

Adopted by Council at its meeting held September 9, 2013 [M335-2013]

AA

Windsor, Ontario, September 9, 2013

**REPORT NO. 172 of the  
SOCIAL DEVELOPMENT,  
HEALTH & CULTURE STANDING COMMITTEE**  
of its meeting held August 7, 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 Hatfield,  
That the Pathway to Potential Update dated June 24, 2013 entitled  
"Communication Item – P2P Funding Update" submitted by Laura Tucker, Interim  
Director, Pathway to Potential **BE RECEIVED** for information.

Carried.

Councillor Valentinis was absent from the meeting when the vote was  
taken on this matter.

Clerk's Note: Letter dated June 24, 2013 from Laura Tucker, Interim Director, Pathway to  
Potential regarding "Communication Item - P2P Funding Update" and the May &  
June 2013 newsletters are attached as background information.

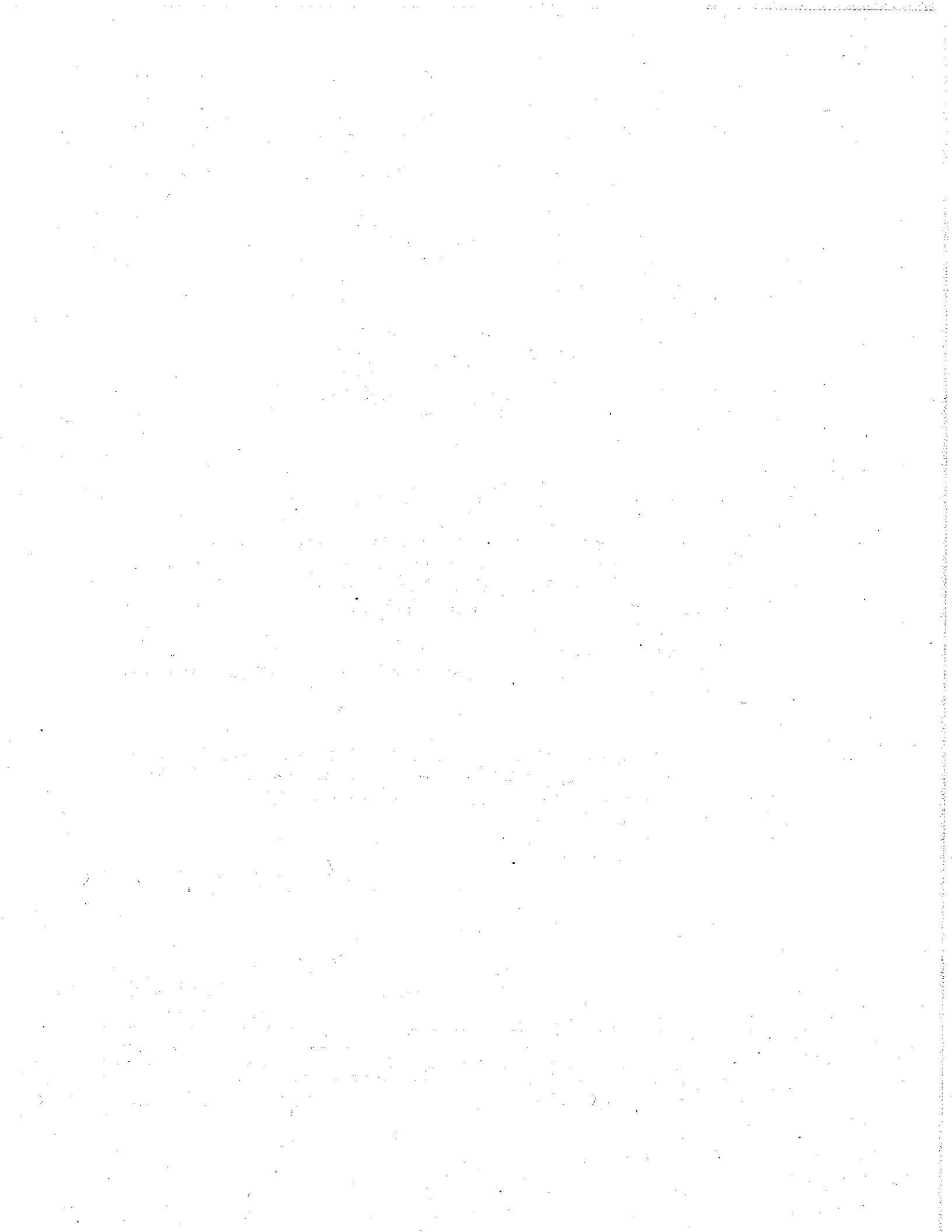


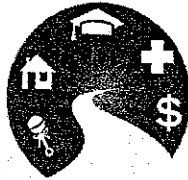
CHAIRPERSON



DEPUTY CITY CLERK

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





# PATHWAY TO POTENTIAL

Windsor Essex County's  
Poverty Reduction Strategy

June 24, 2013

Mayor Eddie Francis and Members of City Council  
The City of Windsor  
350 City Hall Square West  
Windsor, Ontario N9A 6S1

**RE: COMMUNICATION ITEM – P2P FUNDING UPDATE**

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Dear Mayor Eddie Francis and Members of City Council:

It is my pleasure to share with you an enclosed copy of both *Pathway to Potential's* (P2P's) May and June 2013 newsletters. These newsletters present updates of P2P's work, including: news and events, P2P's and Voices Against Poverty's work in the community, progress on working group projects, as well as provincial and federal social justice issues.

Each newsletter also highlights a P2P-funded program. May's newsletter features the Drouillard Place Food Co-op Program, while June's newsletter discusses Transit Windsor's Affordable Pass Program (APP). The Affordable Pass Program is particularly progressive in that it addresses the immense barrier transportation poses to people living on low-incomes. Seeking employment or even attending critical doctor's appointments are simple, everyday impediments to escaping poverty that are often overlooked by those who can easily access transportation. One of the program's recipients, Susan Braiden, stated that "the Affordable Pass Program allows us to have access to tools that are incredibly important to build a foundation and to get to the places you need, to be able to get your life back together."

