

PATHWAY TO POTENTIAL

- A YEAR IN REVIEW -

Learn more about what **Pathway To Potential** was up to in 2017 through the lens of the **9-point Social Investment Plan**:

2 Supportive Partner

Committed to working with the organizations which have assumed leadership on key community projects designed to improve the quality of life for residents.

- ✓ Participated in the development of a **Windsor–Essex Food Policy Council**
- ✓ Supported the Downtown Mission’s **SmartSaver –Community Learning Bond** initiative
- ✓ Supported the relaunch of **Living Wage Windsor Essex** by the Windsor Essex County Health Unit
- ✓ **ProsperUS Leadership Table**



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Foundational Services

Promoted the connection between P2P and foundational services which support residents who require assistance with basic needs.

- ✓ Co–hosted a consultation for the **Development of a Federal Poverty Reduction Strategy**
- ✓ Supported the Province’s **Basic Income Pilot Consultation**
- ✓ Became a member of **Tamarack’s Vibrant Communities** network

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City Council Involvement

Is asked to support opportunities, which promote self–sufficiency, social inclusion and personal development for all residents in all neighbourhoods.

- ✓ Letter to the **Minister of Families, Children, and Social Development** for the implementation of a **Federal Poverty Strategy**
- ✓ Proclamation of the **United Nations International Day for the Eradication of Poverty**



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Corporate Involvement

CDHS worked collaboratively with other corporate departments, such as **Transit Windsor** and **211/311** to help them view their programs/ services through the ‘poverty lens’.

- ✓ Launched the “**Corporate Champions**” at the City’s Manager’s Meeting
- ✓ Participated on **3 Inter–Departmental Corporate Initiatives** to provide the lens of social investment and equity



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Affordable Transportation

Continued to work with Transit Windsor for the provision of the **Affordable Pass Program** to allow low income residents accessing education programs or in search of employment a reduced rate.

- ✓ **Over 5000 monthly passes sold** to residents on a low–income.

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Investing in Neighbourhoods

In 2017, investing in neighbourhoods included:

- ✓ **Community Partnership (CUP)** has initiatives across Windsor and Essex County in 5 locations
- ✓ **Digital Literacy Program** – Computers for Kids
- ✓ Short–term child minding to support caregivers find work
- ✓ Youth and teen **After School Programs** in three neighbourhoods
- ✓ 16 low–income individuals were part of the **ACCESS–Garden to You** program, where **2,441 hours** were worked
- ✓ **384 unique adults** utilized the **Connections: Be Back Soon** programming for their children



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Social Inclusion Through Recreational Discounts

Continued to collaborate with Recreation and Culture for the provision of subsidized recreational programs for low–income children in Windsor and in each Essex County Recreation Department.

- ✓ **471 children** participated in the Windsor Essex Community Housing
- ✓ Corporation Summer Recreation Camp
- ✓ Developed Recreation & Aquatic **Leadership Program Pilot**
- ✓ **466 children and youth** accessed external programming offered through **17 external organizations**
- ✓ **2393 people** enjoyed themselves at Adventure Bay
- ✓ **3665 children and youth** accessed City of Windsor programming

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Communications & Awareness

Worked with Corporate Communications to expand the dissemination of information regarding current and new social investments.

- ✓ Launched the **Pathway to Potential Quarterly Newsletter**, which was distributed to **over 450 people** and organizations
- ✓ Launched ‘**Pathway to Potential Recreation and Adventure Bay Discount**’, using a marketing campaign and translation for 9 languages
- ✓ Launched Three “**Lunch & Learns**” with City and Community Partnerships about **Pathway to Potential** and social investments



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Data Collection & Impact

Worked with our partners to share appropriate data and utilize open data resources.

- ✓ Served as a partner at **Windsor Essex Data Consortium Table**

