



MAKING POVERTY EVERYONE'S BUSINESS



**PATHWAY TO
POTENTIAL**

**Windsor Essex County's
Poverty Reduction Strategy**

PATHWAY TO POTENTIAL'S
MISSION:



PATHWAY TO
POTENTIAL

TOGETHER WE WILL
REDUCE POVERTY
AND ENSURE THE
SOCIAL AND ECONOMIC
WELLBEING
OF RESIDENTS WHO LIVE IN
WINDSOR-ESSEX.

Dear Elected Officials, Community Partners, and Windsor-Essex Residents,

It is a great honour to present Pathway to Potential's fifth annual Report to the Community. This Report reflects our collective dedicated efforts to reducing poverty in our community and increasing the social and economic wellbeing 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 County of Essex and the City of Windsor made an investment of nearly 1.9 million dollars in 2013 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 this Report highlights our key focus areas for 2013, working group and advocacy achievements, and programs/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 significant projects completed in 2013, including the Market Dollar Pilot Program, Affordable Transportation Community Conversation, and Provincial Minimum Wage involvement. This section also provides a snapshot of leveraged resources and community awareness building.

The subsequent sections provide an overview of 2013, our objectives for 2014, a thank you to our partners, and an update from Voices Against Poverty.

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
Director

Cathy Shanahan
CLT Co-Chair

Linda Coltman
CLT Co-Chair

TABLE OF CONTENTS

■ LETTER FROM THE DIRECTOR AND CO-CHAIRS.....	03
■ WINDSOR-ESSEX POVERTY REDUCTION STRATEGY IN ACTION	04
■ SUPPORT FOR GREAT WORK	06
■ 2013 AT A GLANCE	08
■ HIGHLIGHTS FROM 2013	10
■ WHAT TO LOOK FOR IN 2014	11
■ PARTNERS	11
■ VOICES AGAINST POVERTY	11

IN 2013 THE CITY OF WINDSOR AND COUNTY OF ESSEX INVESTED NEARLY 1.9 MILLION DOLLARS INTO POVERTY REDUCTION IN OUR COMMUNITY. BELOW IS A BREAKDOWN OF HOW THE FUNDS WERE ALLOCATED, BASED ON OUR PRIORITY AREAS, AND HOW THEY BENEFITED THE COMMUNITY.

INCOME SUPPORTS – HEALTH

Why it matters: Research on human development shows that health and wellbeing is linked to financial resources. There is strong and growing evidence that income is one of the most significant determinants of health. Higher social and economic status is associated with better health, while low income is associated with poor health.

PROGRAMS/SERVICES – What we have achieved:

- Recreation – **Affordable Recreation Programs** and the **Recreation Brokerage Program** allow low-income households to pay 10 per cent of the regular fee for recreation programs. This results in improved health and social development of those who participate. *Assisted 41 adults, 6,218 children.*
- Windsor Essex Community Housing Corporation – **Summer Recreation** provides children living in larger social housing developments the opportunity to participate in various recreational, social and educational activities. Healthy snacks are also provided. *Assisted 380 children.*
- Drouillard Place – **Food Co-op Program** provides food baskets for purchase (at a discount) by individuals and families on a low income. Program participants are empowered to make purchasing decisions on their own while accessing fresh and healthy food at a fraction of the price. *Assisted 906 adults, 338 children.*
- **Jumpstart Student Nutrition Program** – Studies clearly indicate that a nutritious breakfast increases a student’s ability to learn and achieve academically. Jumpstart provides healthy snacks and/or meals to children in a non-stigmatizing way. *Assisted 84,978 children.*
- ACCESS County Community Support Services (formerly Youth and Family Resource Network) – **Community Nourishment** provides healthy food education programs in Essex County. *Assisted 183 adults, 1 child.*

DID YOU KNOW?
Being excluded from community-based recreation programs is both a result of and a contributor to cyclical and generational poverty. Regular involvement by children and youth in structured, skill building recreational activities that develop self-esteem helps to build resilience and protect against the risks of low success in school and the labour market.

DID YOU KNOW?
There is a proven return on investment with funding affordable recreation programs. Taxpayers are better off with improved access to recreation for low-income families. For each dollar spent on quality programs, more than a dollar’s worth of benefits are generated. Investments in the voluntary recreation sector can achieve substantial savings to the publicly funded health, social and corrections systems while at the same time improving the quality of people’s lives.

