

MAKING POVERTY EVERYONE'S BUSINESS

2011 REPORT TO THE COMMUNITY



**PATHWAY TO
POTENTIAL**

Windsor Essex County's
Poverty Reduction Strategy

Downtown Windsor | Photograph donated by Kari Gignac

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“WE HAVE TO DECIDE TO EITHER ADDRESS THE EMERGENCY THAT IS POVERTY OR WE CAN LET IT FESTER AND PAY FOR IT LATER.”

MARK CHAMBERLAIN

FACTS & OUTCOMES

FACTS



2011 PROGRAM OUTCOMES



2011 P2P COLLABORATIVE EFFORT OUTCOMES



LETTER FROM THE CHAIR & DIRECTOR

Dear Community Partner,

It is our great pleasure to share with you Pathway To Potential's 2011 Year in Review, which highlights our continued progress in building awareness, inspiring action, and strengthening the community's collective capacity to tackle poverty.

Mark Chamberlain, Hamilton entrepreneur and chair of the Hamilton Roundtable for Poverty Reduction, set the tone for the year when, at the January Report to the Community event, he issued a clear call to action. "We will achieve collective prosperity as a community only when all sectors play their part in reducing, preventing and ultimately eliminating poverty." Inspired by Chamberlain's message—that poverty reduction is not a matter of charity, but rather an essential investment in the health and wellbeing of our community—Pathway To Potential (P2P) set out to build on its momentum and make poverty everyone's business.

In the spring, through community engagement and an analysis of key data and community resources, P2P set its direction for 2011–2016. This resulted in a sharpened focus on identifying roadblocks and removing barriers in the following three key areas: Education and Literacy, Employment and Training, and Income. Striking a balance between focused action and a comprehensive, coordinated approach to poverty, P2P made a commitment to support existing efforts in the following areas: Food Security; Affordable Housing; Affordable Transportation; and Child Care and Early Learning. This approach has allowed P2P to continue to play both a catalytic and a capacity-building role, recognizing when to step in to ignite change, and when to simply support what is already working well in the community.

The new direction gave rise to a more focused structure that fosters greater inclusivity and empowerment for members of the P2P network. The Roundtable, which had been instrumental in launching and building P2P's solid foundation of community support, evolved into a less formal, but more inclusive, Network of Supporting Partners. In a corresponding shift, the Steering Committee was transitioned into a Collaborative Leadership Team that is more representative of the community.

As these changes indicate, P2P remains dedicated to responding and adapting to important changes in our community's social and economic landscape. Just as we should not downplay the economic challenges facing our region, we must not overlook the encouraging pockets of change that are emerging all around us. There are signs that growing numbers of individuals, organizations, and businesses are strengthening their resolve to work in different ways to achieve greater collective prosperity for our region. Pathway To Potential will continue to harness and build on this energy through the same open, inclusive approach that has led hundreds of community partners to join in our collaborative efforts to reduce and prevent poverty.

For those who are already involved, we genuinely thank you for your continued support. For those who are yet to be involved, please join in our collective efforts to make Windsor-Essex a thriving community where all families and individuals can access opportunities, supports, and resources to build their potential.

Sincerely,

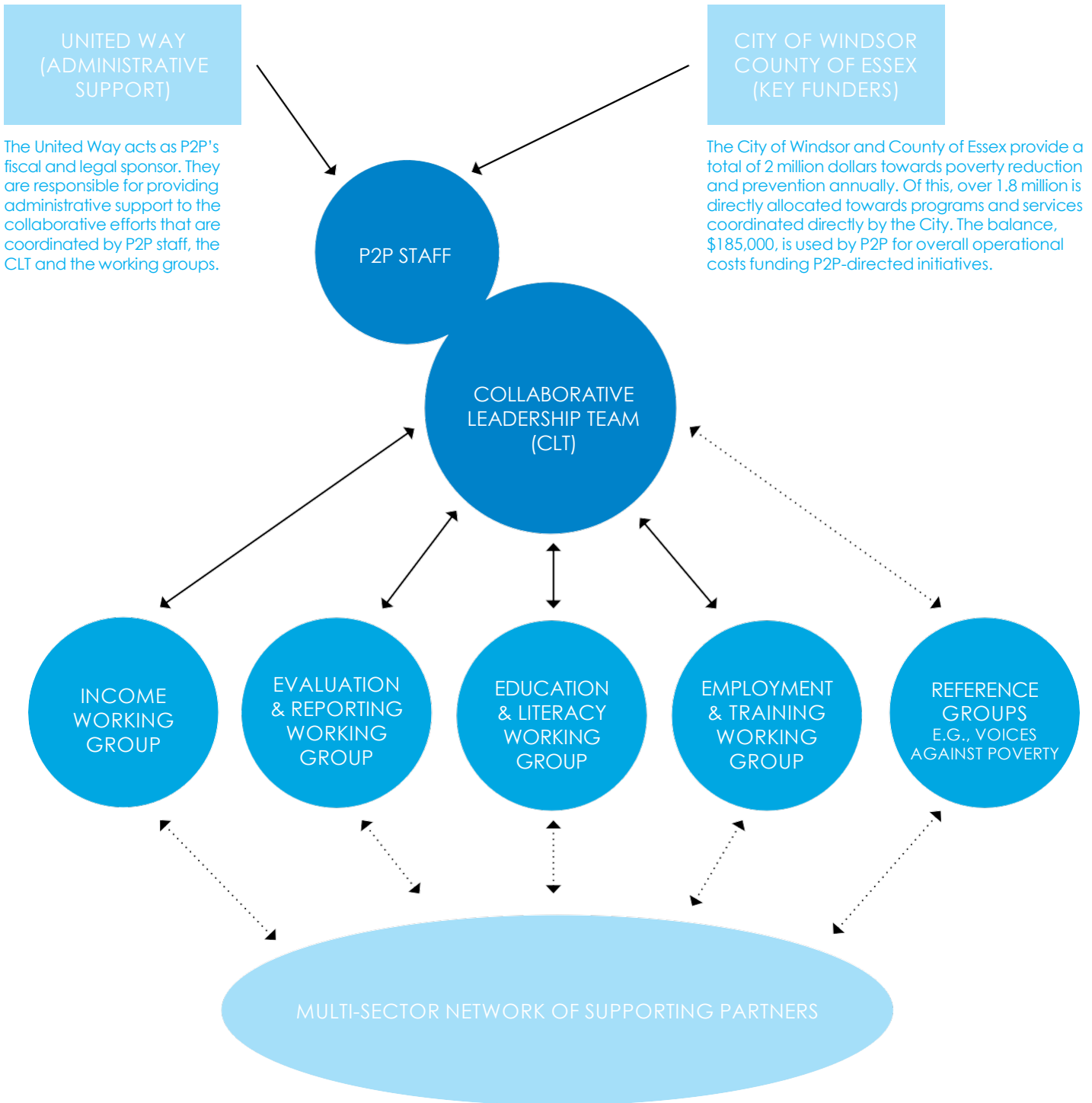


Gemma Smyth
Chair, Pathway to Potential



Adam Vasey
Director, Pathway to Potential

ORGANIZATIONAL STRUCTURE



VISION & MISSION

VISION STATEMENT

All residents of Windsor and Essex County will be valued and included in their community and experience social and economic wellbeing.

