



# POVERTY REDUCTION

INVESTMENT IN OUR  
COLLECTIVE PROSPERITY

2009-2016 HIGHLIGHTS



**PATHWAY TO  
POTENTIAL**

Poverty Reduction Windsor Essex

01	Introduction
02	Facts & Figures
03	Phases of Poverty Reduction
05	Phase I
07	Phase II
11	Phase III

Pathway to Potential is funded by



# INTRODUCTION

Pathway to Potential (P2P) was conceived by visionary and dedicated community leaders from the City of Windsor Social and Health Services Department, Legal Assistance of Windsor, United Way/Centraide Windsor-Essex County, and the University of Windsor's School of Social Work. Financial support from the City of Windsor and the County of Essex has been instrumental in ensuring that Pathway to Potential has the capacity to sustain and strengthen its work in the community.

## About P2P

P2P operates as a community collaborative acknowledging that there is a role for all sectors in identifying and implementing solutions that work to remove barriers to social and economic resources. Through education, research, and advocacy, P2P broadens the community's reach on the social and economic costs of poverty and the return on investment associated with preventing and reducing poverty.

P2P works towards systemic change, prioritizing long-term strategies to reduce and prevent poverty. This ensures a balanced approach in the community, given that many current local efforts focus on alleviating the negative effects, or symptoms, of poverty.

The collaborative approach allows P2P to convene unusual suspects and provides flexibility to address gaps and develop innovative solutions. This also means that the successes are owned by the community and the partners around the table; P2P acts as the vehicle to lead and report on these collective successes.

## VISION

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

## MISSION

Together we will reduce poverty and ensure the social and economic well-being of residents who live in Windsor-Essex.

## ASPIRATION

Windsor-Essex is a thriving community where every family and individual builds potential through access to quality opportunities, supports, and resources that work for them.

## VALUES

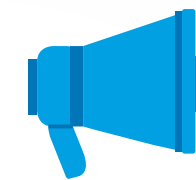
P2P relies on and supports a network of partners and organizations in the Windsor Essex community. P2P works to educate members of the community about the social and economic costs of poverty and the return on investment associated with preventing and reducing poverty.

P2P advocates for the removal of systemic barriers, and creates and supports concrete initiatives that improve the lives of people living in poverty, or who are at risk of living in poverty. P2P recognizes these efforts must reflect the needs and perspectives of those disproportionately affected by poverty, including First Peoples, racialized people, new Canadians, lone-parent families, people with disabilities and women.

# FACTS & FIGURES

Below are selected highlights of P2P's achievements.

## Building Awareness



P2P shares ideas and knowledge in Windsor-Essex and with local partners and those throughout Canada.

**125**

news stories & media interviews related to our work

**25**

publications produced including community reports, resources, policy documents and government submissions

**218k**

average potential monthly reach (users) on social media

**350**

blog posts written

**13k**

pieces of collateral material distributed

**110**

community presentations to

**7k**

people

## Building Skills & Knowledge



P2P continues to create internship and volunteer opportunities to help local students and volunteers gain practical experience, knowledge and skills within a unique and dynamic learning environment.

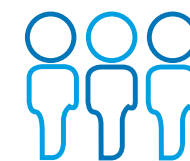
**60**

interns gained knowledge, habits, social and personal attributes through an internship placement at P2P

**10k**

hours interns contributed to the mission of P2P

## Working Together



P2P convenes partners to work towards common goals. Partnerships were used to secure funding to test ideas and achieve shared goals.

**150**

multi-sectoral network members contributed to the work of P2P

**15**

groups P2P contributed to locally, provincially and nationally

## Leveraging Funding



P2P continues to build the capacity of their multi-sectoral network by working together with shared values and understanding.