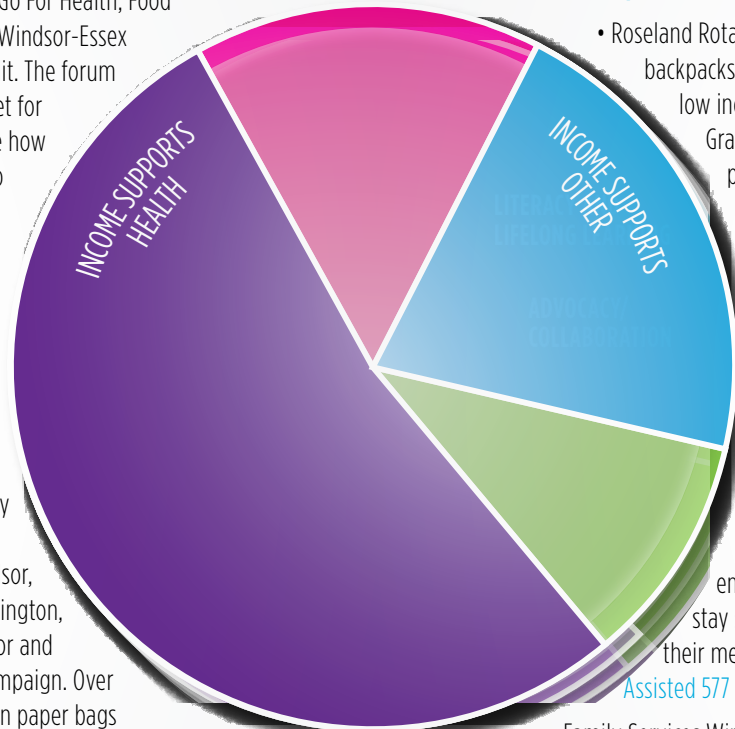
COLLABORATION/AWARENESS/ADVOCACY – What we have achieved:

- P2P led a food security pilot project called the **Market Dollar** with Food Matters, the Downtown Windsor Farmers’ Market and the Windsor Essex County Health Unit. See page 10 for further details.
- Over 100 community members attended the **Planting Seeds for Change** forum hosted by Pathway to Potential, Go For Health, Food

Matters, and the Windsor-Essex County Health Unit. The forum provided an outlet for P2P staff to share how poverty relates to food insecurity and discuss how income plays a role in the health of our community.

- On October 17, the **International Day for the Eradication of Poverty**, P2P coordinated local efforts for Dignity For All’s national “**Chew On This!**” campaign. Volunteers from the Downtown Mission of Windsor, St. John the Evangelist Anglican Church in Leamington, Voices Against Poverty, the University of Windsor and other social justice advocates supported the campaign. Over the noon hour, volunteers distributed 900 brown paper bags that included an apple and a postcard calling on the Prime Minister to develop a federal plan to address poverty.

- P2P is a member of Food Matters, which developed a **Food Charter** for Windsor-Essex in consultation with the community. The Food Charter is based on four principles, including social justice, and notes that everyone has the right to live in a food secure community with dignified access to sufficient, affordable, healthy, safe, and culturally appropriate food.
- P2P has partnered with the Windsor-Essex County Health Unit and through the community partnership stream has secured **12,940 dollars** in financial support.



INCOME SUPPORTS – OTHER

Why it matters: Everyone needs an income that allows them to meet their basic needs. Pathway to Potential is committed to improving income security and wage systems that ensure social and economic wellbeing for all Windsor-Essex residents.

PROGRAMS/SERVICES – What we have achieved:

- Roseland Rotary Club – **Pack for Success** provides new backpacks and grade appropriate school supplies to low income children from Junior Kindergarten to Grade 12 in a non-stigmatizing way providing parents with income savings and students with social empowerment and inclusion. *Assisted 2,519 children.*
- Windsor Goodfellows – **Children’s Shoe and Boot program** provides shoes and/or boots for children from Junior Kindergarten to Grade 8 living in low-income. *Assisted 1503 children.*
- Transit Windsor – **Affordable Pass Program** allows low-income households to pay almost half the regular monthly rate empowering individuals to seek employment, stay socially included in society and maintain their mental and physical health and wellbeing. *Assisted 577 adults, 348 children.*
- Family Services Windsor-Essex – **Income Tax Preparation** allows low-income households to access professionals who can help them complete their tax returns at no cost. *Assisted 2,617 adults, 2 children.*
- Connections Early Years Family Centre – **Be Back Soon program** provides short-term occasional child care for parents and primary caregivers of children newborn to six years of age living in low income. This enables parents and caregivers to attend medical, legal or counseling appointments, job interviews or workshops. *Assisted 350 adults, 386 children.*