MISSION STATEMENT

Together we will reduce poverty and ensure the social and economic wellbeing of residents who live in Windsor and Essex County.

Pathway To Potential | Windsor Essex County's Poverty Reduction Strategy

Our aspiration: Windsor Essex County is a thriving community where every family and individual **builds** potential through access to quality opportunities, supports, and resources that work for them

our approach - how we do it

identifying roadblocks and removing barriers in these three areas



EDUCATION & LITERACY

EMPLOYMENT & TRAINING

INCOME



Our Focus Areas and Community Outcomes

Together with community partners, we will focus on the following priorities and achieve the following community outcomes:

Education & Literacy

Increase literacy rates for all ages
Increase graduation rates

Employment & Training

Remove barriers to workforce participation and improve employment outcomes

Income

Improve income security system and increase wages

Efforts in the following areas are also supported:

- housing
- health - recreation and food security
- childcare
- civic participation

RESTRUCTURING & PRIORITIZING

After building community awareness about poverty in its first two years, P2P decided in 2011 to engage its community partners in a framework for change process, which is a form of planning developed specifically for multi-sector collaborative initiatives. The process would help P2P frame the issue of poverty; develop aspirations and outcomes; identify key drivers, strategies, and roles; identify capacity to make the desired change; develop key indicators of progress; and convey the overall approach to the community.

The process began with the Steering Committee and Roundtable developing the following definition of poverty: [Poverty results from barriers to social and economic resources that prevent wellbeing and access to opportunities in the community.](#)

The next step for the Steering Committee was to embark on a comprehensive process of researching the root causes of, and key factors associated with, poverty. While developing an analysis of key local, provincial and national data, the Steering Committee conducted an inventory of existing resources and infrastructure that support local poverty reduction and prevention initiatives.

This process resulted in the Steering Committee recommending that, between 2011 and 2016, P2P focus on achieving targeted outcomes in the areas of Education and Literacy, Employment and Training, and Income. In June 2011, Roundtable members and other community partners were invited to a half-day session to develop specific indicators for the outcomes listed below:

EDUCATION AND LITERACY

- ▶ Increase literacy rates for all ages
- ▶ Increase graduation rates

EMPLOYMENT AND TRAINING

- ▶ Remove barriers to workforce participation and improve employment outcomes

INCOME

- ▶ Improve income security system and increase wages

The Roundtable also supported the Steering Committee's recommendation that P2P, consistent with its approach to maintain a comprehensive focus on poverty while building on existing community capacity, play a supportive role in the areas of Food Security, Affordable Housing, Affordable Transportation, and Child Care and Early Learning.

PRIORITIES

EDUCATION & LITERACY

Increase literacy rates for all ages
Increase graduation rates

WHAT IS LITERACY?

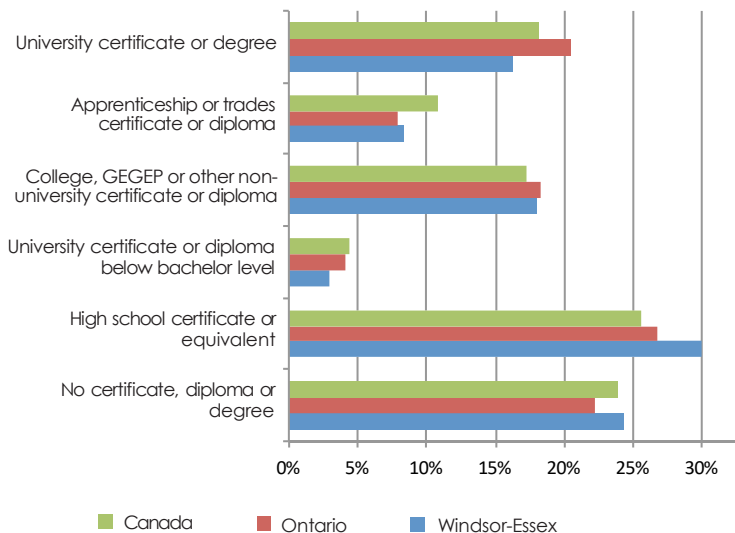
"The ability to understand and employ printed information in daily activities, at home, at work and in the community to achieve one's goals and to develop one's knowledge and potential." International Adult Literacy Survey (IALS)

LITERACY FACTS

- ▶ Unemployment is three times more likely for people with low literacy skills.¹
- ▶ It is estimated that 70% of all jobs require college level literacy skills.²

EDUCATION IN WINDSOR-ESSEX

Highest Education Attained for Windsor-Essex County, Ontario and Canada (Populations 15 years of age and over)³



LITERACY IS *THE* ESSENTIAL SKILL.⁴

It is the ability to use printed information to function in society, at work and in the family.⁵

It is the combination of thinking and social skills we need to analyze and use information to control our own lives, achieve our goals and develop our knowledge and potential.⁶

"WHILE WINDSOR PUBLIC LIBRARY'S MANDATE IS TO PROVIDE SERVICES TO ALL THE RESIDENTS OF WINDSOR FOR ACCESS TO INFORMATION AND PROGRAMMING, A LARGE NUMBER OF OUR REGULAR CUSTOMERS HAVE LIMITED FINANCIAL MEANS AND CHALLENGES IN THEIR LIVES. WORKING WITH P2P, THE LIBRARY BECOMES AWARE OF THE CURRENT ISSUES AND PROJECTS RELATED TO PROACTIVELY ADDRESSING POVERTY IN OUR COMMUNITY."