**575k**

third-party grant funding received

# PHASES OF POVERTY REDUCTION



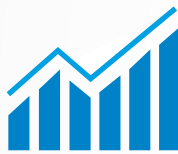
PHASE I: 2009 – 2011

GENERATE IDEAS, FOSTER DIALOGUE AND INITIATE ACTION



PHASE II: 2012 – 2015

ORGANIZE FOR IMPACT



PHASE III: INITIATED IN 2016

COMMUNITY ALIGNS TO IDENTIFY SHARED AND MEASURABLE GOAL

## *Phase I: Generate Ideas, Foster Dialogue and Initiate Action*

2009–2011

Following best practices in local poverty reduction efforts, Phase I of P2P's work focused on building strong, trusting relationships across sectors, fostering dialogue about the impact of poverty on the Windsor-Essex community, and convening strong cross-sectoral leadership.

P2P built a broad network of champions for poverty reduction, whose participation in the Roundtable and Working Groups reinforced that poverty reduction is a shared responsibility. P2P hosted Report to the Community events to gather community input and hear from leading Canadian experts on poverty; in 2010 Sherri Torjman spoke about the need to build community resilience, and in 2011 Mark Chamberlain highlighted the importance of engaging the business community in poverty reduction.

The formation of Voices Against Poverty ensured that the realities of people with lived experience were reflected in all aspects of P2P's work, and helped build community awareness about the barriers facing those in poverty. Members of Voices Against Poverty also gained leadership skills by partnering with P2P on numerous efforts to respond to build awareness and influence policy, such as the Do the Math Challenge, the Municipal Bus Tour, Municipal All Candidates' Night, and Social Audit Hearings.

In 2010, the City of Windsor and County of Essex jointly committed nearly \$2.1 million toward more than twenty poverty reduction programs. This investment included support for Transit Windsor's Affordable Pass Program, a local policy solution - advocated for by P2P and Voices Against Poverty - that provided half-price bus passes to those living with low income. Another key investment was the municipal commitment to providing subsidized access to recreation programs.

## *Phase II: Organize for Impact*

2012–2015

In Phase II, P2P focused on broadening its reach, building the public and political will necessary to make poverty a community priority. The WE Reality awareness campaign, which highlighted the many faces and experiences associated with poverty, challenged poverty myths and laid the groundwork for key policy recommendations.

In this period P2P solidified its role as a recognized expert on poverty reduction, as demonstrated by Adam Vasey's appointment to the provincial Minimum Wage Advisory Panel, chair Linda Coltman's appointment to the Technical Advisory Group for the province's second 5-year poverty reduction strategy, as well as numerous policy response activities and media interviews on poverty issues. P2P also established itself as the local lead or representative for provincial and national campaigns and networks, ensuring well coordinated policy response efforts across communities.

Phase II also saw P2P, alongside community partners, successfully leverage new funding to enhance food security and social innovation in the region. Funding was also secured to develop new community-university partnerships to support poverty reduction research and policy response efforts. The Market Dollars program, piloted by P2P and partners in 2013 and expanded for 2014, highlighted P2P's focus on developing innovative solutions to address local needs. P2P's successful launch of the Living Wage Windsor-Essex campaign in 2015 was key to fostering strong partnerships with the business community and demonstrating alignment between poverty reduction and economic development goals.

P2P also played an instrumental role, along with their Hamilton counterparts, in encouraging the provincial government to provide funding for local poverty reduction initiatives. Now a reality, the province's Local Poverty Reduction Fund now provides funding opportunities for community-based solutions to poverty.

P2P's literacy and lifelong learning working group organized the community conversation that led to United Way/Centraide Windsor-Essex County launching their On Track to Success program. The working group invited 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. The community identified United Way/Centraide Windsor-Essex County as the community partner best equipped to move this initiative forward and applauds them for doing so. United Way/Centraide Windsor-Essex County launched their On Track to Success program (which follows best practices from Pathways to Education) in Spring of 2015.