COLLABORATION/AWARENESS/ADVOCACY – What we have achieved:

- Co-convened, along with the City, the Community Start Up & Maintenance Benefit (CSUMB) taskforce and led the advocacy sub-group.
- P2P interns assisted Voices Against Poverty with the creation of video testimonials on how CSUMB helped them.
- Volunteers, staff and interns met with Teresa Piruzza, MPP Windsor-West and Taras Natyshak, MPP Essex to discuss the local impact of the removal of CSUMB from social assistance.
- Staff participated in the consultation process with the City on their 10-year housing and homelessness plan.
- Staff and interns continued to work with national partners on developing a **National Framework for a Living Wage**.
- P2P’s Adam Vasey was selected to sit on **Ontario’s Minimum Wage Advisory Panel**.
- Pathway to Potential’s response to an opinion column by Chris Vander Doelen titled *Welfare for Horses* in the Windsor Star was published on June 10, 2013. P2P staff and volunteers critiqued Vander Doelen’s perspectives on the **Ontario Budget’s proposed changes to social assistance**.
- Staff, interns, Income Working Group members and volunteers increased awareness of the **provincial by-election in Windsor-Tecumseh** and encouraged voter participation by distributing 2,000 information flyers to households living on low income.

DID YOU KNOW?
Affordable transportation is required for full participation in community life. For those living on low income, unaffordable transportation can be a barrier to employment and leads to isolation from social and support networks. This has serious repercussions for children, who are denied important activities that foster good health, learning, and social skills. We applaud City Council’s leadership on this issue and look forward to continued collaborative efforts to improve access to affordable transportation.

- Income Working Group co-chair Thomas MacKay presented to the **Minimum Wage Advisory Panel** on October 24 and advocated for an increase in the provincial minimum wage to ensure that work is a pathway out of poverty.

LITERACY AND LIFELONG LEARNING

Why it matters: Increasing literacy rates for all ages contributes to the wellbeing of individuals, communities, and families; physical health, nutrition, and food security; personal and cultural identity; and, economic development, productivity in workplaces, and the effectiveness of education and training programs.

Children who grow up in poverty are at a higher risk of living in poverty when they are adults. They are less likely to graduate from high school and attend post-secondary education. They are more likely to rely on social assistance as adults and more likely to have children before they are able to financially support them.

P2P's Literacy and Lifelong Learning Working Group (LLLWG) has identified increasing literacy and graduation rates (both secondary and post-secondary) as priorities.

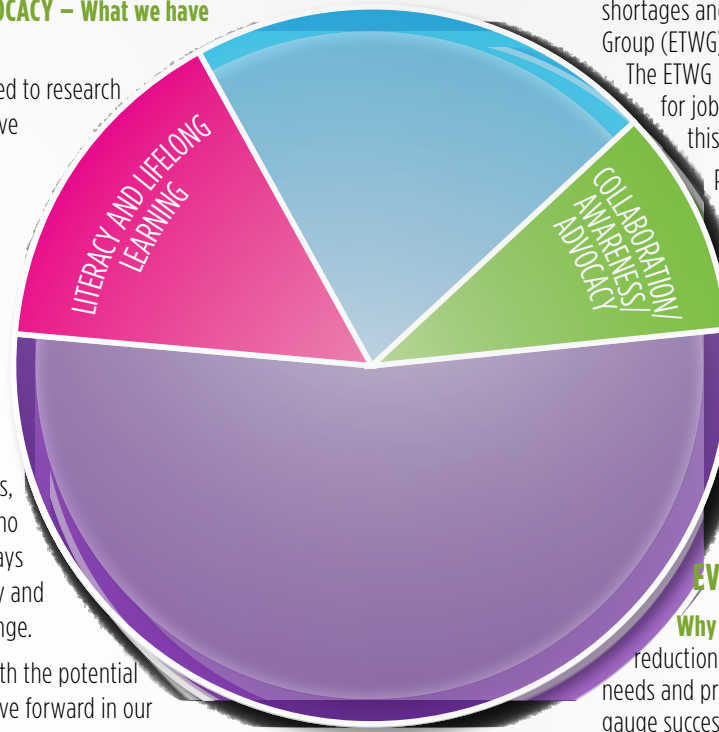
PROGRAMS/SERVICES – What we have achieved:

