

REPORT NO. 257 of the
**SOCIAL DEVELOPMENT,
HEALTH & CULTURE STANDING COMMITTEE**
of its meeting held January 7, 2015

Present:

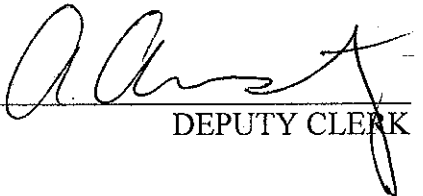
- Councillor Ed Sleiman, Chair**
- Councillor Paul Borrelli**
- Councillor Rino Bortolin**
- Councillor John Elliott**
- Councillor Jo-Anne Gignac**

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

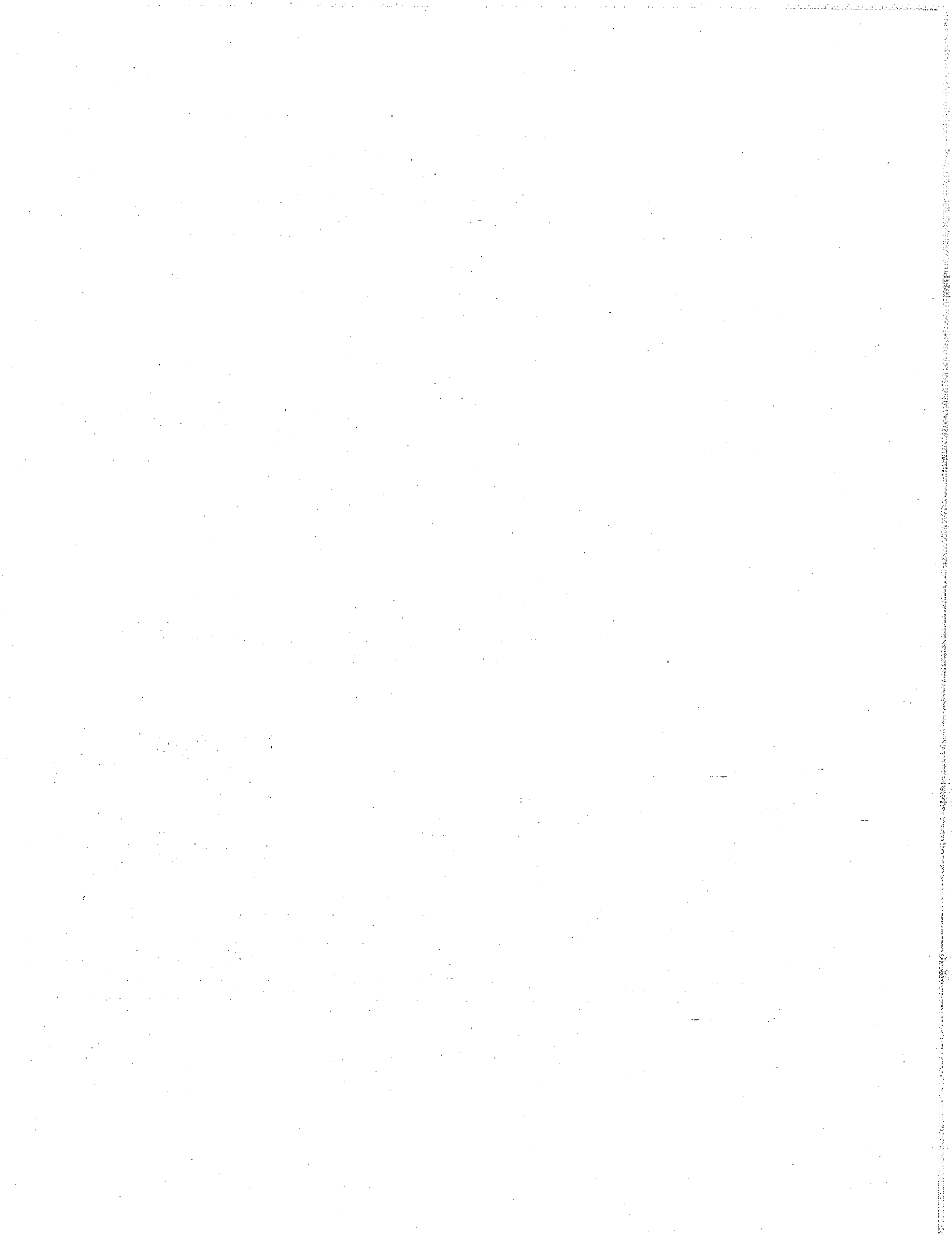
Moved by Councillor Bortolin, seconded by Councillor Borrelli,
That the presentation of the Director P2P, entitled "Poverty Reduction – Investment in Our Collective Prosperity" **BE RECEIVED** for information.
Carried.