## *Phase III: Community Aligns to Identify Shared and Measurable Goal*

INITIATED IN 2016

P2P's efforts in Phases I and II have laid the foundation for working toward measurable, population-level change on poverty. Early in 2016, P2P and Family Services Windsor Essex received funding from the Ontario Trillium Foundation to explore the community's interest in using the Collective Impact model to align poverty reduction and economic development goals. The Collective Impact model involves a highly structured form of collaboration that is driven by a common agenda, shared measurement systems and "backbone" staff. Working with consultant Paul Schmitz, an expert in Collective Impact, P2P has engaged more than 200 people in this process, and there is strong community support for using this model to align poverty reduction and economic development goals in Windsor-Essex.

In addition to this work, Phase III will involve the continued growth of the Living Wage program. The Living Wage program is designed to recognize businesses and organizations in our community that pay a living wage (what earners in a family need to bring home, based on the actual cost of living in a specific community, to live with dignity and participate as active citizens in our society). With more and more families working in low wage, precarious jobs, this program invites employers to re-examine compensation through the lens of what it actually costs to live and raise children here and celebrates the employers who do. Living Wage programs have been known to benefit employers in a variety of ways, from increasing retention to reducing medical costs, and are shown to have residual community benefits by providing greater purchasing power.

# PHASE I

## 2009 Highlights

### P2P HOSTS BRIDGES OUT OF POVERTY TRAINING WORKSHOP AND FORUM

P2P's education and skills training subcommittee partnered with Linking Adult Literacy to Poverty Reduction project to provide learning opportunities through a Bridges out of Poverty workshop and a follow-up forum for managers.

Bridges out of Poverty is a framework designed to educate community members what it means to live in poverty. The framework recognizes that individual choices can lead to poverty. Equally important, it recognizes there are other contributing circumstances that individuals have no control over. The Bridges model is built on the proven concepts that everyone in a community has a role to play in poverty reduction. This training helps organizations and communities to develop effective strategies to influence policy change.

### P2P ENGAGES THROUGH COMMUNITY PRESENTATIONS & CONSULTATIONS

Engaged more than 100 organizations through presentations, consultations, workshops, forums and other events. Carried out more than 15 community presentations and consultations reaching more than 350 individuals representing multiple sectors in Windsor and Essex County.

Engaged more than 750 people through participation in Festival Epicure, the Fringe Festival, the Homeless Coalition's Soup Day and other community events.

### SOCIAL ASSISTANCE REVIEW WORKSHOP

Collaborated with Voices Against Poverty, Campaign 2000 and the Income Security Advocacy Centre to hold a workshop in preparation for the provincial government's Social Assistance Review.

## 2010 Highlights

### SOCIAL JUSTICE FORUM

More than 120 area Grade 8 students attended the sixth annual Youth Social Justice Forum held at the University of Windsor. P2P, in partnership with Home Away From Home and the Homeless Coalition of Windsor and Essex County, facilitated five workshops on poverty and homelessness.

### P2P & VOICES AGAINST POVERTY HOST SOCIAL AUDIT HEARINGS

P2P and Voices Against Poverty held five social audit hearings throughout Windsor-Essex County. The hearings reached more than 70 community members with the lived experience of poverty and 70 service providers across Windsor-Essex.

### TOWN HALL MEETING

P2P's income support subcommittee hosted a town hall meeting at the Downtown Mission of Windsor which attracted more than 50 community members. Key themes arising from the meeting included the need for food security, better public transportation and greater social inclusion.

### EARLY YEARS COMMUNITY FORUM

Held a community forum that featured Dr. Fraser Mustard and Dr. Charles Pascal, to raise public awareness about the importance of investing in the early years and to discuss the implications of full-day learning.

### LONG-TERM AFFORDABLE HOUSING STRATEGY PARTICIPATION

Members participated in, and submitted a brief on the Minister of Municipal Affairs and Housing's Consultation on Ontario's Long-Term Affordable Housing Strategy.

### P2P HOSTS DO THE MATH PUBLIC FORUM

P2P organized a "Do the Math" forum which more than 65 people attended. "Do the Math" asks participants to compare their monthly budget to the real-life earnings of low-income people in Ontario, asking the question: What kind of things do you imagine you would have to do without while living on social assistance?