- **Computers for Kids** refurbishes computers received through private, public and corporate donations and distributes the computers to children living in low-income and not-for-profit agencies. **Assisted 2,465 children.**
- Drouillard Place – **Teen Centre** program offers homework help with computer access and nutritional snacks. Youth are also given access to the pool, exercise equipment, gym and a variety of games. **Assisted 366 children.**
- Teen Health Centre – **Morning Glory Moments** assists parents to access resources in their community, increase awareness and education around healthy child development, provides opportunities for personal, professional and educational growth and development and provides diapers and formula as needed. **Assisted 194 adults, 227 children.**
- **Kids Alliance** coordinates school-based youth councils with students from grade 7 and 8 with the goal of strengthening our community's youth and recognizing their contribution to building community capacity while assisting them to improve the quality of life in their neighbourhood. **Assisted 17 adults, 425 children.**

- Drouillard Place – **Grandview Youth Centre** program offers children and youth homework help with computer access and nutritional snacks. **Assisted 450 children.**

COLLABORATION/AWARENESS/ADVOCACY – What we have achieved:

- A sub-committee of the LLLWG formed to research initiatives that delivered proven positive outcomes for youth.
- Hosted a **community conversation** (April 11, 2013) with guest speakers from **Pathways to Education**, which is an innovative, community-based program that has been helping youth in low-income communities stay in school and graduate to post-secondary. Working in partnership with governments, social organizations, 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.
- Identified the community partner with the potential capacity to move the Pathways initiative forward in our community (United Way of Windsor-Essex) and continued to support them in this endeavour and advocate for this model to be adopted in Windsor-Essex.



DID YOU KNOW?

Through the Pathways to Education program, high school graduation rates among participants in the program have more than doubled; the rate of students going on to college or university has increased by 300 per cent; and the program generates a \$24 social return for every \$1 invested. Pathway to Potential would like to see this proven model in Windsor-Essex.

DID YOU KNOW?

P2P's participation in the **Cities Reducing Poverty** learning community ensures our approach is always informed by the best evidence on innovative and collaborative poverty reduction initiatives. P2P is an active member of several communities of practice, including such areas as living wage, convening poverty reduction initiatives, and developing a national learning community. These communities allow leaders from across Canada to share resources and learn from each other's successes and challenges. As a member of Cities Reducing Poverty, P2P has contributed to several significant national documents, including a National Living Wage Framework, a Business Case for Cities Reducing Poverty, and a Cities Reducing Poverty Charter.

EMPLOYMENT AND TRAINING

Why it matters: The economic challenges facing Windsor-Essex have led to drastic changes in labour market opportunities, with many people needing to upgrade their skills or retrain and transition into new fields of work. While community partners work to identify and predict skills shortages and growing trends, the Employment and Training Working Group (ETWG) focuses on barriers not being addressed by other groups. The ETWG identified affordable transportation as a significant barrier for job seekers in Windsor-Essex and decided to solely focus on this barrier in 2013.

P2P continued to support the work being done by the City's Employment and Social Services department, Workforce WindsorEssex, the Local Immigrant Partnership and the local Employment Ontario providers.

DID YOU KNOW?

Well over 1,000 Ontario Works recipients reside outside of Windsor in areas of Essex County that do not have public transportation. These recipients are able and willing to accept available employment, but face transportation barriers (i.e., lack of available and reliable transportation).

EVALUATION AND REPORTING

Why it matters: Research is an essential part of any poverty reduction strategy, as it helps to determine community assets, needs and priorities, plan and monitor collaborative change efforts, and gauge success. As a member of Tamarack – An Institute for Community Engagement and Vibrant Communities Canada – Cities Reducing Poverty learning community, P2P follows a philosophy of collective impact, a more collaborative and comprehensive approach to addressing complex challenges. Collective impact is defined as getting organizations and people to work together differently in pursuit of a clearly defined common goal. Unlike its counterpoint – an isolated impact effort – which sees individual organizations in the social sector doing good work in an independent fashion, collective impact recognizes that the complex issues the social sector is trying to impact are well beyond the scope of any one organization or sector.

