

2012 REPORT TO THE COMMUNITY

# MAKING POVERTY EVERYONE'S BUSINESS



PATHWAY TO  
POTENTIAL

Windsor Essex County's  
Poverty Reduction Strategy

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### **PATHWAY TO POTENTIAL'S MISSION:**



PATHWAY TO  
POTENTIAL

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

## LETTER FROM THE DIRECTOR

Dear Councillors, Community Partners, and Windsor-Essex Residents,

It is my privilege as the director of Pathway to Potential (P2P) to lead the Windsor-Essex Poverty Reduction Strategy and to present our 2012 Report to the Community on behalf of our Collaborative Leadership Team and Working Groups. This Report reflects our collective dedicated efforts to reducing poverty in our community and increasing the social and economic well being 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 City of Windsor and County of Essex made an investment of nearly \$2.1 million in 2012 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 the Report highlights the programs and 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.

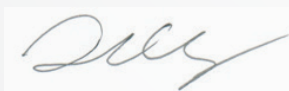
The second section highlights the impact of P2P's multi-sector collaboration. Over 70 dedicated volunteers actively work with P2P towards our jointly developed aspiration for Windsor-Essex. These community leaders, who make up P2P's Collaborative Leadership Team and Working Groups, play an integral role in educating the community about poverty, advocating for policy change, and developing local initiatives to address poverty-related barriers.

The P2P Working Groups continue to focus on three priority areas including employment and transportation, literacy and lifelong learning and income. Their updates, goals and progress are presented in the third section. A list of community partners can be found in the fourth section.

In 2012, Voices Against Poverty grew their membership base, expanded their community outreach efforts, and continued to play an active role on P2P's Collaborative Leadership Team and Working Groups. The fifth section highlights their activities, which included partnering to develop P2P's Understanding Poverty workshop, advocating for changes to social assistance, and assisting with the launch of P2P's Reality Check campaign.

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

### P2P'S ASPIRATION FOR OUR COMMUNITY

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

## PRIORITY AREAS AND WORKING GROUP UPDATES

P2P's priority areas remained the same in 2012; each working group set defined goals.

### Employment and Training working group

**Goal: Remove barriers to workforce participation and improve employment outcomes**

**Progress:**

- The group developed a formal response to the Drummond Report and the Social Assistance Review.
- Members are actively involved in the City of Windsor's Social Enterprise Task Force.
- The group 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.

**What's next?**

- The group is currently seeking a partner who would act as the shuttle partner.

**Goal: Support advocacy efforts for the recognition of Internationally Trained Professionals**

**Progress:**

- Increased collaboration with the Local Immigration Partnership (LIP) to identify joint advocacy efforts.
  - P2P is a member of the LIP and members of the LIP sit on P2P's working group to maximize information sharing and opportunity connection.

### Literacy and Lifelong Learning working group

**Goal: Increase literacy rates for all ages**

**Progress:**

- Enhanced collaboration among those working in the area of literacy.
- Development of an Understanding Poverty workshop.
  - The Understanding Poverty workshop was developed by a sub-committee and was offered twice to the community in 2012. Over 160 community members attended the workshops from 11 different sectors.
  - Workshop evaluations were collected by 78 per cent of attendees. Of those, 100 per cent indicated they would recommend the workshop to a friend. The workshop was rated excellent or outstanding by 46 per cent of respondents, and good or very good by 48 per cent for a successful overall score of 94 per cent of respondents rating the workshop good or better than good.
  - Attendees confirmed that their knowledge of the poverty issues in Windsor-Essex and local community resources increased after attending the workshop.
  - Of those who attended and completed our evaluation, the majority works in social services (41 per cent), education (20 per cent), and health (4 per cent). Forty per cent of respondents have worked for over 10 years, 36 per cent under five years, and 23 per cent between five and 10 years. Front line workers made up 35 per cent of attendees and management 26 per cent.

**What's next?**

The Literacy and Lifelong Learning working group, formerly Education and Literacy, is currently in the process of booking a speaker from Pathways to Education to speak to the Windsor community about their program.

Pathways to Education's innovative, community-based program has been helping youth in low-income communities stay in school and graduate to post-secondary for more than 10 years. Working in partnership with governments, social welfare agencies 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.

## Income working group

**Goal:** Advocate for an adequate income security system and increased wages.

### Progress:

- Actively engaged in social assistance review process.
  - Facilitated three community discussions in response to the Options Paper released by the Social Assistance Review Commission.
- Advocated for the reinstatement of the Community Start Up and Maintenance Benefit (CSUMB).
  - 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.
  - Participated in Community Start Up working group, convened by the City of Windsor.
- Formed a sub-committee and conducted background research on living wage.
  - 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.
- Engaged broad cross-section of community partners in the working group.