### P2P FACILITATES CREATION OF VOICES AGAINST POVERTY

P2P facilitated the development of a local grassroots group, Voices Against Poverty. Since forming in June 2009, Voices Against Poverty worked collaboratively with P2P and made links with provincial advocacy groups.

### P2P PRESENTS AT 25in5 NETWORK FOR POVERTY REDUCTION – LEADERSHIP ASSEMBLY

In May, the 25in5 Network for Poverty Reduction hosted a Leadership Assembly in Toronto, and P2P was invited to present as part of panel discussion entitled "What We Have Learned: Community Level Poverty Reduction Strategies." Voices Against Poverty member Lillian Gallant represented P2P, sharing key accomplishments and lessons learned with the more than 100 participants who attended from across Ontario.

### MUNICIPAL BUS TOUR

P2P hosted a bus tour that highlighted a number of P2P's funded agencies and raised awareness about the ongoing work of the local poverty reduction strategy.

## GENERATE IDEAS, FOSTER DIALOGUE AND INITIATE ACTION



### P2P AND UNITED WAY HOST FOOD MATTERS FORUM

P2P and the United Way co-sponsored the Food Matters Forum which highlighted existing food initiatives and focused on developing a plan of action for food security within the community. More than 55 community stakeholders participated in the forum, which included small group discussions to develop priorities in four key areas: emergency food distribution, alternative food distribution, urban/rural agriculture initiatives, and policy initiatives.

### LOCAL LEADERS TAKE PART IN DO THE MATH

P2P organized a "Do the Math" challenge. More than 30 local community leaders took part in the challenge, which involved eating only the food that a person visiting a food bank would typically receive in a food package. Challenge team members were asked to make the food – about 3 days' worth – last for up to 5 days. The challenge helped raise awareness of the inadequacy of social assistance rates and the need for a \$100 monthly healthy food supplement.

## 2011 Highlights

### FOOD MATTERS WINDSOR ESSEX GETS FUNDED

P2P partnered 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.

### P2P & HOMELESS COALITION OFFERS POVERTY AND HOMELESSNESS WORKSHOP TO STUDENTS

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 PRESENTS AT NATIONAL FORUM

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

### ATKINSON FOUNDATION FUNDS VOICES AGAINST POVERTY

P2P secured a \$5,000 grant from the Atkinson Charitable Foundation 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 was developed to make poverty a priority issue in the provincial election.

### P2P HOSTS REPORT TO THE COMMUNITY EVENT

In January, P2P hosted its inaugural Report to the Community event entitled Building Resilience in Windsor-Essex County". More than 120 community members from all sectors attended the event to learn about P2P's work and progress in 2009, and to provide input into the direction of the strategy for 2010.

### P2P HOSTS MUNICIPAL ELECTION ALL CANDIDATES' NIGHT

P2P hosted an all-candidates' night for the 2010 municipal election which was attended by nearly 100 people including more than 35 municipal candidates. The night involved participants taking the "Do the Math" survey to estimate how much money a person requires to live frugally but also with dignity and in reasonable health, followed by a viewing of the documentary "Poor No More", which provides ideas for more effectively addressing poverty in Canada. Participants then joined breakout sessions to share their ideas relating to food security, affordable transportation, jobs and income security, and multi-sector partnerships.

### ALL CANDIDATES' NIGHT HOSTED IN PREPARATION FOR PROVINCIAL ELECTION

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.

### PROVINCIAL SOCIAL ASSISTANCE REFORM CONSULTATIONS ARE HOSTED

Jointly planning and facilitating community consultations with the United Way and Legal Assistance of Windsor to gather local perspectives on provincial social assistance reform.

### P2P HOSTS COMMUNITY EVENT

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.

# PHASE II

## 2012 Highlights

### COMMUNITY EDUCATION & AWARENESS CAMPAIGN LAUNCHED



On October 17, the International Day for the Eradication of Poverty, P2P launched WE Reality.

The overall goal for this campaign was to educate the general public about poverty issues among a variety of different populations within our community; for example, those who are working full time and those who are experiencing poverty at a higher rate such as single mothers, new immigrants, and First Peoples.