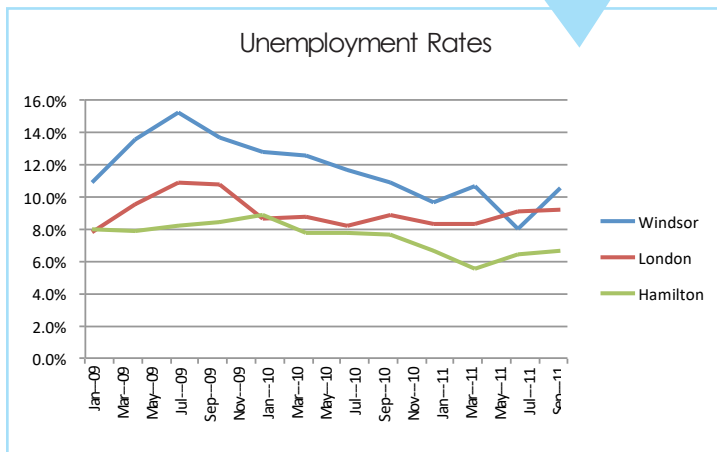
JEAN FOSTER
DIRECTOR COMMUNITY DEVELOPMENT & PARTNERSHIPS
WINDSOR PUBLIC LIBRARY

- ▶ Based on the 2003 Adult Literacy and Skills Survey, fewer than half of local residents have a literacy level where they can adequately or more than adequately cope with the demands of everyday life and work. 64% of local residents have a capacity to deal only with simple, clear material involving uncomplicated tasks (compared to 60% in Canada), and 28% of local residents have very poor literacy skills (compared to 25% in Ontario).⁷
- ▶ The largest percentage of the population 15 years of age and over in Windsor-Essex is comprised of those who have only a high school certificate. There is a higher percentage of persons 15 years and older with only a high school certificate or no certificate/diploma at all, and a lower percentage of persons with a university degree as compared to the province.⁸

EMPLOYMENT & TRAINING

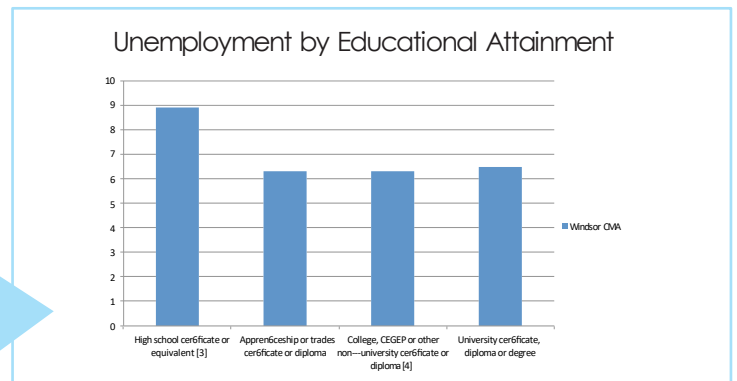
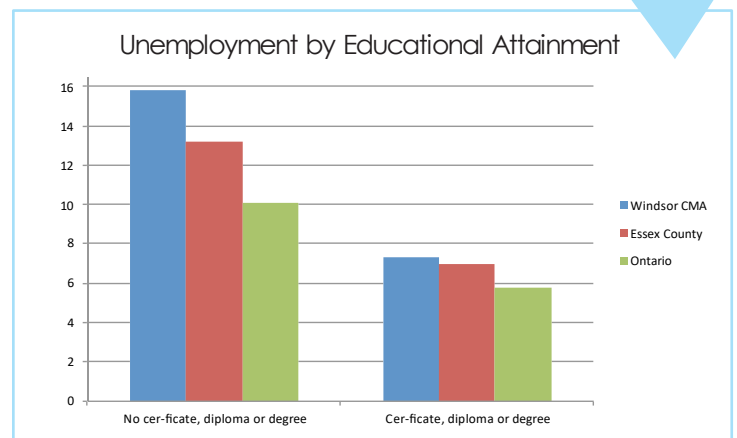
Remove barriers to workforce participation and improve employment outcomes

Workforce WindsorEssex reports that Windsor-Essex does have a greater percentage of people with an Ontario Secondary School Diploma than the rest of the province. However, this also means that more people in Windsor-Essex concluded their formal education at the completion of Grade 12 without proceeding to post-secondary. Therefore, 10,068 people in Windsor-Essex would have to go on to post-secondary education after earning a secondary school diploma to equal the provincial average.⁹



Pursuing post-secondary education further decreases the chance of unemployment as seen in Windsor, CMA.¹¹

Unemployment rates among those without a high school diploma are almost double compared to those who complete high school and continue their education.¹⁰



"THE MANDATE OF WORKFORCE WINDSORESSEX IS TO DEVELOP A WIDE RANGE OF SKILLED WORKERS MEETING THE ECONOMIC AND SOCIAL DEVELOPMENT NEEDS OF OUR REGION. BY CHAIRING PATHWAY TO POTENTIAL'S EMPLOYMENT AND TRAINING WORKING GROUP AND PARTICIPATING IN THE EDUCATION AND LITERACY AND EVALUATION AND REPORTING WORKING GROUPS, WE ARE HELPING TO STRENGTHEN COLLABORATIVE EFFORTS TO OVERCOME THE BARRIERS THAT KEEP INDIVIDUALS OUT OF THE WORKFORCE, OFTEN RESULTING IN POVERTY." DONNA MARENTETTE, EXECUTIVE DIRECTOR, WORKFORCE WINDSORESSEX

INCOME

Improve income security systems and increase wages

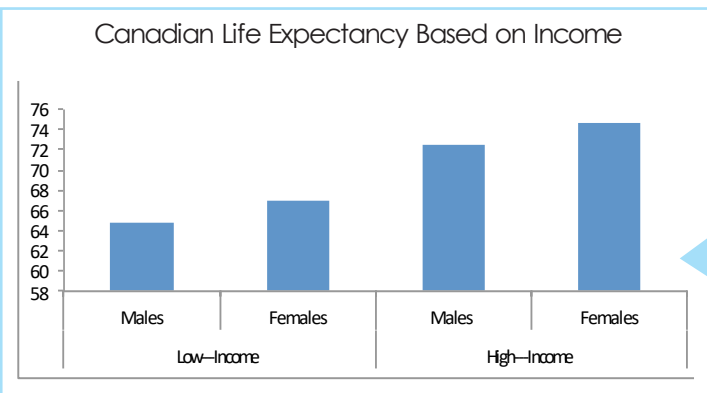
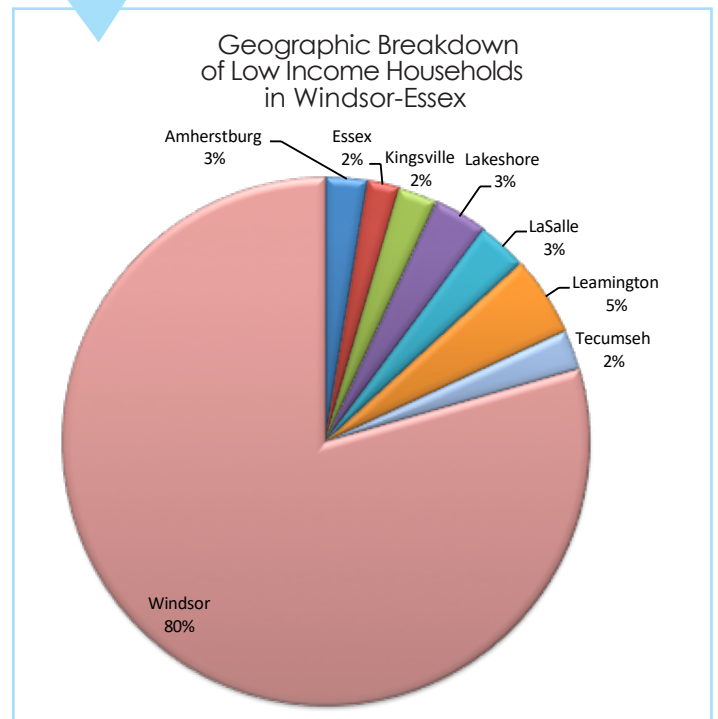
“WE SHOULD NOT BE QUESTIONING WHETHER WE CAN AFFORD TO ELIMINATE POVERTY IN ONTARIO. THE ANSWER IS CLEAR. WE CAN'T AFFORD NOT TO.”