### What’s next?

- The group will be meeting with MPPs to advocate for the reinstatement of CSUMB and make recommendations on social assistance reform.

## Evaluation and Reporting working group

**Goal:** Identify key initiatives that will educate members of the community about the social and economic costs of poverty and the return on investment associated with preventing and reducing poverty.

### Progress:

- The Evaluation and Reporting working group spent most of its time in 2012 on data collection to identify the population groups most affected by poverty in our region. On Oct. 17, the International Day for the Eradication of Poverty, Pathway To Potential (P2P) launched a local campaign to bring awareness to poverty in our community. The campaign highlights poverty statistics for our region and directs residents to WReality.ca to find out more about the reality of poverty in our community. In addition to providing the general public with statistics on poverty in the community, Pathway To Potential also hoped to debunk popular myths and stereotypes about poverty.
  - The campaign was a huge success with 529 unique visits to the website in the first 15 days and a total of 1,197 unique visits from launch to the end of the 2012.
  - Our free ad on Windsorite.ca was seen 64,015 times resulting in 64 clicks to the website. Our Facebook page increased by 169 ‘likes’ expanding our reach by 120.97 per cent.
  - Over 1000 business cards with the URL were passed out in downtown Windsor the week of the campaign launch. Also in 2012, four community partners showcased the campaign characters at their events.

### What’s next?

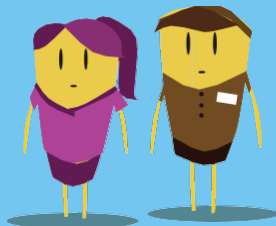
The Evaluation and Reporting working group is currently looking at completing a Cost of Poverty or a Working Poor in Windsor-Essex report. Once funding is secured, the group will begin the work on one of these projects.

# COMMUNITY AWARENESS

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

## POVERTY AWARENESS CAMPAIGN

529 VISITS  
TO THE WEBSITE IN THE  
FIRST 15 DAYS



1,197  
TOTAL UNQVE  
VISTS  
(OCT. 17 - DEC. 31, 2012)

64 015  
FREED ON  
WINDSOR TECA WAS SEEN  
TIMES RESULTING  
IN 64 CLICKS TO THE WEBSITE

FACEBOOK PAGE  
INCREASED BY 'LIKES'  
EXPANDING REACH BY  
120.97%

169



4

COMMUNITY PARTNERS  
SHOWCASED THE CAMPAIGN  
CHARACTERS AT THEIR  
EVENTS IN NOVEMBER AND  
DECEMBER 2012

2,000  
HARD COPY  
BOOKS PRINTED



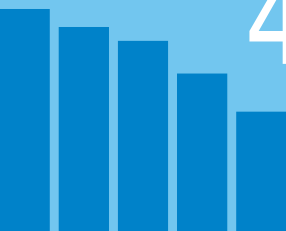
600  
DISTRIBUTED

IN NOVEMBER AND  
DECEMBER 2012



ONLINE COMMUNITY  
PATHWAYTOPOTENTIAL.CA

7,478 VISITS



4,963

UNIQUE

VISITORS

PAGE

18,395

VEWS

64.04%  
NEW VISITOR  
35.96%  
RETURNING VISITOR

FACEBOOK

OVER  
700 FRIENDS AND  
200

NEWSLETTER

OVER 700 NEWSLETTER  
RECIPIENTS

TWITTER

OVER 600 FOLLOWERS  
ON TWITTER

## EVENTS

Hosted a conversation café for **GenNext members** discussing why poverty exists, what impact poverty has on the quality of life of residents and how we can create lasting, positive change on poverty in our community.

Presented on resilience to the Ontario Trillium Foundation Essex-Kent-Lambton Grant Review Team.

Presented to approximately **200 staff** of the Windsor-Essex Children's Aid Society.

Presented to the Greater Essex County Parent Involvement Committee where approximately **50 parents** were in attendance.

Hosted **two Understanding Poverty workshops**, educating and presenting to over **160 community members** from **11 different sectors**.

Partnered with the United Way to plan and deliver a workshop on poverty and homelessness to **150 students** at the **University of Windsor's Social Justice Forum**. Students were made aware of the realities of living in poverty and were faced with making decisions on how, if on social assistance, they would make it through a month with the budget provided.

Conducted a total of **22 community presentations**.

Presented to more than **550 students and youth**.