In addition to providing the general public with statistics on poverty in the community, we also aimed to debunk popular myths and stereotypes about poverty.

The campaign was launched with an e-blast to our newsletter subscribers; a website WReality.ca; chalk stenciling of statistics on sidewalks in the downtown Windsor core; a 28-page book; and street engagement conducted by our partner, grassroots group Voices Against Poverty.

The campaign gained 169 likes on our Facebook page, a total of 2000 books were distributed in our community and in the first 15 days of the launch, the website had 529 unique visits.

### UNDERSTANDING POVERTY WORKSHOP DEVELOPED

The Understanding Poverty workshop was developed by a sub-committee of P2P and Voices Against Poverty members and was offered twice to the community in 2012 to over 160 individuals.

Attendees confirmed that their knowledge of the poverty issues in Windsor-Essex and local community resources increased after attending the workshop.

### RESPONSE TO THE SOCIAL ASSISTANCE REVIEW

Facilitated three community discussions in response to the Options Paper released by the Social Assistance Review Commission.

Made submissions to the Social Assistance Review Commission.

Worked with provincial advocacy networks to develop coordinated responses.

### COMMUNITY START UP AND MAINTENANCE BENEFIT (CSUMB) COMMUNITY ACTION

Collected more than 400 signatures on a petition to reinstate CSUMB. Participated in "Ontario Communities Unite" meeting in Hamilton to strategize and mobilize in response to cuts to CSUMB. Co-convened, along with the City, the Community Start Up & Maintenance Benefit (CSUMB) taskforce and led the advocacy sub-group.

### TRANSPORTATION IDENTIFIED AS MAJOR BARRIER TO JOB SEEKERS

P2P's Employment and Training Working Group (ETWG) identified affordable transportation as a significant barrier for job seekers in Windsor-Essex and a priority for the year. The group researched various models used in other cities, ranked the different concepts and developed one of its own based on our region's landscape, needs and available resources. The ETWG's pilot project concept would work with placement agencies in finding the participants and employers and shuttle the job seekers to their place of employment if outside of the existing public transit schedule or territory.

### LIVING WAGE SUB-COMMITTEE FORMED AND RESEARCH CONDUCTED

Attended "Canada's Living Wage: Why it Matters in Ontario" conference in Toronto to learn about strategies for developing and implementing living wage campaigns.

Participated in the Living Wage Community of Practice, convened by the Tamarack Institute's Vibrant Communities Canada initiative.

Formed a sub-committee and conducted background research on living wage.

# 2013 Highlights

### P2P'S DIRECTOR SELECTED TO SIT ON ONTARIO'S MINIMUM WAGE ADVISORY PANEL

The Minister of Labour appointed P2P's Adam Vasey to sit on Ontario's Minimum Wage Advisory Panel. The consultations were conducted with business, labour groups, anti-poverty advocates and academics.

### TRANSPORTATION STUDY CONDUCTED

P2P's Employment and Training Working Group 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 in September 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.

### PLANTING SEEDS FOR CHANGE FORUM

Over 100 community members attended the Planting Seeds for Change forum hosted by P2P, 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.

### PATHWAYS TO EDUCATION COMMUNITY CONVERSATION

P2P hosted a community conversation in April with guest speakers from Pathways to Education – an innovative, community-based program that has been helping youth in low-income communities stay in school and graduate to post-secondary. P2P identified United Way Windsor Essex as ideal community lead for the initiative. United Way launched their version of the program "On Track to Success" in 2015.