On behalf of the P2P staff, the Collaborative Leadership Team, and working group members, we would like to thank you for making the reduction and prevention of poverty a priority in our community. Your support and positive comments keep us moving forward, helping us make Windsor-Essex a thriving community where all families and individuals can access opportunities, supports, and resources to build their potential.

Sincerely,

Laura Tucker  
Interim Director, Pathway to Potential

Enclosure

# MAKING POVERTY EVERYONE'S BUSINESS

MAY 2013 NEWSLETTER

## P2P NEWS

### Adam Vasey receives Distinguished Social Work Service Award

The P2P team is pleased to announce that The Ontario Association of Social Workers (OASW) Southwestern Branch awarded P2P's director Adam Vasey the Distinguished Social Work Service Award for 2012.

## P2P PROGRAM PEAKS

### The Drouillard Place Food Co-op Program

The program was developed to help community members with low incomes make their own choices in obtaining their food rather than forcing them to rely on food banks.

The program enables and empowers people to access a better variety of food for a better price, which improves both their own and their family's health.

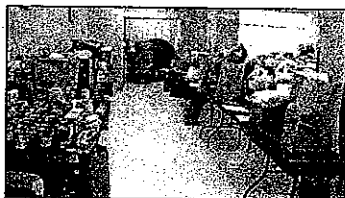
"We have families that depend on us. A lot of them are seniors, a lot of them are disabled and aren't able to get out for groceries for themselves, and they depend on us to be here to provide that for them," said Sylvia Harron, manager of emergency services at Drouillard Place.

Drouillard Place Food Co-op empowered over 2300 individuals on low-incomes to purchase nutritious food at an affordable price in 2012.

Visit our website or YouTube channel to watch a video about this program. [www.pathwaytopotential.ca](http://www.pathwaytopotential.ca) or [www.youtube.com/user/pathwaytopotential](http://www.youtube.com/user/pathwaytopotential)



Sylvia Harron  
Manager of Emergency Services



## P2P AND VAP IN THE COMMUNITY

March 8: **Voices Against Poverty (VAP)** attended **Poverty Free Ontario's Social Justice Day** in Toronto. More than 20 other communities from across the province gathered to discuss and endorse the Six Point Plan for a Social Justice Agenda.

March 11: Adam Vasey and VAP's Lorena Shepley presented at the **Ontario Pre-Budget Consultation**.

March 19: Over 100 community members attended the **Planting Seeds for Change** forum hosted by Go For Health, Food Matters, P2P and the Windsor Essex Health Unit. The forum was designed to help promote working toward a more sustainable food system for Windsor-Essex County residents.