P2P continued to work toward a more efficient and coordinated approach to community data collection and dissemination. Through these efforts, P2P makes a significant contribution to the advocacy efforts of many local agencies, committees and coalitions.

P2P supports the following groups:



COLLABORATION/AWARENESS/ADVOCACY – What we have achieved:

- Researched various transportation models used in other cities aimed at helping job seekers. Different concepts were ranked, considered and funding was sought to pursue a concept based on our region's landscape, needs, and available resources.
- Developed a **community survey** to gather feedback from residents and employers on the barriers to transportation in Windsor-Essex.
- Hosted a **community conversation** (September 25, 2013) which attracted more than 70 participants, including employers, elected municipal officials, people who face transportation barriers, and a wide range of service providers.
- Engaged key partners, such as the Windsor-Essex Regional Chamber of Commerce, who have also identified the transportation barrier in Windsor-Essex. In February 2013, the Chamber released a Regional Transportation Paper and noted that Windsor has a low transit share by Canadian Standards. The Chamber encouraged the City of Windsor to work with nearby municipalities to extend public transit service into built-up areas around its borders.

COLLABORATION/AWARENESS/ADVOCACY – What we have achieved:

- The Evaluation and Reporting Working Group (ERWG) developed the outline of a **Working Poor** report for Windsor-Essex and identified partners to work together to complete the project.
- The ERWG engaged the **Windsor-Essex County Health Unit** to discuss a framework for **outlining the health costs associated with poverty**. This work will be carried out in 2014 by a new Social Determinants of Health working group, which is co-led by P2P and the Health Unit.
- P2P staff supported the United Way of Windsor-Essex with their Wellbeing Report, by sitting on both the advisory committee and working group for this project to be completed in spring 2014. P2P recommended that the Wellbeing Report include a "cost of poverty" analysis to reinforce the social and economic return on investment associated with reducing poverty.
- **Invited by the WindsorEssex Community Foundation** to be a media contact on poverty and food security issues for the Vital Signs report, which was released in October.

SUPPORT FOR GREAT WORK

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.



2013 AT A GLANCE

JANUARY 15

Members of the Community-Start Up Working Group, including P2P's Adam Vasey, meet with Taras Natyshak (MPP-Essex) regarding the removal of the Community Start-Up and Maintenance Benefit from social assistance.

FEBRUARY 4

P2P director Adam Vasey, along with members of the Community Start-Up Working Group's advocacy sub-group, meet with Police Chief Al Frederick to discuss how cuts to homelessness prevention services would impact the Windsor Police Service.

FEBRUARY 28

Hosted by the Ontario Trillium Foundation, P2P staff along with other coordinators working on collaborative initiatives from across the region participate in a day of sharing, learning and networking with a purpose of facilitating cross-sectoral and regional collaboration.

MARCH 4

Adam Vasey presents the Community Start-Up Working Group's report to City Council as part of the budget deliberations.

MARCH 8

Voices Against Poverty attends Poverty Free Ontario's Social Justice Day in Toronto. More than 20 other communities from across the province gather to discuss and endorse the Six Point Plan for a Social Justice Agenda.

MARCH 19

Over 100 community members attend the Planting Seeds for Change forum hosted by P2P, Go For Health, Food Matters, and the Windsor-Essex Health Unit.

APRIL 8

VAP's Lorena Shepley represents Ontario West with Poverty Free Ontario during their meeting with Minister McMeekin.

APRIL 11

As a result of Pathway to Potential's Literacy and Lifelong Learning Working Group, Pathway to Potential and the United Way host 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.

APRIL 15/16

P2P attends the annual Cities Reducing Poverty Gathering. Over 30 communities from across Canada meet in person to learn and continue our work together to enhance and align our poverty reduction efforts in Canada.

APRIL 24

P2P's Adam Vasey appears on the local Cogeco TV show Let's Talk to speak about Social Justice and Poverty. High school students from the Greater Essex County District School Board and the Windsor-Essex Catholic District School Board joined Adam.