JODY PERCY, CHAIR, INCOME WORKING GROUP

INCOME FACTS

- ▶ 38,000 (9.89%) of residents in Windsor-Essex are living below the low income cutoff.¹²
- ▶ Windsor Essex Food Bank Association reported that a total of 226,416 meals were served in 2011 (69,415 of these meals were served to children).¹³
- ▶ 1 in 5 renters pays more than 50% of their income on rent.¹⁴
- ▶ There were 10,043 individuals and households on Ontario Works in Windsor-Essex in 2011.¹⁵
- ▶ Roughly \$599 per month is received by an Ontario Works recipient.¹⁶
- ▶ The average cost for monthly rent (two bedroom) in Windsor is \$760.¹⁷
- ▶ The recent estimate for a Nutritious Food Basket (2011) in Windsor-Essex is \$166.38 per week for a family of four.¹⁸

The City of Windsor has the highest proportion of low income households when compared to other municipalities in our region.¹⁹



Earners above the low income cut-off are living almost 10 years longer than those in low income households.²⁰

OUTCOMES

P2P HAS ADOPTED THE MEASUREMENT MODEL DEVELOPED BY TAMARACK – AN INSTITUTE FOR COMMUNITY ENGAGEMENT TO TRACK OUTCOMES AT THE FOLLOWING THREE LEVELS:

1. COMMUNITY CAPACITY FOR POVERTY REDUCTION
2. INDIVIDUAL AND HOUSEHOLD ASSETS
3. POLICY AND SYSTEMS CHANGE

LEVEL ONE

COMMUNITY CAPACITY FOR POVERTY REDUCTION

Community capacity for poverty reduction refers to a community's ability to mobilize widespread support for poverty reduction efforts.

P2P has enhanced community capacity for poverty reduction by convening and building multi-sector leadership, fostering collaboration, and increasing community awareness.

P2P helped develop and advance numerous local collaborative efforts aimed at improving the quality of life in our region.

Some highlights of P2P's convening role in the community include the following:

- ▶ Partnering with the United Way and the Windsor Essex Food Bank Association to advance the Food Matters initiative by securing three-year Ontario Trillium Foundation funding for a Food Strategy Coordinator.
- ▶ Jointly planning and facilitating community consultations with the United Way and Legal Assistance of Windsor to gather local perspectives on provincial social assistance reform.

CONVENING CAPACITY

FACILITATING AND SUPPORTING MULTI-SECTOR COLLABORATION FOR POVERTY REDUCTION

- ▶ In partnership with the Homeless Coalition and Drug Strategy, P2P hosted an All Candidates' Night to provide an opportunity for Windsor-Essex residents to discuss poverty and homelessness with candidates in the provincial election.
- ▶ P2P partnered with the Homeless Coalition to plan and deliver a workshop on poverty and homelessness to 120 students at the Social Justice Forum at the University of Windsor.

P2P presented at Cities Reducing Poverty, a gathering hosted by the Tamarack Institute's Vibrant Communities initiative.

"P2P HAS PLAYED AN IMPORTANT ROLE IN THE DEVELOPMENT OF A FOOD SECURITY STRATEGY IN OUR COMMUNITY THROUGH THE FOOD MATTERS INITIATIVE. THIS PROJECT HAS ALLOWED US TO HIRE A FACILITATOR AND BRING TOGETHER A DIVERSE GROUP OF PEOPLE WHO ARE INTERESTED IN ENSURING THAT ALL CITIZENS IN WINDSOR-ESSEX HAVE ACCESS TO NUTRITIOUS, AFFORDABLE FOOD. A HIGHLIGHT OF 2011 WAS A FORUM WHERE MORE THAN ONE HUNDRED PEOPLE CAME TOGETHER TO DISCUSS THIS ISSUE, FORM WORK GROUPS, AND DISCUSS IDEAS ABOUT HOW WE MIGHT MOVE FORWARD IN OUR COMMUNITY."

CATHY SHANAHAN, EXECUTIVE DIRECTOR, FAMILY RESPITE SERVICES

MULTI-SECTOR LEADERSHIP

INDIVIDUALS AND ORGANIZATIONS FROM FOUR KEY SECTORS—BUSINESS, GOVERNMENT, NON-PROFIT, AND LOW INCOME—COMMITTED TO WORKING COLLABORATIVELY TO REDUCE POVERTY

In 2011 P2P continued to solidify its role as a catalyst for building and mobilizing leadership across sectors. Guided by a strategic focus on making poverty everyone's business, P2P took part in key initiatives that reflected the crucial links between reducing poverty and increasing collective prosperity. Highlights include the following:

- ▶ Participating in the emergence and advancement of the Social Enterprise Task Force, a multi-sector initiative facilitated by the City of Windsor.
- ▶ Contributing to the formation of a pan-Canadian network for poverty reduction.

▶ P2P engaged 47 new community partners in multi-sector collaborative efforts to reduce and prevent poverty.



MARK CHAMBERLAIN
JANUARY 2011

“PATHWAY TO POTENTIAL IS FIRMLY COMMITTED TO ENGAGING WINDSOR-ESSEX RESIDENTS IN AN AUTHENTIC WAY. OUR COLLABORATIVE APPROACH IS GUIDED BY THE DEEP CONVICTION THAT LEADERS AND CHANGE-MAKERS ARE EVERYWHERE IN OUR MIDST, AND THAT OUR COMMUNITY, BY MAKING THE COMMITMENT TO THINK AND WORK TOGETHER IN NEW WAYS, HAS LIMITLESS CAPACITY TO EFFECT MEANINGFUL CHANGE ON POVERTY.”