Clerk's Note: That the presentation entitled "*Poverty Reduction – Investment in Our Collective Prosperity*" is attached as background information.


CHAIRPERSON


DEPUTY CLERK

NOTIFICATION :				
Name	Address	Email Address	Telephone	FAX



POVERTY REDUCTION INVESTMENT IN OUR COLLECTIVE PROSPERITY

JANUARY 2015 UPDATE

INTRODUCTION TO PATHWAY TO POTENTIAL

Pathway to Potential (P2P), Windsor Essex County's Poverty Reduction Strategy, was officially launched by Mayor Francis and Warden Santos in October 2008. This announcement followed extensive community consultation and collaborative leadership by P2P's founding partners: the City of Windsor and County of Essex (funders), the United Way/Centraide Windsor-Essex County (fiscal and legal sponsor), Legal Assistance of Windsor and the School of Social Work at the University of Windsor. In its early years, P2P hired staff, developed a vision, mission and goals, and established key partnerships. Between 2009 and 2014, the City of Windsor and County of Essex invested nearly 11.8 million dollars in programs and services aimed at alleviating and preventing poverty for those most in need. This municipal leadership on poverty

reduction has been invaluable, providing much-needed stability for a region that has faced persistent economic challenges.

Recognizing the scope of these challenges, P2P's 2011 renewal process resulted in a strategic focus on income, education and literacy, and employment and training. The process also strengthened P2P's resolve to make poverty 'everyone's business'; reducing poverty is not a matter of charity but an investment in our collective prosperity. Building on this work, P2P's Collaborative Leadership Team recently set four priorities for 2015 through 2018: literacy and lifelong learning, income security and equality, employment and training, and food security.

THE P2P TEAM

P2P has been led by director Adam Vasey since 2009.

Adam has been responsible for the development of the collaborative, multi-sector strategy for the prevention and reduction of poverty in Windsor-Essex County. This position, draws on his training in law and social work, and allows Adam to fulfil his long-time commitment to social justice.



Adam Vasey
Director

Adam received the 2012 "Distinguished Social Worker of the Year" award through the Ontario Association of Social Workers - Southwestern Branch, and in July 2013 the provincial government appointed him to the Minimum Wage Advisory Panel.

Laura Tucker joined the P2P team in 2012 as the community engagement coordinator.



Laura Tucker
Community
Engagement
Coordinator

With over ten years of experience in various marketing and communication roles, Laura plays an integral part in helping P2P further its reach and increase awareness as she manages internal and external communications.

Laura encourages you to follow P2P on Facebook and Twitter, and sign up for our monthly e-newsletter to stay up to date on what the P2P team and our partners are currently working on.

Linda Coltman is the chair of P2P's Collaborative Leadership Team.



Linda Coltman
Chair

Linda has experience in working with a variety of stakeholder groups and organizations, including political and social service groups to improve conditions for persons with disabilities, seniors, and low-income individuals and families.

Linda identifies/self discloses as a person with lived experience to poverty, disability and homelessness. She has dedicated a great deal of time and effort to raising awareness about poverty and mobilizing support and participation across multiple sectors towards a personal goal of reducing poverty and ensuring the social and economic wellbeing of everyone within Ontario.

P2P's Collaborative Leadership Team members

Tanya Antoniwi, Executive Director, Workforce WindsorEssex; Tracey Bailey, Lakeshore Councillor and Executive Director of Community Support Centre; Marc Bondy, Deputy Mayor, Town of LaSalle; Debbie Cicone, Executive Director, Housing & Children's Services, City of Windsor; Linda Coltman, community representative; Thomas MacKay, community representative; Thelma Maxwell, Social Determinants of Health Public Health Nurse, Windsor-Essex County Health Unit; Sharon O'Hagan Wong, Superintendent of Education, Windsor-Essex Catholic District School Board; Lorraine Goddard, CEO, United Way/Centraide Windsor-Essex County; Catharine Shanahan, Executive Director, Family Respite Services; Lorena Shepley, Voices Against Poverty member; Gemma Smyth, Associate Professor and Academic Clinic Director, Faculty of Law, University of Windsor; and Carolyn Warkentin, Executive Director, South Essex Community Council.