JANUARY 22

P2P director Adam Vasey participates in Cindy Forster's (MPP-Welland) Job Creation and Economic Development roundtable at the Windsor-Essex Regional Chamber of Commerce.

FEBRUARY 7

Members of Pathway to Potential meet with Teresa Piruzza (MPP-Windsor West) regarding the removal of the Community Start Up and Maintenance Benefit from social assistance, which took effect on January 1.

MARCH 1

P2P partner with Voices Against Poverty to collect video impact statements of those with lived experience of poverty. The purpose of the videos is to inform Windsor-Essex about the vital role the Community Start Up and Maintenance Benefit (CSUMB) has played in preventing homelessness and providing housing stability for those on social assistance.

MARCH 7

The Ontario Association of Social Workers Southwestern Branch award P2P's director Adam Vasey the Distinguished Social Work Service Award for 2012.

MARCH 11

P2P's Adam Vasey and VAP's Lorena Shepley present at the Ontario Pre-Budget Consultation.

MARCH 15

P2P connects VAP with "Undocumented", a project developed through the IN/TERMINUS Creative Research Collective at the University of Windsor.

MARCH 28

Adam Vasey presents at the Ontario Federation of Labour People's Budget.

APRIL 10

P2P presents to City of Windsor's Standing Committee of Social Development, Health and Culture.

APRIL 12

Adam Vasey presents to Finance Minister, Charles Sousa and Teresa Piruzza, Minister of Children and Youth Services

APRIL 18

P2P hosts Understanding Poverty workshop in Leamington. The workshop is designed to increase service providers' knowledge and understanding of the measures and types of poverty, key poverty frameworks, factors and barriers that contribute to poverty, and practical applications and tools that help build empathy and awareness.

MAY 6-11

P2P partners with the Downtown Mission, Windsor Essex County Community Garden Collective, Youth and Family Resource Network, Unemployed Help Centre, Southwestern Ontario Gleaners, Food Matters, Windsor-Essex County Health Unit and Windsor Essex Food Bank Association to launch a local Hunger Awareness campaign called "W.E. Hunger 4" for National Hunger Awareness Week. The goal was to bring awareness to the issue of hunger within in Windsor-Essex.

JULY 17

Ontario's Minister of Labour, Yasir Naqvi, appoints P2P's director Adam Vasey to the provincial Minimum Wage Advisory Panel.

AUGUST 6

P2P attends a community conversation hosted by the honourable Teresa Piruzza to discuss the renewal of Ontario's Poverty Reduction Strategy. Over 50 people in attendance worked together to help identify what barriers keep individuals in Windsor-Essex in poverty and what solutions could be put in place to help reduce the number of those living in poverty.

SEPTEMBER 20

P2P participates in second community consultation on the development of Windsor and Essex County's 10 Year Housing and Homelessness Plan.

OCTOBER 2

P2P announces Linda Coltman as the new co-chair of P2P's Collaborative Leadership Team.

OCTOBER 24

Linda Coltman, Co-chair of P2P's Collaborative Leadership Team, makes a presentation to approximately 50 people at "Opening Doors and Minds", the County of Essex's 11th Annual Accessibility Workshop.

NOVEMBER 3

P2P presents to Tecumseh United Church on poverty and social justice.

NOVEMBER 23

Adam Vasey participates in the Making Waves Windsor-Essex Assembly, which focuses on capacity-building for social justice advocates.

NOVEMBER 30

Adam Vasey from P2P speaks about poverty and inequality at a Leamington rally in support of the workers at Heinz.

DECEMBER 10

P2P presents to the Local Immigration Partnership on transportation barriers faced by job seekers, promoting the community survey.

JUNE 10

P2P has their response to an opinion column by Chris Vander Doelen titled Welfare for Horses published in the Windsor Star. The P2P team critiques Vander Doelen's perspectives on the Ontario Budget's proposed changes to social assistance.

JUNE 20

P2P participates in community consultation on the development of Windsor and Essex County's 10 Year Housing and Homelessness Plan hosted by the Long Term Affordable Housing Strategy Advisory Committee.

JULY 24-26

P2P's Income Working Group distributes 2,000 flyers in low income neighbourhoods announcing the by-election and encouraging residents to vote.

SEPTEMBER 4

P2P presents to County Council.

SEPTEMBER 25

P2P hosts community conversation on transportation which attracts more than 70 participants, including employers, elected municipal officials, people who face transportation barriers, and a wide range of service providers.