ADAM VASEY
DIRECTOR, PATHWAY TO POTENTIAL

In January 2011, P2P invited Mark Chamberlain, CEO of Trivaris and then Chair of the Hamilton Roundtable on Poverty Reduction, to give the keynote address at “Making Poverty Everyone’s Business”, its annual report to the community event. For the more than 200 Windsor-Essex residents in attendance, Chamberlain’s impassioned and inspiring talk was a call to action. A champion in Hamilton’s business community, Chamberlain powerfully reminded the audience of poverty’s steep social and economic costs, and urged all sectors and members of the community to take the bold action necessary to reduce, prevent and ultimately eliminate poverty.

COLLABORATION

DIVERSE PARTNERS COMBINING THEIR ENERGY, KNOWLEDGE AND RESOURCES TO REDUCE POVERTY

P2P is honoured to work in collaboration with over 70 organizations and institutions.

The goal of increasing the collective prosperity of our community will only be realized when all community sectors own the problem of poverty as a shared responsibility that requires urgent action. The scope and complexity of poverty have made it vital for P2P to build strong connections across sectors, and to play a lead role in ensuring that community actions on poverty are aligned and coordinated to achieve the greatest collective impact.

P2P made presentations on poverty reduction to 325 youth in 2011.

“IT IS IMPORTANT FOR VOICES AGAINST POVERTY TO BE INVOLVED WITH P2P BECAUSE OF THE OPPORTUNITIES THAT ARE PRESENTED FOR NETWORKING AND COLLABORATING WITH OTHER AGENCIES AND ORGANIZATIONS TO ADDRESS POVERTY-RELATED ISSUES.”

LORENA SHEPLEY, MEMBER, VOICES AGAINST POVERTY

- ▶ In collaboration with the 25in5 Network for Poverty Reduction, P2P presented a brief to the provincial pre-budget standing committee on the need for targeted poverty reduction investments.
- ▶ Voices Against Poverty presented to the provincial pre-budget standing committee to raise awareness about the experience of people living in poverty and to advocate for a \$100 monthly healthy food supplement.
- ▶ P2P partnered with the United Way to organize Social Assistance Review consultations for people with lived experience of poverty and for service providers.

P2P recognizes that faculty and students at the University of Windsor and St. Clair College have an important role to play in our collective efforts to reduce poverty. In 2011 P2P engaged more than 50 students from across 8 disciplines in dynamic internships as well as civic action and research projects.

“I HAVE BEEN PASSIONATE ABOUT WORKING WITH INDIVIDUALS EXPERIENCING POVERTY FOR MANY YEARS. WORKING WITH PATHWAY TO POTENTIAL WAS AN AMAZING OPPORTUNITY TO INCREASE MY UNDERSTANDING OF THE SYSTEMIC ISSUES FACED BY INDIVIDUALS EXPERIENCING POVERTY. THE STAFF WAS WILLING TO MEET ME WHERE I WAS AT WHILE CHALLENGING ME TO OVERCOME MY OWN INHIBITIONS. I AM THANKFUL THAT I WAS ABLE TO HAVE HAD THE OPPORTUNITY TO WORK WITH PATHWAY TO POTENTIAL.”

KIM DRIEDGER, MASTER OF SOCIAL WORK STUDENT
COMPLETED AN INTERNSHIP WITH P2P IN SUMMER OF 2011

COMMUNITY AWARENESS

INCREASED PROFILE OF POVERTY AS AN ISSUE OF LOCAL CONCERN AND UNDERSTANDING OF ITS CAUSES AND POSSIBLE SOLUTIONS

- ▶ In 2011 P2P continued to build on its strong relationship with the local media, which regularly covered P2P's community events, and sought out the expertise of our network's members on key issues relating to poverty.
- ▶ P2P members also wrote guest columns on poverty reduction for *The Windsor Star*.

P2P participated in 34 interviews with The Windsor Star, CTV, CBC TV, AM800, CJAM Radio, Blackburn Radio, Mediaplex, ourwindsor.ca, and CBC Radio in 2011.

- ▶ P2P brought in Mark Chamberlain, from the Hamilton Poverty Reduction Roundtable as a keynote speaker to inspire and build awareness among a diverse audience.

P2P secured a \$5,000 grant from the Atkinson Charitable Foundation. The funding was used to create three community animator positions for Voices Against Poverty members, who planned three days of community organizer training for more than fifty members of the community. The result of these efforts was the "Remember the Day" campaign, which Voices members developed to make poverty a priority issue in the provincial election.

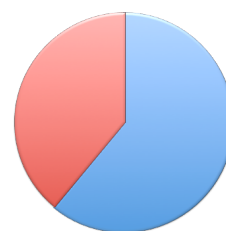
P2P delivered 35 presentations on poverty to over 1,934 members of our community.

In an effort to mobilize community support for poverty reduction efforts, P2P engaged thousands of residents in Windsor-Essex through media and networking initiatives. Over 2,750 pieces of P2P material were handed out to members of the community.

ONLINE COMMUNITY

- ▶ P2P attracted 5,393 unique visitors to its website in 2011.
- ▶ P2P acquired over 600 friends on Facebook in 2011.
- ▶ P2P had over 400 followers on Twitter in 2011 resulting in 88,482 impressions.

pathwaytopotential.ca



60.95% New Visitor
5,292 Visits

39.05% Returning Visitor
3,390 Visits

Page views: 24,193

Pages/Visit: 2.79

LEVEL TWO

INDIVIDUAL & HOUSEHOLD ASSETS

Individual and household assets are resources that individuals and families living in poverty can draw upon to meet their ongoing needs and aspirations. P2P tracks increases, based on the program funding allocated by the City and the County, in individual and household assets across five areas including personal, social, human, financial, and physical. By building assets in these areas, individuals and families are better equipped to find pathways out of poverty.

PERSONAL ASSET BUILDING

INNER RESOURCES

- ▶ 7,943 individuals living in low income had the opportunity to build meaningful relationships, self-confidence, self-esteem, and interpersonal skills through community recreation programs.

The City of Windsor and County of Essex allocated \$2 million in 2011 toward poverty reduction, funding 25 programs related to employment and training, education and literacy, income, food security, housing, and recreation throughout Windsor-Essex.

- ▶ 2,161 low-income earners increased their physical activity and took part in programs promoting a healthy lifestyle.