March 28: Adam Vasey presented at the **Ontario Federation of Labour People's Budget** at the Caboto Club.

April 8: VAP's Lorena Shepley represented Ontario West with Poverty Free Ontario during their meeting with **Minister McMeekin**.

April 11: As a result of P2P's Literacy and Lifelong Learning Working Group, P2P and the United Way are hosting a **community conversation with Pathways to Education** to discuss how we can help youth in local neighbourhoods build their academic potential, graduate high school, and attend post-secondary education.

April 15 & 16: Laura Tucker represented P2P at the annual **Cities Reducing Poverty** gathering to connect, network and plan for the year ahead. Over 50 other leaders from over 30 communities attended the event where we shared community updates and discussed direction for the upcoming year.

## CITIES REDUCING POVERTY UPDATE

Vibrant Communities Canada - Cities Reducing Poverty is delighted to welcome Thunder Bay, ON; Grande Prairie, AB; and Surrey, BC as full members of the Cities Reducing Poverty Network!

## P2P WORKING GROUP UPDATES

### P2P's Employment and Training Working group announces Donna Penner as group chair

Donna Penner is a Business Development Specialist with LucasWorks!, a regional Human Resources and Recruitment Firm in Windsor. Now in her third year with LucasWorks, she has worked in many roles, such as recruiting for both their light industrial division and their professional services divisions.

"I am truly honoured to have become the Chair of the Employment and Training working group for Pathway to Potential," said Penner. "I am deeply committed to helping people with all manner of need, and believe that caring for your own community is vital. The personal draw to the Employment and Training working group comes from being a recruiter: on a daily basis I meet with individuals affected by unemployment. My greatest encouragement and satisfaction comes from seeing those in need take the steps towards independence; changing lives through finding employment."

### BSW intern Sarah Parks was awarded a \$500 grant for P2P's Employment and Training working group

P2P's BSW intern Sarah Parks was awarded a \$500 grant from the Social Work Student Association; a student society which seeks to represent, support and advocate for Bachelor of Social Work Students at the University of Windsor, Ontario. The \$500 will help with the promotional aspect of the Affordable Transportation project, such as flyer development. The grant will also help with the start-up costs for the shuttle service.

## PROVINCIAL UPDATE

### 2013 Ontario Budget Recap

Several sources, such as Poverty Free Ontario (PFO) and the Income Security Advocacy Centre (ISAC), believe that the proposed budget is progressive in that it has finally acknowledged the severe financial hardship that single adults on social assistance face. Indeed, OW and ODSP rates will increase by 1% as of September or October, and single adults without dependents on OW will receive an extra \$14 a month in addition to the rate increase. While the proposed budget changes may only increase the social assistance for single adults by \$20 a month, a far cry from the \$100 that PFO proposed, it does suggest that PFO has finally been heard by the provincial government.

Read more on our website.



**PATHWAY TO  
POTENTIAL**

Windsor Essex County's  
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## EVENTS

### P2P hosts its Understanding Poverty Workshop for the third time on April 18

On Thursday, April 18, 2013, thirty-seven community members, educators, health professionals, and social service providers attended an Understanding Poverty workshop in Leamington at the Church of St. John the Evangelist.

The workshop consisted of discussions and group activities concerning: the definition, causes, types, and measures of poverty; lived experiences of people living in poverty relative to the experience of the middle class; and the intersecting barriers to escaping poverty. We also discussed what long-term social and political changes we could implement to reduce poverty within Windsor-Essex County.

Before starting the workshop, participants assessed their current understanding of poverty issues within our community. Of those who filled out the evaluation form, 50% stated that they had a moderate understanding of poverty issues in Windsor-Essex; while 58% had a high knowledge of challenges faced by people living in poverty in Windsor-Essex. Additionally, 58% rated themselves as having a moderate to high knowledge of community resources. Following the workshop, 77% felt they had a high to very high understanding of poverty issues in Windsor-Essex, 73% had a moderate to high knowledge of challenges faced by people living in poverty in Windsor-Essex, and 65% had a high to very high knowledge of community resources. Overall, many participants strongly agreed that the workshop's information was useful (69%), that the facilitator was knowledgeable (85%), and that they would recommend P2P's Understanding Poverty Workshop to a friend (88%).

P2P is pleased with the results of the workshop and looks forward to hosting more in the future.

