

Adopted by Council at its meeting held July 22, 2013 [M294-2013]

RB

Windsor, Ontario, July 22, 2013

**REPORT NO. 171 of the  
SOCIAL DEVELOPMENT,  
HEALTH & CULTURE STANDING COMMITTEE**  
of its meeting held April 10, 2013

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**Present:**  
Councillor Ed Sleiman, Chair  
Councillor Jo-Anne Gignac  
Councillor Alan Halberstadt  
Councillor Fulvio Valentinis  
Councillor Percy Hatfield

That the following recommendation of the Social Development, Health and Culture Standing Committee **BE APPROVED** as follows:

Moved by Councillor Gignac, seconded by Councillor Valentinis,  
**THAT** the 2013 Report to the Community entitled "*Making Poverty Everyone's Business – Windsor Essex County's Poverty Reduction Strategy.*" Presented by Adam Vasey, Director, Pathway to Potential **BE RECIEVED**.

Carried.

Clerk's Note: Pathway to Potential "*Making Poverty Everyone's Business – Windsor Essex County's Poverty Reduction Strategy*" attached as background information.

  
CHAIRPERSON  
  
COUNCIL SECRETARIAT

NOTIFICATION:		
Name	Telephone	Email
Adam Vasey, Director, Pathway to Potential	519-255-6545 Ext. 6953	info@pathwaytopotential.ca



2012 REPORT TO THE COMMUNITY



# MAKING POVERTY EVERYONE'S BUSINESS



PATHWAY TO  
POTENTIAL

Windsor Essex County's  
Poverty Reduction Strategy

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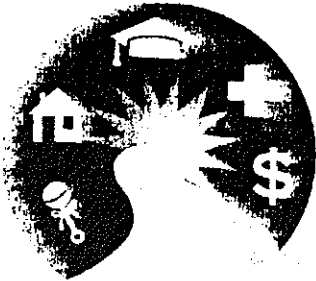
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## PATHWAY TO POTENTIAL'S MISSION:



PATHWAY TO  
POTENTIAL

Dear Councillors, Community Partners, and Windsor-Essex Residents,

It is my privilege as the director of Pathway to Potential (P2P) to lead the Windsor-Essex Poverty Reduction Strategy and to present our 2012 Report to the Community on behalf of our Collaborative Leadership Team and Working Groups. This Report reflects our collective dedicated efforts to reducing poverty in our community and increasing the social and economic well being of residents who live in Windsor-Essex.

Since 2009, our work has been a collaborative effort with the people who live and work in Windsor-Essex. These individuals, companies, and organizations recognize that reducing poverty will produce long-term economic and social benefits for our whole region.

Collectively, the City of Windsor and County of Essex made an investment of nearly \$2.1 million in 2012 towards a poverty reduction strategy. This Report provides a snapshot of the programs, services and collaborative efforts resulting from these funds, as well as the outcomes of this investment.

The first section of the Report highlights the programs and services offered through the P2P poverty reduction funding, including how funds are distributed and the positive impacts these programs and services have had on the community.

The second section highlights the impact of P2P's multi-sector collaboration. Over 70 dedicated volunteers actively work with P2P towards our jointly developed aspiration for Windsor-Essex. These community leaders, who make up P2P's Collaborative Leadership Team and Working Groups, play an integral role in educating the community about poverty, advocating for policy change, and developing local initiatives to address poverty-related barriers.

The P2P Working Groups continue to focus on three priority areas including employment and transportation, literacy and lifelong learning and income. Their updates, goals and progress are presented in the third section. A list of community partners can be found in the fourth section.

In 2012, Voices Against Poverty grew their membership base, expanded their community outreach efforts, and continued to play an active role on P2P's Collaborative Leadership Team and Working Groups. The fifth section highlights their activities, which included partnering to develop P2P's Understanding Poverty workshop, advocating for changes to social assistance, and assisting with the launch of P2P's Reality Check campaign.

We value and encourage input from our community. Please contact us if you would like to get involved or have ideas that could benefit our community. Thank you to those who are already involved. It is our collective effort that will make Windsor-Essex a thriving community, where every family and individual builds potential through access to quality opportunities, supports, and resources that work for them.