## ORGANIZE FOR IMPACT



### P2P'S CHAIR JOINS ONTARIO POVERTY REDUCTION STRATEGY'S TECHNICAL ADVISORY GROUP

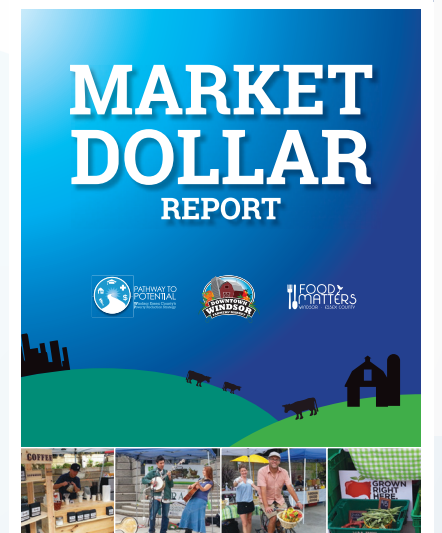
P2P's chair, Linda Coltman was appointed to the Ontario Poverty Reduction Strategy's Technical Advisory Group, a group that travelled across the province to hear Ontarians' perspectives on poverty reduction. According to Ontario's Poverty Reduction Strategy 2014 Annual Report, the group provided valuable input to the province as it developed the second poverty reduction strategy. This group represented a wide variety of advocacy groups, policy institutes, municipalities, youth organizations and social justice charities, and their expertise, insights and personal experience were considered invaluable.

### PROVINCIAL ELECTION VOTER TURNOUT BLITZ

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 neighbourhoods that typically have lower than average voter turnout.

### MARKET DOLLAR PILOT – PHASE I

P2P led a food security pilot project called the Market Dollar program with Food Matters, the Downtown Windsor Farmers' Market and the Windsor Essex County Health Unit. In July, 10,840 dollars were allocated to the Market Dollar program through a grant from United Way/Centraide 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.



A redemption rate of 57.82 per cent exceeded the goal and was in line with other similar long-standing community programs in Ontario. The program enjoyed 100 per cent participation from vendors and 5,774 dollars were injected into the revenue stream as a result of this program.

Overall, stakeholders indicated they felt the program was successful.

# PHASE II – CONTINUED

## 2014 Highlights

### MINIMUM WAGE ADVISORY PANEL

On January 27, the provincial government released the Minimum Wage Advisory Panel's report, which recommended indexing the minimum wage to inflation.

On January 30, the Liberal government announced its plan to raise the minimum wage to 11 dollars an hour starting on June 1, and tie future adjustments to inflation.

P2P's director Adam Vasey was among those selected to sit on Ontario's new Minimum Wage Advisory Panel which led to these changes.

### MARKET DOLLAR PILOT – PHASE II



### MARKET DOLLARS

The second phase of the Market Dollar pilot project took place during the 2014 market season (July through October). This phase expanded the program's reach and its operational structure and was managed by P2P, with support from Food Matters Windsor Essex, and Steve Green (the Windsor Essex County Community Garden Network coordinator and Downtown Windsor Farmers' Market general manager).

As an alternative method of food distribution for residents on low or fixed incomes, the mandate of the program is to increase access to healthy, nutritious food in a manner that maintains dignity, builds health and community, and challenges inequality. In short, individuals and families discover opportunities to establish self-reliance, 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, we hoped 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.

Phase two saw an overall redemption rate of almost 70 percent. Redemption rates based on distribution channel varied: dollars purchased at full price saw a 90 percent redemption rate, dollars purchased at 50 cents per dollar saw 75 percent and those given away at no cost saw 64 percent.

### COMMUNITY UNIVERSITY PARTNERSHIP

The University of Windsor and P2P worked 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.



### WHAT MATTERS WINDSOR ESSEX



health, wellbeing and community.

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

### WINDSOR SOUP LAUNCHED TO HELP SOCIAL ISSUES



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 IS RELEASED



Food Matters Windsor Essex County 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.

### ADVOCATED FOR PROVINCE TO MAKE FINANCIAL COMMITMENT TO REDUCE POVERTY

P2P worked with partners across the province to advocate for a provincial commitment to poverty reduction. Ontario commits 50 million dollars of funding over five years, creating the Local Poverty Reduction Fund.