### Community Conversation with Pathways to Education took place on April 11

As a result of P2P's Literacy and Lifelong Learning Working Group, P2P and the local United Way hosted a community conversation with Pathways to Education to discuss how we can help youth in local neighbourhoods build their potential and graduate to post-secondary.

The United Way/Centraide Windsor-Essex County has agreed to take over the facilitation of the continued conversation and has set up a meeting for May 22 at 9 am to bring the interested partners together to discuss how to move forward.

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.

Find out more online at [www.pathwaystoeducation.ca](http://www.pathwaystoeducation.ca)

## CONTACT US

[pathwaytopotential.ca](http://pathwaytopotential.ca) | [info@pathwaytopotential.ca](mailto:info@pathwaytopotential.ca) | 519-255-6545

80 Chatham Street East, Windsor, ON N9A 2W1 | [facebook.com/pathwaytopotential.ca](https://www.facebook.com/pathwaytopotential.ca) | [twitter: pathwayrep](https://twitter.com/pathwayrep)

# MAKING POVERTY EVERYONE'S BUSINESS

JUNE 2013 NEWSLETTER

## P2P PROGRAM FEATURE

### Transit Windsor's Affordable Pass Program

Many people take their access to a personal vehicle for granted, using it daily to get to work or to run errands. However, for some people on a low income owning a car is simply not feasible. Windsor is a vast community with limited cycling infrastructure, so most individuals without access to a vehicle use public



Jan O'Neil  
Sales and Marketing Manager

transit in order to get where they need to go. The cost of a one-way bus ticket is \$2.50, so it is more cost-effective for frequent users to buy a monthly pass at \$79 - a rate that is far from affordable for most Windsorites living with low income.

To make transportation more accessible to individuals and families living with low income, Transit Windsor offers an Affordable Bus Pass Program (APP). Through this program individuals whose combined

household income falls below Statistics Canada's Low-Income Cut-Off are eligible to receive a bus pass for \$40 per month.

Windsor's APP assisted over 800 individuals in 2012, and seems to help with more than just transportation. "We don't always see the same people applying to the program. We actually see a growth where people apply to the program, use it for their needs and then we don't see them coming back," said Rachaelle Pfaff, sales and marketing supervisor at Transit Windsor. "They have been able to enhance their life to the point where they maybe don't need the program, they have gotten over that hurdle in life."



Rachaelle Pfaff  
Sales and Marketing Supervisor



Susan Braiden, transit rider

APP user Susan Braiden was very grateful to have the program's support, stating that "having access to the bus is really important. If you can't get out to see the doctor let alone an interview or the places you need to be to put your life back together you are really stuck in that cycle of poverty. The Affordable Pass Program allows us to have access to tools that are incredibly important to build a foundation and to get to the places you need, to be able to get your life back together."

Graduates from St. Clair College's journalism program, Maureen Mariampillai and Kirsti Ridsdale created a video to highlight the Affordable Pass Program.

Visit our website or YouTube channel to watch this video: [www.pathwaytopotential.ca](http://www.pathwaytopotential.ca) or [www.youtube.com/user/pathwaytopotential](http://www.youtube.com/user/pathwaytopotential)

## P2P NEWS

### Call for Co-Chair Applications

Pathway to Potential (P2P) is currently inviting applications for the voluntary position (two-year term) of Collaborative Leadership Team (CLT) Co-Chair for Windsor-Essex County's Poverty Reduction Strategy. Qualifications can be found on our website: [www.pathwaytopotential.ca](http://www.pathwaytopotential.ca).

## FEDERAL UPDATE

On May 6, 2013, the Harper government reaffirmed its commitment to working with communities and the private sector to tackle Canada's social challenges. Social finance, an approach to managing money that delivers an economic return for investors while generating social benefits, may be the federal government's way of realizing this commitment. A recent report - *Harnessing the Power of Social Finance* - details how social finance initiatives can broaden the impact of existing social programs while supporting new movements to enhance social well-being. For more information, visit: [http://www.hrsdc.gc.ca/eng/consultations/social\\_finance/report/index.shtml](http://www.hrsdc.gc.ca/eng/consultations/social_finance/report/index.shtml)

## P2P WORKING GROUP UPDATES

### Remembering Jean Foster (1947-2013)

Jean Foster, the Director of Community Development Partnerships at the Windsor Public Library, passed away on Sunday, May 26, 2013 after a long and courageous battle against cancer.