Sincerely,

Adam Vasey

**P2P'S ASPIRATION  
FOR OUR COMMUNITY**

## PRIORITY AREAS AND WORKING GROUP UPDATES

P2P's priority areas remained the same in 2012; each working group set defined goals.

### Employment and Training working group

**Goal: Remove barriers to workforce participation and improve employment outcomes**

**Progress:**

- The group developed a formal response to the Drummond Report and the Social Assistance Review.
- Members are actively involved in the City of Windsor's Social Enterprise Task Force.
- The group identified affordable transportation as a significant barrier for job seekers in Windsor-Essex and a priority for the year. The group researched various models used in other cities, ranked the different concepts and developed one of its own based on our region's landscape, needs and available resources. The ETWG's pilot project concept would work with placement agencies in finding the participants and employers and shuttle the job seekers to their place of employment if outside of the existing public transit schedule or territory.

**What's next?**

- The group is currently seeking a partner who would act as the shuttle partner.

**Goal: Support advocacy efforts for the recognition of Internationally Trained Professionals**

**Progress:**

- Increased collaboration with the Local Immigration Partnership (LIP) to identify joint advocacy efforts.
  - P2P is a member of the LIP and members of the LIP sit on P2P's working group to maximize information sharing and opportunity connection.

### Literacy and Lifelong Learning working group

**Goal: Increase literacy rates for all ages**

**Progress:**

- Enhanced collaboration among those working in the area of literacy.
- Development of an Understanding Poverty workshop.
  - The Understanding Poverty workshop was developed by a sub-committee and was offered twice to the community in 2012. Over 160 community members attended the workshops from 11 different sectors.
  - Workshop evaluations were collected by 78 per cent of attendees. Of those, 100 per cent indicated they would recommend the workshop to a friend. The workshop was rated excellent or outstanding by 46 per cent of respondents, and good or very good by 48 per cent for a successful overall score of 94 per cent of respondents rating the workshop good or better than good.
  - Attendees confirmed that their knowledge of the poverty issues in Windsor-Essex and local community resources increased after attending the workshop.
  - Of those who attended and completed our evaluation, the majority works in social services (41 per cent), education (20 per cent), and health (4 per cent). Forty per cent of respondents have worked for over 10 years, 36 per cent under five years, and 23 per cent between five and 10 years. Front line workers made up 35 per cent of attendees and management 26 per cent.

**What's next?**

The Literacy and Lifelong Learning working group, formerly Education and Literacy, is currently in the process of booking a speaker from Pathways to Education to speak to the Windsor community about their program.

Pathways to Education's innovative, community-based program has been helping youth in low-income communities stay in school and graduate to post-secondary for more than 10 years. Working in partnership with governments, social welfare agencies and hundreds of diverse volunteers who share their talent and wisdom, Pathways is helping to break the cycle of poverty and enable strategic, long-term social change.

### Income working group

**Goal: Advocate for an adequate income security system and increased wages.**

#### Progress:

- Actively engaged in social assistance review process.
  - Facilitated three community discussions in response to the Options Paper released by the Social Assistance Review Commission.
- Advocated for the reinstatement of the Community Start Up and Maintenance Benefit (CSUMB).
  - Collected more than 400 signatures on a petition to reinstate CSUMB.
  - Participated in "Ontario Communities Unite" meeting in Hamilton to strategize and mobilize in response to cuts to CSUMB.
  - Participated in Community Start Up working group, convened by the City of Windsor.
- Formed a sub-committee and conducted background research on living wage.
  - Attended "Canada's Living Wage: Why it Matters in Ontario" conference in Toronto to learn about strategies for developing and implementing living wage campaigns.
  - Participated in the Living Wage Community of Practice, convened by the Iamarack Institute's Vibrant Communities Canada initiative.
- Engaged broad cross-section of community partners in the working group.

#### What's next?

- The group will be meeting with MPPs to advocate for the reinstatement of CSUMB and make recommendations on social assistance reform.