AFFORDABLE RECREATION PROGRAMS

Amherstburg Community Services
City of Windsor—Parks & Recreation
City of Windsor—Recreation Brokerage
Community Support Centre of Essex County
Lakeshore Community Services
Municipality of Leamington
Town of Essex
Town of Kingsville
Town of LaSalle
Town of Tecumseh
Windsor Essex CHC

- ▶ 827 families received a subsidy to assist youth to enrol in sports programs.

“WITH PATHWAY TO POTENTIAL FINANCIAL ASSISTANCE, OUR LOCAL FAMILIES CAN MAKE HEALTHY CHOICES BY ENROLLING IN SPORTS AND RECREATION PROGRAMS. THIS ASSISTANCE SUPPORTS MANY AREAS OF HEALTHY CHILD DEVELOPMENT, INCLUDING SKILL BUILDING PROGRAMS, LIFE-LONG PHYSICAL ACTIVITY INTERESTS, AND TEACHES FAIR PLAY AND SPORTSMANSHIP. THE MUNICIPALITY OF LEAMINGTON ACKNOWLEDGES THAT THE STRONG PARTNERSHIP FORMED WITH P2P IS VITAL IN SUPPORTING ACCESS TO AFFORDABLE RECREATION PROGRAMS IN OUR COMMUNITY.”

AMANDA SMITH, MANAGER OF CULTURE & RECREATION SERVICES, MUNICIPALITY OF LEAMINGTON

“PROVISION OF CHILD-CARE IS ONLY ONE PIECE OF THE PUZZLE ON THE PATH TO PROVIDING SUPPORTS FOR FAMILIES LIVING WITH POVERTY, BUT WITHOUT IT THE BARRIERS THEY FACE CAN FEEL INSURMOUNTABLE. WE HOPE THE COMMUNITY CONTINUES TO RECOGNIZE THE IMPORTANCE OF OFFERING FAMILIES WITH YOUNG CHILDREN REAL-LIFE, PRACTICAL SUPPORT SERVICES THAT PROVIDE SOLUTIONS TO THEIR DAILY CHALLENGES.”

LINDA EDWARDS, EXECUTIVE DIRECTOR, ST. MARY'S FAMILY LEARNING CENTRE

PHYSICAL ASSET BUILDING

BASIC MATERIAL GOODS AND SERVICES SUCH AS FOOD, SHELTER, TRANSPORTATION AND CHILD CARE

PROGRAMS/PROVIDERS

Drouillard Place—Food Cooperative
Housing Information Services—H.E.A.R.T.
Jumpstart—Community Nourishment
Roseland Rotary Club—Pack for Success
St. Mary's Family Learning Centre—Be Back Soon
Youth & Family Resource Network of Essex County—Be Back Soon
Transit Windsor—Affordable Pass Program
Windsor Goodfellows—Children's Shoe & Boot Program
Drouillard Place—Grandview Early Years

HUMAN ASSET BUILDING

SKILLS, KNOWLEDGE, EDUCATION, AND HEALTH

PROGRAMS/PROVIDERS

CAW 200 Computers for Kids
Drouillard Place—Grandview Youth Centre
Drouillard Place—Teen Centre
Teen Health Centre—Morning Glory Moments
Municipality of Leamington—Assisted Recreation Program
Community Support Centre of Essex County
Lakeshore Community Services Children's Recreation Program
Town of LaSalle—Adult & Youth Pathways to a Healthy Lifestyle

SOCIAL ASSET BUILDING

RELATIONSHIPS AND NETWORKS

PROGRAMS/PROVIDERS

Grandview Youth Centre
Windsor Essex CHC—Summer Recreation

FINANCIAL ASSET BUILDING

INCOME, SAVINGS, AND SOURCES OF FINANCIAL SECURITY INCLUDING GOVERNMENT INCOME SECURITY PROGRAMS

PROGRAMS/PROVIDERS

Citizen Advocacy—Income Tax Preparation
City of Windsor—Recreation Brokerage
Housing Information Services—Keep the Heat
Teen Health Centre—Kids Alliance
Town of Kingsville—Youth & Seniors Recreation Affordability Initiative
Youth & Family Resource Network of Essex County—Community Nourishment

- ▶ 500 low income earners obtained access to reliable, affordable transportation.
- ▶ Over 665 low income community members obtained care for a child or other dependant.
- ▶ 9,074 individuals secured clothing, utility and food supplements.
- ▶ 75,583 breakfasts were provided to children throughout Windsor-Essex.
- ▶ 1,347 low-income earners gained skills in tax preparation.
- ▶ 2,571 low income community members secured food support through P2P funded programs.
- ▶ 6,041 low income earners were able to engage in their community through regular participation in community groups and activities.

LEVEL THREE

POLICY & SYSTEMS CHANGE

Policy and systems change refers to adjustments made in the institutional context in order to better support poverty reduction efforts. This level of activity relates to changes in public policy, services and resources.

PUBLIC POLICY

GOVERNMENT POLICIES, PROGRAMS, AND PROCEDURES RELATED TO POVERTY REDUCTION

P2P, in collaboration with 25in5 Network for Poverty Reduction, presented a brief to provincial pre-budget standing committee.

- ▶ P2P facilitated dozens of working-group meetings with a diverse group of organizations throughout Windsor-Essex in order to influence policy change.
- ▶ P2P linked local initiatives to 43 efforts at the provincial and/or national level.

“MULTI-SECTOR ROUNDTABLES ARE AN IMPORTANT ASPECT OF WHAT IS GOING TO CHANGE THE FACE OF POVERTY.”

PAUL BORN, FOUNDER AND PRESIDENT OF TAMARACK

SERVICE AND RESOURCES

PROGRAMS, SERVICES, AND OTHER SUPPORTS INTENDED TO ASSIST PEOPLE IN POVERTY

- ▶ P2P collaborates with individuals, organizations, and businesses throughout Windsor-Essex to work toward the common goal of poverty reduction.

Working groups were created to focus directly on our key priority areas of Education and Literacy, Employment and Training, and Income. These groups are multi-sector and work towards identifying and removing barriers related to poverty.

P2P also started the development of an Evaluation and Reporting group to provide support to the other working groups in the area of data collection and reporting.

As a result of partnering with Windfest Productions to assist with volunteer operations for Festival Epicure 2011, P2P was able to raise \$12,400 and increase community awareness about food security issues in our region. P2P donated 100% of the proceeds from Festival Epicure to six community gardens throughout Windsor-Essex.

P2P is an active member of the Tamarack Institute's Cities Reducing Poverty network. The network, which is comprised of 30 member communities from across Canada, is developing shared measurement frameworks and shared goals for policy development. These policy goals include a call for a national poverty reduction strategy, and alignment between poverty reduction efforts at the municipal, provincial/territorial, and federal levels.