## 2015 Highlights

### LIVING WAGE WINDSOR-ESSEX LAUNCHES



P2P is a proud partner of Living Wage Canada which recognizes the outstanding role that businesses and employers are playing by championing the living wage across the country. Their efforts are contributing to creating vibrant, inclusive communities in more than 40 cities, with more than 150 certified living wage employers operating in Ontario, British Columbia, and Alberta alone.

P2P launched a regional living wage campaign with the Windsor-Essex Regional Chamber of Commerce on March 10, 2015. The event took place as a luncheon to celebrate local employers and share how recruiting employers to pay a living wage is one of the best local economic development strategies we can employ. Visit [livingwageWE.ca](http://livingwageWE.ca) for details.

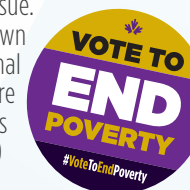
### LIVING WAGE CANADA LEADERS GATHER IN OTTAWA

Prior to the Poverty Reduction Summit in May 2015, 70 living wage leaders from across Canada connected to share their experiences with launching living wage campaigns and hear from campaigners, non-profits, living wage employers, academics, and unions. P2P attended and heard from Mike Kelly and Caroline Reilly of Living Wage UK, Bryan Evans from Ryerson University and many others.



### P2P LEVERAGES COMMUNITY PARTNERSHIPS TO MAKE POVERTY A FEDERAL ELECTION ISSUE

Canada has been told by the United Nations, Senate, and committees of the House of Commons to take immediate action to address poverty yet Canada does not currently have a federal poverty reduction strategy. P2P recognized that a federal election was an ideal time to bring poverty to the national conversation. P2P convened local and national partners to determine how to make poverty an election issue. Vote to End Poverty was the result and the Downtown Mission of Windsor took the lead to run this national campaign that saw 13 groups come together to share resources resulting in 28 national news reports on the campaign and a discussion from over 350 individuals on Facebook alone.



## ORGANIZE FOR IMPACT



### SOCIAL INNOVATION IN WINDSOR-ESSEX GETS FUNDING

WEtech Alliance and Pathway to Potential received funding from the Ontario Trillium Foundation (OTF) to hire a coordinator to provide program support to local non-profits and entrepreneurs to foster and incubate social enterprises in Windsor-Essex.

This project aims to identify and support existing organizations poised to advance the social innovation concept in our region.

Phase One will take place over 24 months with funding of \$160,000 from OTF.

Social Innovation Windsor-Essex will support non-profit and for-profit organizations ready to build and launch social enterprises. By strengthening our local network of social entrepreneurs we will find new game changing ways to address complex social and economic challenges facing our communities.

Social entrepreneurs and enterprising non-profits will be connected with thought leaders and funding opportunities, with the aim of graduating a handful of projects fostering positive social, cultural or environmental impact. The social innovation projects will demonstrate bold new ideas and be well positioned to generate revenue while making important contributions to social innovation.

### P2P PRESENTS AT CANADA'S FIRST EVER NATIONAL POVERTY REDUCTION SUMMIT

P2P staff Adam Vasey and Laura Tucker, joined leaders from 47 communities across 7 provinces engaged in poverty reduction in Ottawa in May 2015, for Canada's first ever Poverty Reduction Summit.



The Summit highlighted what's working in poverty reduction activities, celebrated strong community examples and provincial/territorial strategies, and outlined what each holds in common so that we can clearly see the points of alignment that already exist.

Attendees heard from Ontario's Minister Deb Matthews, Edmonton Mayor Don Iveson, Calgary Mayor Naheed Nenshi, and Stephen Huddart of the J.W. McConnell Family Foundation to name just a few of the speakers.

Adam presented on social innovation's role in poverty reduction and showcased the partnership with Enactus Windsor and their Windsor SOUP micro-funding program. Laura shared the strategy developed for the Living Wage Windsor-Essex campaign and guided others on campaign development.

Hosted by Vibrant Communities Canada, members were invited to submit a short video that answers the question "What is a vibrant community?"

P2P intern Sarah Wingrove (MSW student) and fellow student Dylan Lamosvek (Communications, Media and Film) created P2P's video submission that took home first prize at the event.