### Evaluation and Reporting working group

**Goal: Identify key initiatives that will educate members of the community about the social and economic costs of poverty and the return on investment associated with preventing and reducing poverty.**

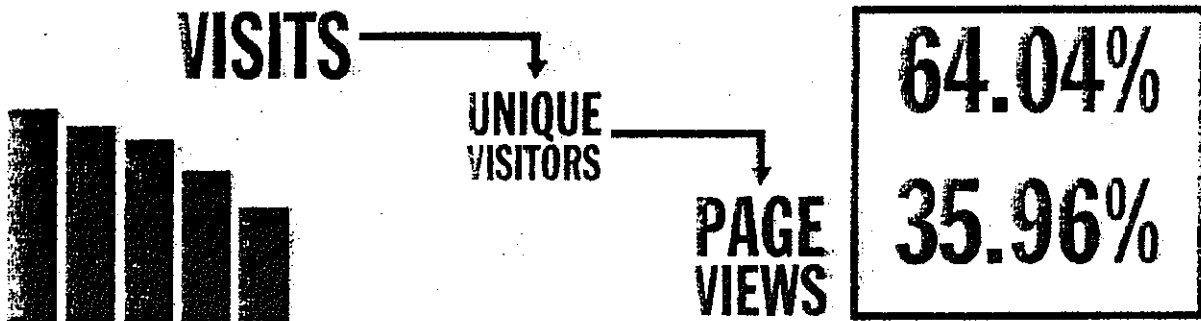
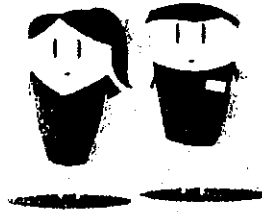
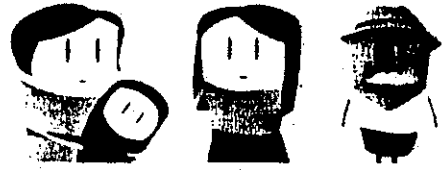
#### Progress:

- The Evaluation and Reporting working group spent most of its time in 2012 on data collection to identify the population groups most affected by poverty in our region. On Oct. 17, the International Day for the Eradication of Poverty, Pathway To Potential (P2P) launched a local campaign to bring awareness to poverty in our community. The campaign highlights poverty statistics for our region and directs residents to WReality.ca to find out more about the reality of poverty in our community. In addition to providing the general public with statistics on poverty in the community, Pathway To Potential also hoped to debunk popular myths and stereotypes about poverty.
  - The campaign was a huge success with 529 unique visits to the website in the first 15 days and a total of 1,197 unique visits from launch to the end of the 2012.
  - Our free ad on Windsorite.ca was seen 64,015 times resulting in 64 clicks to the website. Our Facebook page increased by 169 'likes' expanding our reach by 120.97 per cent.
  - Over 1000 business cards with the URL were passed out in downtown Windsor the week of the campaign launch. Also in 2012, four community partners showcased the campaign characters at their events.

#### What's next?

The Evaluation and Reporting working group is currently looking at completing a Cost of Poverty or a Working Poor in Windsor-Essex report. Once funding is secured, the group will begin the work on one of these projects.

# COMMUNITY AWARENESS



OVER **700** FRIENDS AND  
**200** LIKES

OVER **700** NEWSLETTER  
RECIPIENTS

OVER **600** FOLLOWERS  
ON TWITTER



Context members

Two Understanding Poverty workshops.

60 community

3 different sectors.

10 students

University of Windsor's Social

Justice forum.

300 staff

22 community presentations.

20 parents

Presented to more than 550 students and youth.

# MULTI-SECTOR COLLABORATION

OVER

COMMUNITY  
PARTNERS

FROM ALL FOUR KEY SECTORS  
TAKE UP P2P'S WORKING GROUPS

INTERNS  
AND

STUDENTS  
FROM SEVEN FACULTIES



# ADVOCACY



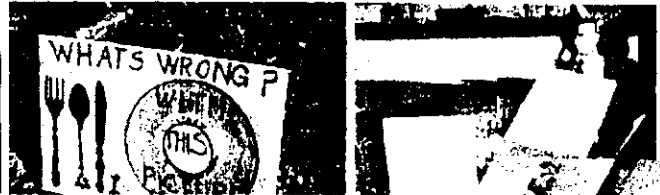
**INDIVIDUAL — SHORT-TERM**



**INDIVIDUAL — LONG-TERM**







### 2012 MEMBERS

Judy Allingham

Mary Bingeman

Lucette Chiasson Plourde

Lillian Gallant

Lisa Haggith

Sandy Hunter

Donna LaBonte

Sarah Parks

Ray Poisson

Erwin Selimos

Lorena Shepley

Cynthia Ziel

In 2012, Voices Against Poverty has continued to grow its membership base and increase community awareness of the group. They have hosted brown bag luncheons to exchange information with local agencies.

