialization on long-term care in Ontario.

### Morna Ballantyne

Morna Ballantyne is the Executive Director of Child Care Now, Canada's national child care advocacy organization. She began advocating for more, high quality and affordable licensed child care more than 30 years ago as a mother of two young children. Now a grandmother of a toddler and infant twins, she continues work with others to press all levels of government to build a publicly-managed and publicly-funded child care system for the benefit of children, parents, and those who work in child care—a system that

will contribute to greater economic security and economic growth for all citizens. Morna serves on the federal government's Expert Panel on Early Learning and Child Care Data and Research.

---

Source URL (modified on 24 Mar 2021): <https://childcarecanada.org/resources/events/21/03/taking-profit-out-care>

Links

[1] <https://childcarecanada.org/resources/events/21/03/taking-profit-out-care> [2] <https://www.eventbrite.ca/e/taking-profit-out-of-care-tickets-143826261219> [3] <https://childcarecanada.org/taxonomy/term/7856> [4] <mailto:melanie@theonnc.ca>