PARTNERS

COLLABORATIVE LEADERSHIP TEAM

as of October 2011

GEMMA SMYTH, CHAIR
UNIVERSITY OF WINDSOR, FACULTY OF LAW

CATHY SHANAHAN, VICE-CHAIR
FAMILY RESPITE SERVICES

CAROLYN WARKENTIN
SOUTH ESSEX COMMUNITY COUNCIL

DEBBIE CERCONO
FUNDER
CITY OF WINDSOR & COUNTY OF ESSEX

DONNA MARENTETTE
WORKFORCE WINDSORESSEX

JEAN FOSTER
WINDSOR PUBLIC LIBRARY

JODY PERCY
NDP CONSTITUENCY OFFICE-ESSEX

JOYCE ZUK
CITIZEN ADVOCACY/FAMILY SERVICE WINDSOR-
ESSEX COUNTY

“THE SUPPORT OF
OUR COMMUNITY
PARTNERS IS CRITICAL
TO ACHIEVING
OUR GOALS AND
COMMUNITY
OUTCOMES.”

ADAM VASEY
DIRECTOR, PATHWAY TO POTENTIAL

LORENA SHEPLEY
VOICES AGAINST POVERTY

LORRAINE GODDARD
FISCAL/LEGAL SPONSOR
UNITED WAY CENTRAIDE WINDSOR-ESSEX COUNTY

TINA GATT
WINDSOR-ESSEX CHILDREN'S AID SOCIETY

“P2P KEEPS US FOCUSED ON
THE ISSUE OF POVERTY AND
PROVIDES AN IMPORTANT VOICE TO
RAISE AWARENESS OF THIS GROWING
PROBLEM IN OUR COMMUNITY.”

LORRAINE GODDARD, DIRECTOR OF COMMUNITY IMPACT,
UNITED WAY CENTRAIDE WINDSOR-ESSEX COUNTY

EDUCATION & LITERACY

as of October 2011

JEAN FOSTER, CHAIR
WINDSOR PUBLIC LIBRARY

ANDREA DICKINSON
TRI-COUNTY LITERACY NETWORK

BETH JOHNSON
CITY OF WINDSOR

CHRISTINE DEAN
WINDSOR PUBLIC LIBRARY

CLEOPATRA KIERSTEAD
MULTICULTURAL COUNCIL OF WINDSOR-ESSEX

DANIEL ARBOUR
COLLÈGE BORÉAL

DARLENE ELM
CAN-AM INDIAN FRIENDSHIP CENTRE

JEFF HILLMAN
GREATER ESSEX COUNTY
DISTRICT SCHOOL BOARD

JOANN GREEN
ST. CLAIR COLLEGE

JOANNE SHEA
WINDSOR-ESSEX CATHOLIC
DISTRICT SCHOOL BOARD

JOEL FURLOTTE (INTERN)
PATHWAY TO POTENTIAL

KATIE OMSTEAD
SOUTH ESSEX COMMUNITY COUNCIL

LINDA EDWARDS
ST. MARY'S FAMILY LEARNING CENTRE

LORENA SHEPLEY
VOICES AGAINST POVERTY

LORI NEWTON
COMMUNICATIONS CONSULTANT

RÉJEAN DUFRÉSNE
CONSEIL SCOLAIRE DE DISTRICT DES ÉCOLES
CATHOLIQUES DU SUD-OUEST

SHARON O'HAGAN WONG
WINDSOR-ESSEX CATHOLIC
DISTRICT SCHOOL BOARD

TERRI COOPER
ST. MARY'S FAMILY LEARNING CENTRE

“VOICES AGAINST POVERTY MEMBERS PARTICIPATE IN ALL PATHWAY TO POTENTIAL WORKING GROUPS. WE FEEL THAT IT IS A VITAL ELEMENT TO THESE WORKING GROUPS THAT THEY INCLUDE THE PERSPECTIVE OF PEOPLE WITH ‘LIVED EXPERIENCE IN POVERTY.’”

LORENA SHEPLEY, MEMBER, VOICES AGAINST POVERTY

EMPLOYMENT & TRAINING

as of October 2011

DONNA MARENTETTE, CHAIR
WORKFORCE WINDSORESSEX

BILJANA ANGELOVSKI
SYMPHONIC MANAGEMENT

BRANDY PYNE
UNEMPLOYED HELP CENTRE (BELLE RIVER)

BRUNO IERULLO
CITY OF WINDSOR

CYNTHIA ZIEL
VOICES AGAINST POVERTY

DARLENE MALCOLM
WORKFORCE WINDSORESSEX

DONNA HUGHES
LUCASWORKS

GABE LIGOTINO
SOUTH ESSEX COMMUNITY COUNCIL

GEORGIA GRAHAM
WOMEN'S ENTERPRISE SKILLS TRAINING
OF WINDSOR INC.

JOANN GREEN
ST. CLAIR COLLEGE

KERRI ZOLD
UNIVERSITY OF WINDSOR

LARA DESHA
WORKFORCE WINDSORESSEX

MELISSA BASARAC
NEW CANADIANS' CENTRE OF EXCELLENCE

MICHELLE SUCHIU
WORKFORCE WINDSORESSEX

RACHELLE VOLDA
GREAT-WEST LIFE

RICK CONWAY
JOB SEEKER

“IN 2011 THE PROVINCE OF ONTARIO INITIATED A SOCIAL ASSISTANCE REVIEW PROCESS. THE P2P EMPLOYMENT AND TRAINING WORKING GROUP PROVIDED INPUT INTO THE PROCESS, IDENTIFYING THE BARRIERS THAT THE CURRENT SOCIAL ASSISTANCE SYSTEM PRESENTS TO INDIVIDUALS MOVING INTO THE PAID WORKFORCE AND OUT OF POVERTY.”