OCTOBER 17

(The International Day for the Eradication of Poverty): P2P partners with the Downtown Mission of Windsor, St. John the Evangelist Anglican Church in Leamington, Voices Against Poverty, students from the University of Windsor and other social justice advocates to distribute 900 brown paper bags across the region to support Dignity for All's Chew On This! campaign promoting a call for a National Poverty Action Plan in Canada.

OCTOBER 24

P2P's Income Working Group Co-Chair Thomas McKay presents to the Minimum Wage Advisory Panel on behalf of P2P at the locally held consultation.

NOVEMBER 14

P2P attends a Social Services Roundtable hosted by MPP Rod Jackson.

NOVEMBER 26

Pathway to Potential and partners share the results of the recent Market Dollars food security pilot project at a reporting event and announce it a success.

DECEMBER 3

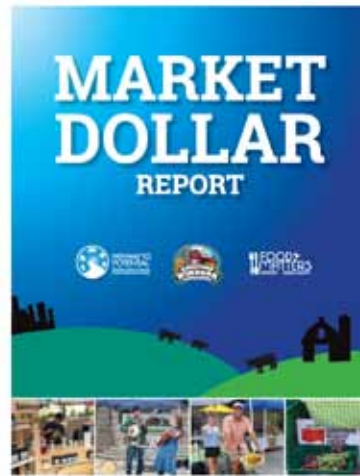
Adam Vasey from P2P is invited to Hamilton to speak at a community forum on precarious work and the minimum wage.

MARKET DOLLAR PILOT

Pathway to Potential piloted a successful food security initiative in Downtown Windsor with partners Food Matters Windsor Essex County and the Downtown Windsor Farmers' Market

Windsor-Essex is one of many communities across Ontario that is exploring and evaluating alternative methods of food distribution for residents on low or fixed incomes. Preferred solutions to increasing access to healthy, nutritious food will be implemented in a manner that **maintains dignity, builds health and community, and challenges inequality**. In seeking longer-term justice solutions as opposed to short-term charity, we anticipate a paradigm shift as individuals and families discover opportunities to establish self-reliance, sustainability and empowerment over their own food procurement.

While the primary goal of the Market Dollar program was to provide lower income families and individuals with opportunities to purchase nutritious food, the program would also benefit local producers and markets by promoting and supporting their products. Another valuable



anticipated benefit of the program, was an increased connection to community by some of our most vulnerable residents.

In July, 10,840 dollars were allocated to the Market Dollar program through a grant from United Way Windsor-Essex County in the amount of 10,000 dollars and the City of Windsor's Community Development and Health Services Senior Leadership Team in the amount of 840 dollars. A total of 10,620 market dollars were distributed over the course of the Downtown Windsor Farmers' Market season, July through mid-October. Market dollars were provided to 531 families or individuals living within walking distance of the market. In all, 307 households redeemed market dollars for a total of 5,774 dollars. Participants used their market dollars primarily to purchase fresh local vegetables, meat, fish and baked goods. Overall, stakeholders indicated they felt the program was successful.

Funding for the program evaluation was secured through the Healthy Communities Fund Partnership Stream from the Windsor-Essex County Health Unit.

The full report on the pilot program is available on our website.

TRANSPORTATION COMMUNITY CONVERSATION

On September 25, P2P hosted a two-hour community conversation at Tecumseh Arena to **gather public input on transportation barriers and solutions for residents of Windsor-Essex**. The conversation, which was organized by P2P's Employment and Training working group, attracted more than 70 participants, including employers, elected municipal officials, people who face transportation barriers, and a wide range of service providers.

Tables were set up to represent the municipalities in Windsor-Essex, and participants were encouraged to join a small group discussion for the municipality they were most passionate about in the context of transportation. After two rounds of small group discussion — barriers followed by solutions — each table presented one barrier that was common to their municipality and one solution



they would like to see adopted in their municipality. **A common theme of having a regional solution came through in the report back to the larger group.**

Prior to the conversation, P2P's Employment and Training working group developed a survey on transportation barriers and solutions, which helped ensure the event was structured to meet the needs and interests of the community. In an effort to build on the momentum and positive feedback generated from the conversation, the working group kept the survey open to the public until the end of December.