Other highlights from the year included the Dalton McGuinty walk where they teamed up with the Windsor Worker's Action Centre on a riverfront walk with a McGuinty doll. They collected letters for the premier and raised awareness of the need for a \$100 monthly healthy food supplement for adults receiving social assistance.

VAP members were at city council as a delegation on the Community Startup and Maintenance Benefit issue. They also co-hosted a workshop with Centre for Equality Rights in Accommodation where they brought together service providers to discuss local housing and human rights issues.

VAP also assisted P2P with various activities throughout the year. Lillian Gallant presented at P2P's Understanding Poverty workshop and VAP members engaged downtown Windsor residents during the launch of P2P's Reality Check campaign.

## PARTNERS

P2P relies on the participation and support of its volunteers who make up the working groups, which focus on the priority areas. Thank you to all the volunteers who, over the last year, spent time improving their local community through collaboration, engagement, advocacy and time.

### COLLABORATIVE LEADERSHIP TEAM

Debbie Cercone, City of Windsor & County of Essex; Jean Foster, Windsor Public Library; Tina Gatt, Windsor-Essex Children's Aid Society; Lorraine Goddard, United Way / Centraide Windsor-Essex County; Donna Marentette, Workforce WindsorEssex; Jody Percy, NDP Constituency Office - Essex; Cathy Shanahan, Family Respite Services; Lorena Shepley, Voices Against Poverty; Gemma Smyth, University of Windsor, Faculty of Law; and Carolyn Warkentin, South Essex Community Council.

### EMPLOYMENT AND TRAINING

Biljana Angelovski, Symphonic Management; Melissa Basarac, New Canadians' Centre of Excellence; Joann Green, St. Clair College; Nour Hachem, Women's Enterprise and Skills Training of Windsor Inc.; Donna Hughes, LucasWorks; Bruno Ierullo, City of Windsor; Gabe Ligotino, South Essex Community Council; Darlene Malcolm, Workforce WindsorEssex; Donna Marentette, Workforce WindsorEssex; Brandy Pyne, Unemployed Help Centre (Belle River); Rachelle Volda, Great-West Life; Cynthia Ziel, Voices Against Poverty; and Kerri Zold, University of Windsor.

## POVERTY AND LIFELONG LEARNING

Daniel Arbour, Collège Boréal; Michelle Beemer, Workforce WindsorEssex; Deanna Chanuk, United Way / Centraide Windsor-Essex County; Terri Cooper, St. Mary's Family Learning Centre; Christine Dean, Windsor Public Library; Réjean Dufresne, Conseil scolaire de district des écoles catholiques du Sud-Ouest; Linda Edwards, St. Mary's Family Learning Centre; Darlene Elm, Can-Am Indian Friendship Centre; Jean Foster, Windsor Public Library; Joel Furlotte, Windsor-Essex County Community Drug Strategy; Joann Green, St. Clair College; Jeff Hillman, Greater Essex County District School Board; Beth Johnson, City of Windsor; Cleopatra Kierstead, Multicultural Council of Windsor-Essex; Lori Newton, Communication Consultant; Sharon O'Hagan Wong, Windsor-Essex Catholic District School Board; Shannon Savorie-Ciampa, Multicultural Council of Windsor-Essex; Joanne Shea, Windsor-Essex Catholic District School Board; and Lorena Shepley, Voices Against Poverty.