DONNA MARENTETTE, WORKFORCE WINDSORESSEX

INCOME

as of October 2011

JODY PERCY, CHAIR
NDP CONSTITUENCY OFFICE - ESSEX

ASHLEY LAVIGNE
LEGAL ASSISTANCE OF WINDSOR

BOB CAMERON
DOWNTOWN WINDSOR COMMUNITY
COLLABORATIVE

DONNA LABONTE
VOICES AGAINST POVERTY

JACQUELINE STRYBOS
LEGAL ASSISTANCE OF WINDSOR

JOEL FURLOTTE (INTERN)
PATHWAY TO POTENTIAL

LORENA SHEPLEY
VOICES AGAINST POVERTY

LUCETTE CHIASON-PLOURDE
VOICES AGAINST POVERTY

MARION OVERHOLT
LEGAL ASSISTANCE WINDSOR

PEARL WONG-MCGRAW
HEALTH UNIT

PAUL CHISLETT
WINDSOR AND DISTRICT LABOUR COUNCIL

RAY POISSON
VOICES AGAINST POVERTY

RICHARD PHILLIPS
COLOUR OF POVERTY/COLOUR OF CHANGE

ROLLY MARENTETTE
WINDSOR AND DISTRICT LABOUR COUNCIL

SAMANTHA CORRIVEAU
NEW BEGINNINGS

SUNGEE JOHN
COLOUR OF POVERTY/COLOUR OF CHANGE

THELMA MAXWELL
WINDSOR-ESSEX COUNTY HEALTH UNIT

THOM ROLFE
HIATUS HOUSE

THOMAS MACKAY
CLARKS LAW

URVASHI SONI-SINHA
UNIVERSITY OF WINDSOR
FACULTY OF LABOUR STUDIES

VOICES AGAINST POVERTY

In June 2009, Pathway to Potential organized a community forum that provided an opportunity for people with lived experience of poverty to discuss the barriers and challenges they face on a daily basis. That event became the catalyst for the emergence of Voices Against Poverty (Voices), a grassroots group comprised of community leaders with lived experience of poverty. Since its formation, Voices Against Poverty has worked collaboratively with poverty reduction advocates locally and provincially to raise public awareness about the experiences of people living in poverty, and to advocate for policy changes that will lead to greater social and economic security for people experiencing poverty.

In addition to advocating for policy changes related to such issues as social assistance, housing, and food security, Voices played an integral role in successfully advocating that Transit Windsor implement a low-income bus pass program. Voices members have organized meetings with local MPPs, presented to Windsor City Council, facilitated social audit hearings, and organized numerous other public awareness events reaching more than 1,800 people in Windsor-Essex.

When P2P made organizational changes in 2011, Voices members recognized that they could further increase their leadership skills and autonomy by becoming a reference group for, rather than a working group within, P2P. This has allowed Voices and P2P to share information regularly, and engage in strategic partnerships on specific issues, while maintaining distinct identities in the community.

“IN 2011 VOICES DEVELOPED THE REMEMBER THE DAY CAMPAIGN, ORGANIZED AN ALL CANDIDATES MEET & GREET FOR THE PROVINCIAL ELECTION, AND HOSTED AND PARTICIPATED IN THE SOCIAL ASSISTANCE REVIEW. WE STOOD IN SOLIDARITY AND PROTESTED AUSTERITY MEASURES WITH OCCUPY WINDSOR.”

LORENA SHEPLEY, MEMBER, VOICES AGAINST POVERTY

MEMBERS

CAROL TEDESCO

CYNTHIA ZIEL

DONNA LABONTE

LILLIAN GALLANT

LISA HAGGITH

LORENA SHEPLEY

LUCETTE CHAISSON PLOURDE

PATRICIA BLOOMFIELD

RAY POISSON

SANDY HUNTER

THANK YOU

P2P depends on the gracious participation and support of its volunteers. We wish to thank all the volunteers who, over the last year, spent time improving their local community through collaboration, engagement, advocacy, and time working with P2P.

Thank you to the following volunteers: Biljana Angelovski, Rose Anguiano-Hurst, Tanya Antoniw, Daniel Arbour, Tracey Bailey, Lori Baldassi, Melissa Basarac, Nikos Beluli, Jarrett Bezaire, Judith Binder, Laura Bolger, Rachelle Booth, James Boyce, Jennie Boyd, Tricia Brisebois, Sara Budinsky, Bob Cameron, Debbie Cercone, Nagil Chehade, Lucette Chiasson-Plourde, Paul Chislett, Dina Ciliberto, Pina Ciotoli, Gail Clark, Shannon Clarke, Rick Conway, Terri Cooper, Samantha Corriveau, Fabio Costante, Caitlin Cull, Matt Curtis, Christine Dean, Pat Delmore, Kathy DiBartolomeo, Andrea Dickinson, Andrea Dimenna, Rejean Dufresne, Dana Dupuis, Linda Edwards, Darlene Elm, Tristan Fehrenbach, Danielle Findlay, Kelly Fleming, TJ Fleming, Jenna Foley, Jean Foster, Joel Furlotte, Lillian Gallant, Lorena Garvey, Tina Gatt, Lorraine Goddard, Tim Godfree, Georgia Graham, Joann Green, Steve Green, Cindy Haas, Syreeta Hanson-Nortey, Cheryl Hardcastle, Dr. Allen Heimann, Lin Hill-Burn, Jeff Hillman, Mike Horrobin, Mark Horrocks, Tony Houad, Donna Hughes, Denise Hunt, Fadia Ibrahim, Bruno Ierullo, Elayne Isaacs, Moon Jerin Fatema, Sungee John, Beth Johnson, Bonnie Kam, Barb Kane, Warren Kennedy, Cleopatra Kierstead, Dr. Norm King, Janine Kissner, Camille Kosokowsky, Donna Labonte, Ashley Lavigne, Jacqueline Leardi, Jennifer Leblanc, Laura Liebrock, Heather Liffiton, Gabe Ligotino, John Lincoln Haynes, James Little, Linda Lyons, Thomas MacKay, Janice Maillet, Darlene Malcolm, Donna Marentette, Rolly Marentette, Bill Marra, Jim Marsh, Thelma Maxwell, Tom McDonald, Adrian McKenzie, Kieran McKenzie, Mary Medcalf, Richard Meloche, James Messina, Adam Minielly, Colleen Mitchell, John Morrocco, Ellen Mossny, June Muir, Lori Newton, Sharon O'Hagan-Wong, Neyrda Ollett, Marion Overholt, Siobhan O'Mahoney-Paquin, Becky Parent, Jody Percy, Richard Phillips, Yvonne Pilon, Teresa Piruzza, Ray Poisson, Julie Policella, Brandy Pyne, Diane Quinn, Thom Rolfe, Victoria Rose, Jessica Sartori, Stephanie Seagave, Cathy Shanahan, Joanne Shea, Lorena Shepley, Denise Smith, Gemma Smyth, Urvashi Soni-Sinha, Kelly Stack, Jacqueline Strybos, Michelle Suchiu, Noah Tepperman, Brad Toulouse, Charmaine Valbuena, Rachelle Volda, Kristi Vollans, Carolyn Warkentin, Ronna Warsh, Elaine Whitmore, Darlene Williams, Pearl Wong-McGraw, Marilyn Woodison, Danielle Yaholnitsky, Cynthia Ziel, Kerri Zold, and Joyce Zuk.

If we have overlooked anyone, please let us know.

To all of those who volunteered at Festival Epicure, thank you! You made an important contribution to food security in Windsor-Essex.

END NOTES

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