NATIONAL COLLABORATION

Across Canada, cities and provinces are uniting to reduce poverty. These cities are knit together in a collaboration called **Vibrant Communities Canada - Cities Reducing Poverty**. This collaboration of cities rests on five core principles: poverty reduction over poverty alleviation; work comprehensively to address root causes of poverty; build on the existing assets in a community; bring people together from all sectors; and learn together to scale up change.

This collaboration is committed to significantly reducing the human, social and economic costs of poverty. P2P's participation with **Cities Reducing Poverty** ensures our approach is always informed by the best evidence on innovative and collaborative poverty reduction initiatives.



P2P PRIORITIES AND GOALS

Pathway to Potential recently released its Strategic Plan for 2015 – 2018

Pathway to Potential has identified four priorities for the next four years – literacy and lifelong learning, income security and equality, employment and training, and food security. Each priority includes a goal aimed at improving opportunities, access, and resources for residents of Windsor-Essex in order to reduce poverty and its impact.



Windsor Essex County's Poverty Reduction Strategy

Food Security — Everyone has dignified access to sufficient, affordable, healthy, safe, culturally appropriate food.

Employment and Training — Barriers to workforce participation are removed and employment outcomes are improved.

Literacy and Lifelong Learning — Literacy, graduation, and post-secondary enrollment rates increase.

Income Security and Equality — Income security systems are improved and wages are increased.

The Strategic Plan further explains our current and planned actions to achieve our goals.

A digital version can be found on our website at pathwaytopotential.ca/publications-and-partners.

To request a hardcopy of the Strategic Plan or other P2P reports, contact Laura via e-mail at laura@pathwaytopotential.ca or call 519-255-6545 ext. 6956.

COMING UP



P2P has partnered with Enactus Windsor to launch Windsor SOUP in February 2014. This monthly micro-granting dinner event is aimed at helping social enterprises tackle social issues in the community.

The next SOUP is this Sunday, January 11 at the Walkerville Brewery at 6 p.m. Five dollars at the door gets you soup, salad and a vote for your favourite idea.

Laura is currently wrapping up a report on Phase II of the Market Dollar program. It is expected to be released in the next few months and will outline the successes of the program, redemption rates, and recommendations for moving this food security initiative forward.



In Spring 2015, P2P will be releasing *The Working Poor*, a Windsor-Essex specific report on who they are, where they live, and how trends are changing.

P2P will be kicking off its Living Wage campaign on March 10. Save the date for a luncheon that will showcase some of the region's top employers who pay a living wage and hear their stories on how doing so has improved their businesses.



RECENT HIGHLIGHTS



The Law Foundation of Ontario
Building a better foundation for justice in Ontario

The Faculty of Law at the University of Windsor has announced that lawyer, social worker

and community advocate Adam Vasey will be joining Windsor Law as a Law Foundation Community Leadership in Justice Fellow.

Adam will complete his fellowship part-time during the 2014-2015 academic year exploring how the principles and practices of social work might inform the ways in which lawyers formulate responses to poverty.

The Law Foundation Fellowship is awarded in a competitive process and we congratulate Vasey on this achievement that will benefit our entire community.



WHAT MATTERS
WINDSOR-ESSEX

With funding from the Healthy Communities Partnership Stream, P2P conducted a community survey to identify priorities residents of

Windsor-Essex feel should have a focus as they relate to health, well being and community. The results are in and an infographic can be found on our website under "publications & partners", or contact us to request a hard copy. A formal report on the results is expected to be released by March 2015.

The Good Food Charter

Food Matters Windsor Essex County recently launched the Good Food Charter. A Food Charter outlines a community's shared values, vision and principles for their local food system. The Good Food Charter of Windsor Essex County has been created with the help of the community. It can be put into practice by everyone including: individuals, families, businesses, organizations and municipalities.



PATHWAY TO POTENTIAL

Windsor Essex County's Poverty Reduction Strategy

CONTACT US

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