The results from both the conversation and the survey will be outlined in a report that will be completed in early 2014.

LEVERAGED RESOURCES

INTERNS AND VOLUNTEERS

P2P continued to create internship and volunteers opportunities to help local students and volunteers gain practical experience within a unique and dynamic learning environment. P2P had nine interns in 2013 and worked with over 30 volunteers throughout the year.

FINANCIAL CONTRIBUTIONS

P2P secured 13,958 dollars in financial contributions from community partners and local suppliers.

MINIMUM WAGE

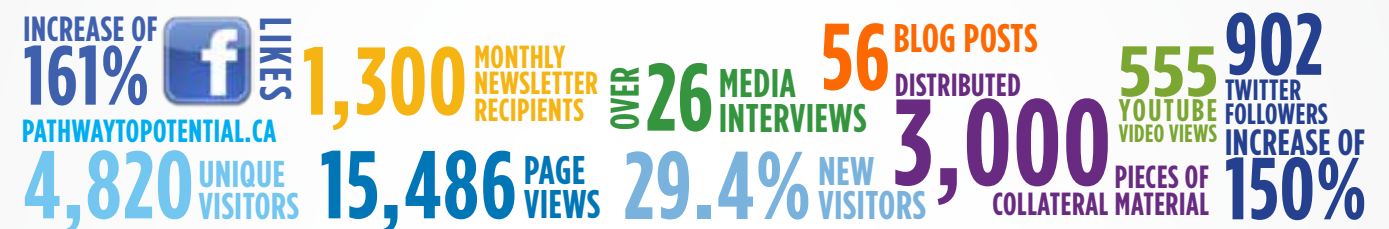
On July 17, the Ministry of Labour announced the panel members selected to sit on Ontario's new Minimum Wage Advisory Panel. Pathway to Potential's director Adam Vasey was among those selected to conduct consultations and propose recommendations.

According to Ontario's Ministry of Labour, the Panel was appointed to help ensure a process that is fair for workers, predictable for business and innovative for all Ontarians.

P2P's Income Working Group co-chair Thomas MacKay presented at the consultation held in Windsor to advocate for an increase that would allow a person working full time, year round to live above the poverty line.

On January 27, 2014 the provincial government released the Minimum Wage Advisory Panel's report, which recommended indexing the minimum wage to inflation. On January 30, 2014 the Liberal government announced its plan to raise the minimum wage to 11 dollars an hour starting on June 1, 2014, and tie future adjustments to inflation.

COMMUNITY AWARENESS



WHAT TO LOOK FOR IN 2014

The following list describes some of the projects P2P plans to complete in 2014:

- Launch a **Social Determinants of Health** working group in early 2014.
- Release a **Working Poor** report for Windsor-Essex.
- Welcome Tamarack—An Institute for Community Engagement to Windsor for a learning opportunity on **Collective Impact**.

- Conduct a **community survey** with third party funding to poll residents on priorities in our community.
- Launch a **Living Wage** campaign aimed at recognizing private businesses in Windsor-Essex who pay a living wage and recruiting others to increase their hourly wage and become a Living Wage employer.
- Launch phase II of the **Market Dollar** program.
- Partner with Enactus to launch **Windsor SOUP**, a microgranting program.

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. A listing of current working group members can be found on our website at pathwaytopotential.ca.

VOICES AGAINST POVERTY

Throughout 2013, VAP members focused on three main goals:

- Work to raise public awareness about the experiences of people living in poverty.
- Work collaboratively to engage the broader community in a collective poverty reduction effort.
- Engage in outreach and advocate for concrete solutions that will lift people out of poverty.

VAP accomplished these goals through engaging in many advocacy, education and awareness raising efforts throughout Windsor-Essex. Voices Against Poverty also led the planning and execution of local events focused on attempting to bring a semblance of dignity and a little pride to those individuals who, due to economic hardships, medical or psychological considerations, or changing life circumstances, have been forced to live in poverty.



A listing of current VAP members can be found on our website at pathwaytopotential.ca.

CONTACT US

pathwaytopotential.ca
info@pathwaytopotential.ca
519-255-6545
80 Chatham Street East, Windsor ON N9A 2W1

facebook.com/pathwaytopotential
twitter: pathwayrep



PATHWAY TO
POTENTIAL

**Windsor Essex County's
Poverty Reduction Strategy**