# PHASE III

## COMMUNITY ALIGNS TO IDENTIFY SHARED AND MEASURABLE GOAL



### Ongoing Work and Next Steps

#### COLLECTIVE IMPACT

Over two days in March 2016, consultant Paul Schmitz conducted four individual interviews and seven group interviews with 45 leaders from our community's private, public and not-for-profit sectors. Participants provided their perspectives on the relationship between poverty reduction and economic development, the current state of collaboration in Windsor-Essex, and which stakeholders would need to be consulted and/or involved for a potential Collective Impact effort to be successful.

As a follow up to the March fact-finding interviews, Paul Schmitz returned to Windsor-Essex in June. Two lunches were held with 25 influential community leaders to provide an overview of the Collective Impact methodology, share highlights of the fact-finding interviews, and determine the level of commitment to align poverty reduction and economic development goals using Collective Impact. Paul also gave a keynote address, *Leadership for Collective Impact*, to an audience of 120 individuals.

Since June, additional meetings have taken place with key stakeholders, and presentations have been made to various collaborative tables, to ensure there is broad community support for Collective Impact. A Research and Review document, which is currently in development, will introduce existing research, data and analysis regarding poverty, both in Windsor-Essex and other jurisdictions.

##### i. STEERING COMMITTEE AND BACKBONE DEVELOPMENT

In January 2017, convene a Steering Committee of influential leaders that bring diverse backgrounds, experience, and perspectives. Identify the most appropriate type of backbone structure to support the Collective Impact effort.

##### ii. COMMON AGENDA

Work with the Steering Committee to create a common agenda that inspires commitment from all to a long-term (five to ten year) effort to achieve its goals.

##### iii. FUNDING

The province of Ontario has recognized Collective Impact as a proven methodology and, through the Ontario Trillium Foundation (OTF), has set aside funding specifically for Collective Impact grants.

In addition to the remainder of the OTF Seed Grant, we have secured additional funding through Workforce WindsorEssex to support our CI work through April 2017. With P2P's operations formally coming to an end as of January 20, 2017, the United Way has graciously agreed to assume the role of the eligible third-party organization to hold these additional funds. The United Way is also committed to acting as the eligible organization to apply for the next OTF CI grant proposal (Stage 1: Define the Impact), which we will be submitted in early 2017.

#### MUNICIPAL POVERTY REDUCTION EFFORTS

The City of Windsor Community Development and Health Services Department has stated its continued commitment to playing a strong municipal role in local poverty reduction efforts through policy and research. It also plans to continue working closely with the provincial government, which is currently in the midst of its second 5-year Poverty Reduction Strategy, and engaging with the federal government, which will begin consultations in 2017 on the development of a Canadian Poverty Reduction Strategy.

#### LIVING WAGE

A living wage program is a call to employers from all sectors to pay wages that are sufficient to provide for basic needs of families. Windsor-Essex is just one of many communities across Canada responding to the increasingly high levels of low-wage workers living in poverty, and at the time of this publication, it is the largest in the province representing 45 local employers employing 7767 residents.

The push to provide a living wage was spearheaded by Pathway to Potential (P2P), and the Windsor-Essex County Health Unit funded its launch in March 2015.

The success of the campaign can be seen throughout all sectors – private, public, and non-profit – and P2P is incredibly pleased that the Windsor-Essex County Health Unit has agreed to take over the program and continue with the recruitment and recognition of employers.





# PATHWAY TO POTENTIAL

Poverty Reduction Windsor Essex

cover photos by the following (left to right):

Andrea\_44, <https://flic.kr/p/6c9tWY>;

Jsinopoli, <http://commons.wikimedia.org/wiki/File:Essexcountywindmills.jpg>;

Quozl, [https://commons.wikimedia.org/wiki/File:Boardwalk\\_in\\_Pelee.JPG](https://commons.wikimedia.org/wiki/File:Boardwalk_in_Pelee.JPG); and

Pathway to Potential, *Reality Check*, All Rights Reserved