

POVERTY REDUCTION

INVESTMENT IN OUR COLLECTIVE PROSPERITY



PATHWAY TO
POTENTIAL

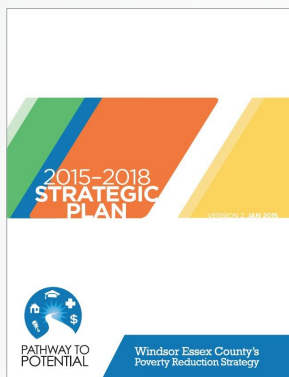
Windsor Essex County's
Poverty Reduction Strategy

IN 2014 THE CITY OF WINDSOR AND COUNTY OF ESSEX INVESTED NEARLY 1.9 MILLION DOLLARS INTO POVERTY REDUCTION IN OUR COMMUNITY. OUR PRIORITY AREAS AND GOALS FOR THE COMMUNITY ARE OUTLINED BELOW

PRIORITIES AND GOALS

Pathway to Potential released its Strategic Plan for 2015 – 2018

Pathway to Potential (P2P) 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.



FOOD SECURITY

Why it matters: Access to healthy, fresh and nutritious food is one of our most basic needs. The lack of this basic need is a stark reality that has serious implications for many children, adults, seniors and vulnerable populations.

Our goal: Everyone has dignified access to sufficient, affordable, healthy, safe, culturally appropriate food.

INCOME SECURITY AND EQUALITY

Why it matters: Research on human development shows that health and wellbeing is linked to financial resources. There is strong 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.

Our goal: Income security systems are improved and wages are increased.

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 transition into new fields of work. While community partners work to identify and predict skills shortages and growing trends, P2P focuses on barriers not being addressed by other groups.

Our goal: Barriers to workforce participation are removed and employment outcomes are improved.

LITERACY AND LIFELONG LEARNING

Why it matters: Increasing literacy rates and improving educational outcomes for all ages contributes to the health and wellbeing of individuals, families and communities; and economic development, productivity in workplaces, and the effectiveness of education and training programs.

Our goal: Literacy, graduation, and post-secondary enrollment rates increase.

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).

LEVERAGED RESOURCES

FINANCIAL CONTRIBUTIONS

P2P secured financial contributions from partners to expand work in two specific areas. The University of Windsor and P2P are working together through a Community University Partnership to launch a poverty and social policy externship program for law students. Generous contributions from the University of Windsor and The Law Foundation of Ontario were received for this work.

The Market Dollar program was made possible through generous support from United Way/Centraide of Windsor-Essex County, Caesars Windsor, and the Ministry of Health and Long-Term Care through Windsor-Essex County Health Unit's Healthy Communities Partnership Stream.

COMMUNITY UNIVERSITY PARTNERSHIP
\$33,000 University of Windsor | STRATEGIC PRIORITY FUND
 externship pilot project

\$39,000 The Law Foundation of Ontario
 Building a better foundation for justice in Ontario

MARKET DOLLAR PROGRAM

\$10,000 United Way Centraide Windsor-Essex County
\$5,000 CAESARS WINDSOR
\$5750 WINDSOR-ESSEX COUNTY HEALTH UNIT
 Bureau de santé de Windsor-Camille D'Eau

COMMUNITY ENGAGEMENT

625 **LIKES** **512** **YOUTUBE VIDEO VIEWS** **1061** **WHAT MATTERS SURVEY RESPONDENTS**
65 **MEDIA INTERVIEWS** **1518** **TWITTER FOLLOWERS** **76** **BLOG POSTS**
1,300 **MONTHLY NEWSLETTER RECIPIENTS** **411** **TRANSPORTATION SURVEY RESPONDENTS**

INTERNS AND VOLUNTEERS

P2P continued to create internship and volunteer opportunities to help local students and volunteers gain practical experience within a unique and dynamic learning environment. P2P had 10 interns in 2014 and worked with over 40 volunteers throughout the year.

HIGHLIGHTS FROM 2014

MARKET DOLLAR PILOT – PHASE II

The second phase of the Market Dollar pilot project took place during the months of July through October. Organized by P2P, Food Matters Windsor Essex, and Steve Green, the second phase expanded the program's reach and its operational structure.

While the primary goal of the program was to provide lower income families and individuals with opportunities to purchase nutritious food, it also resulted in an increased connection to community by some of our most vulnerable residents. The program also benefited local producers and markets by promoting and supporting their products.

With funding from Caesars Windsor and United Way/Centraide of Windsor-Essex County, a total of 27,295 market dollars were distributed for low-income use either by sale at \$0.50 per dollar or no cost.



Of these dollars, roughly 75 percent were redeemed — a 30 percent increase from the previous year.

Two markets participated this year including the Downtown Windsor Farmers' Market and the Ford City Sunday Market.

Overall, 63 percent of all dollars were redeemed on produce or meat/fish.

The project was considered successful; however, the time associated with the logistics of the program was so significant that the program will be put on hold while the system's procedures are reviewed and grants for staff are pursued.

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

MINIMUM WAGE

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.

Pathway to Potential's director Adam Vasey was among those selected to sit on Ontario's new Minimum Wage Advisory Panel which led to these changes.

WHAT MATTERS WINDSOR ESSEX



With funding from the Ministry of Health and Long-Term Care's Healthy Communities Partnership Stream, P2P conducted a community survey to identify priority areas for residents of Windsor-

Essex, specifically related to health, wellbeing 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 Spring 2015. Download a copy of the report on our website.

SOCIAL ENTERPRISE



P2P partnered with Enactus Windsor to launch Windsor SOUP in February 2014. Enactus Windsor is a student-run organization at the Odette School of Business that seeks to use the power of entrepreneurial action to transform the lives of individuals. The organization aims to bring about lasting impact and change within the community.

Windsor SOUP is a monthly micro-granting dinner event aimed at helping social enterprises tackle social issues in the community. Windsor SOUP

follows a 4:4:4 format: four presenters have four minutes each to make their pitch and answer four audience questions. With a donation of five dollars at the door, attendees will receive soup and salad and get a chance to vote on the social project they feel has the most potential to make a positive impact on the community.

The P & L Odette Charitable Foundation matches the funding at each dinner and to date, there have been eight Windsor SOUP dinners which have provided a total of \$15,488.50 to local individuals and groups — making their social ideas a reality.

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.

WHAT TO LOOK FOR IN 2015

LIVING WAGE

In spring 2015, P2P will launch its living wage campaign for Windsor-Essex with the Windsor-Essex Regional Chamber of Commerce. The event will publicly recognize five outstanding local businesses that have committed to paying a living wage. The 2015 Champions include ABC Day Nursery, Elite Construction (Windsor) Corp, Motor City Community Credit Union, Spotwin Craft Creative and Suede Productions. Visit livingwageWE.ca for details.



SOCIAL INNOVATION

P2P and WEtech Alliance have applied for funding from the Ontario Trillium Foundation to explore, educate, accelerate and celebrate social innovation in Windsor-Essex. Social enterprise is recognized as an important tool for reducing poverty, creating real jobs and making local economies more resilient. The social innovation strategy will have a lasting impact on those individuals who are able to secure training and employment within local social enterprises.

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