## WE WOULD LIKE TO THANK THE FOLLOWING BUSINESSES THAT TOOK PART IN OUR REALITY CHECK AWARENESS CAMPAIGN:

All Saints' Anglican Church, Arts Council Windsor & Region, Bozii, Broken City Lab, Burger King at 73 University Street East, Canada South Festival Network, City Beer Market, Homeless Coalition of Windsor Essex County, Kildare House, Law Offices of Julie Santarossa & Michael P. O'Hearn, Legal Assistance of Windsor, Maroon Brothers, Micks Irish Pub, Ontario Travel Information Centre, Rino's Kitchen, Rock Bottom, Royal Bank at 245 Ouellette Ave., Scotiabank at 388 Ouellette Ave., Shawarma Palace, Spotvin, St. Clair College MediaPlex, Starbucks Coffee Company at 301 Ouellette Ave., Terra Cotta Pizzeria, The Bull and Barrel, The City of Windsor, The Downtown Windsor Business Accelerator, The Dugout Sports Lounge, The Stumble Inn, The Windsor Youth Centre, Tim Horton's at 80 Park Street East, Walkerville Yoga Loft, Windsor Essex Local Immigration Partnership, Windsor Pride, Workforce WindsorEssex, Yee Pharmacy, YMCA, and Youssef's Hair Boutique Inc.

## STUDENT AND YOUTH INVOLVEMENT

P2P is committed to the retention and development of youth and the overall growth of our community. P2P worked with over 25 students and young adults in 2012, all of whom are now more aware of poverty in our community and the causes and barriers faced by those living in poverty.

## ALUMNI

Bob Cameron, Downtown Windsor Community Collaborative; Paul Chislett, Windsor and District Labour Council; Katie Embree, New Beginnings; Sunjee John, Colour of Poverty/Colour of Change; Ashley Lavigne, Legal Assistance of Windsor; Thomas MacKay; Rolly Marentette; Thelma Maxwell, Windsor-Essex County Health Unit; Kieran McKenzie, Brian Masse M.P., Constituency Office; Maron Overholt, Legal Assistance Windsor; Jody Percy, Taras Natyshak M.P.P., Constituency Office; Richard Phillips, Go For Health; Ray Poisson, Voices Against Poverty; Thom Rolfe, Hiatus House; Lorena Shepley, Voices Against Poverty; Denise Smith, Heart and Stroke Foundation; Urvashi Soni-Sinha, University of Windsor, Faculty of Labour Studies; and Jacqueline Strybos, Legal Assistance of Windsor.

## EVALUATION AND REPORTING

Tanya Antoniwi, Workforce WindsorEssex; Melanie Banks, AIDS Committee of Windsor; Caitlin Cull, AIDS Committee of Windsor; Cindy Haas, City of Windsor; Cheryl Hardcastle, Town of Tecumseh; and Camille Kosokowsky, Windsor Women Working With Immigrant Women.

Thank you to the following 2012 interns and job-placement participants:

### **University of Windsor School of Social Work**

Derek Campbell, MSW; Chris Dowhaniuk, BSW; Joel Furlotte, MSW; Justin Kennedy, BSW; Bilal Mohamed, BSW; and Sarah Parks, BSW.

### **Wayne State University, School of Social Work**

Joanna Wojciechowska, MSW

### **University of Windsor, Odette School of Business**

Laura Dan, MBA; Max Fera, MBA; Benjamin Ianetta, MBA; Lucia Lu, MBA; and Sean MacNeill, MBA

### **University of Windsor, Faculty of Law**

Shannon McHugh; and Sarah Nagalingam

### **University of Windsor, Faculty of Nursing**

Lianna Benito, BScN; and Lauren Collavino, BScN

### **University of Windsor, Department of Political Science**

Laine McGarragle, Public Administration

### **University of Windsor, Faculty of Arts and Social Sciences – Ways of Doing**

Zainab Kargbo, Kristina Micelli, Ciara Maurice, and Ashlyn Upcott

### **St. Clair College, Business Administration – Marketing**

Aaron Reimneitz, and Jonathon Wilson

### **City of Windsor, Positive Parenting and Employment Skills Program**

Melissa Knowlton

### **New Beginnings, Summer Jobs for Youth**

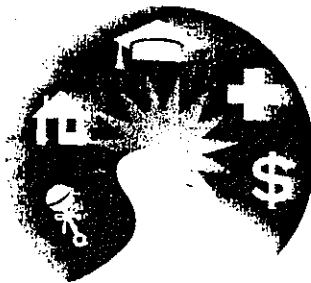
Angeline Piflon and Nancy Tran

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