Jean, the dedicated chair of P2P's Literacy and Lifelong Learning working group, motivated the group to seek educational models proven to successfully increase literacy rates and encourage lifelong learning. Inspired by her enthusiasm and leadership, the group identified Pathways to Education as a framework for Windsor-Essex to consider. A working group led by the United Way will proceed with this initiative.

A member of many community groups and committees, Jean was sensitive about the poverty issues in our community. Her dedication and resourcefulness helped our community identify and remove barriers encountered by people living in poverty, especially those pertaining to education.

Jean was caring, compassionate, kind, generous and empathetic. She was always willing to share her knowledge with others and was determined to create change in the Windsor-Essex community.

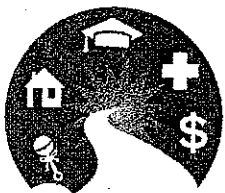
Jean was a bright woman who will be missed and remembered fondly by many in our community.

## PROVINCIAL UPDATE

### Microloans available for Social Enterprise

The Ontario government recently announced a microloan fund for social enterprises. The province has partnered with the Centre for Social Innovation, TD Bank Group, Microsoft Canada, Alterna Savings, KPMG and Social Capital Partners to launch the Ontario Catapult Microloan Fund. The fund will be used to support social enterprises which create social, environmental, cultural or economic impacts within their communities that will generate revenue and create more jobs. The Ontario Catapult Microloan Fund is open to Ontario-based social enterprises and has begun accepting applications will be managed by the Centre for Social Innovation. Social enterprises can apply for a loan of \$5,000 to \$25,000. For more information visit:

<http://socialinnovation.ca/catapult>



**PATHWAY TO  
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## The National Welfare Council is Back

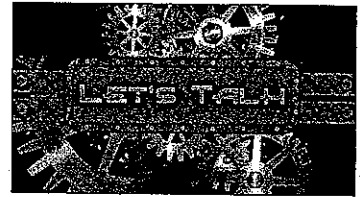
According to Carol Goar of the Toronto Star, the president and vice-president of the Caledon Institute of Social Policy, Ken Battle and Sherri Torjman, took it upon themselves to revive a semblance of the National Welfare Council (NWC).

While their project will not have the federal advisory role once held by the NWC, Battle and Torjman will ensure that the Council's role in data collection and research continues. They intend to develop a "data hub," called the Canadian Social Report, which will provide an online resource of 72 social indicators for social policy researchers. Their first endeavour, which they hope to release next month, will provide an up-to-date version of the NWC's compendium of national welfare rates.

## EVENTS

### P2P's Adam Vasey on TV Cogeco's program: Let's Talk: Social Justice and Poverty

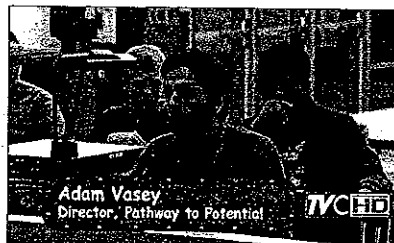
On April 24, 2013, Pathway to Potential's Adam Vasey, along with high school students from the Greater Essex County District School Board and the Windsor Essex Catholic District School



Board, participated in a one-day forum where they worked collaboratively to define poverty and identify initiatives that they are currently putting forth to prevent and reduce poverty within Windsor-Essex.

The students discussed important questions such as: What is social justice? Who is responsible for creating social justice? Where is social justice needed? How do we create social justice?

"Poverty is not just being materialistic and not having the items that others have. It's also about voicing yourself and not having the rights or freedoms or being socially accepted as you want to be," said Marissa Bumanlag, a student from Assumption College Catholic High School. "We forget to stand back and enjoy the richness in life and to just appreciate what we have. You don't realize that sometimes, we could be the next one that's one step away from experiencing what someone next to us in a room could be experiencing or maybe our classmate or co-worker."



To hear what other students had to say about social justice in our community, watch "Let's Talk: Social Justice and Poverty" on TVCOGECO Video on Demand, channel 602. You can also watch the

two-part program on TV Cogeco cable 11 or HD cable 700.

## CONTACT US

[pathwaytopotential.ca](http://pathwaytopotential.ca) | [info@pathwaytopotential.ca](mailto:info@pathwaytopotential.ca) | 519-255-6545

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