## MULTI-SECTOR COLLABORATION

**70 COMMUNITY PARTNERS**  
FROM ALL FOUR KEY SECTORS  
MAKE UP P2P'S WORKING GROUPS

In an effort to expand the reach of poverty reduction and collaborate with diverse partners, P2P staff are members of various community groups including The Homeless Coalition of Windsor Essex, Steering Committee for Go For Health, Food Advocacy Network (Food Matters), the Local Immigration Partnership, City of Windsor's Social Enterprise Task Force, City of Windsor's Community Start-up, Maintenance Benefit (CSUMB) working group, 211 Advisory Committee, Best Start Implementation Committee, United Way Wellbeing Report Advisory Committee and Working Group.

**200 YOUTH INTERNS**

**STUDENTS**  
FROM SEVEN FACULTIES

Participated in the Summer Jobs for Youth program offered by New Beginnings and the Positive Parenting Employment Support program (PPES) offered through the City of Windsor's Social Services Department.

▶ Participated in Ways of Doing: Practices of Civic Engagement course offered by the Faculty of Arts and Social Sciences.

▶ A member of Voices Against Poverty sits on each of P2P's working groups.

▶ Engaged 50 new community partners in multi-sector collaborative efforts to reduce and prevent poverty.

▶ A member of the Windsor-Essex Regional Prosperity Council (WE PROSPER)

▶ Collaborated with Workforce Windsor-Essex, the City of Windsor and WEtech on youth centres in Ontario and the need in our community.

## ADVOCACY

Participated in Social Assistance Review process.

▶ 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.

Advocated for the reinstatement of the Community Start Up and Maintenance Benefit (CSUMB).

▶ 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.

▶ Participated in Community Start Up working group, convened by the City of Windsor.

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

▶ 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.

## PROGRAMS AND SERVICES

IN 2012, THE CITY OF WINDSOR AND COUNTY OF ESSEX INVESTED NEARLY \$2.1 MILLION INTO POVERTY REDUCTION IN OUR COMMUNITY. BELOW IS A BREAKDOWN OF HOW THE FUNDS WERE ALLOCATED AND HOW THEY BENEFITED THE COMMUNITY.

AN INVESTMENT OF  
**\$2,084,616**  
MADE INTO OUR COMMUNITY

PROGRAMS AND SERVICES  
**\$1,899,966**

COLLABORATION EFFORTS  
**\$184,650**  
(COORDINATION)

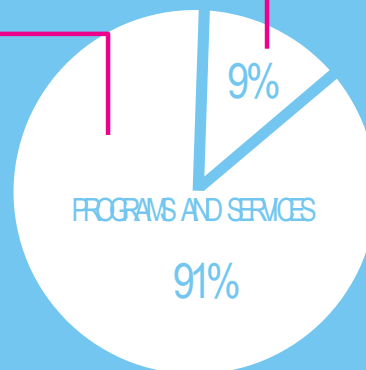
### INDIVIDUAL – SHORT-TERM

THESE PROJECTS RESPOND TO THE URGENT BASIC NEEDS OF INDIVIDUALS  
(EXAMPLES: FOOD, SHELTER, CHILD CARE, TRANSPORTATION)

**6,674** NUMBER OF INDIVIDUALS WHO  
SECURED SHORT-TERM ASSISTANCE

#### INCOME SECURITY

- HOUSING INFO. SERVICES – KEEP THE HEAT
- ROSELAND ROTARY CLUB – PACK FOR SUCCESS
- WINDSOR GOODFELLOWS – CHILDREN'S SHOE & BOOT PROGRAM



### AFFORDABLE TRANSPORTATION

- TRANSIT WINDSOR – LOW INCOME BUS PASS STRATEGY

TRANSPORTATION IS ONE OF THE BIGGEST BARRIERS FOR JOB SEEKERS. THE CITY OF WINDSOR'S AFFORDABLE PASS PROGRAM ASSISTS OVER 500 WINDSOR RESIDENTS



### INDIVIDUAL – LONG-TERM

THESE PROJECTS HAVE A LONG-TERM EFFECT ON THE INDIVIDUAL AND INFLUENCE THEIR LIFE PATH  
(EXAMPLES: SKILL AND CONFIDENCE BUILDING, RELATIONSHIP BUILDING AND NETWORKING)

#### AFFORDABLE RECREATION

- AMHERSTBURG COMMUNITY SERVICES – CHILDREN'S RECREATION PROGRAM
- CITY OF WINDSOR PARKS & RECREATION – CHILDREN'S RECREATION PROGRAM
- CITY OF WINDSOR RECREATION BROKERAGE
- LAKESHORE COMMUNITY SERVICES – CHILDREN'S RECREATION PROGRAM

- MUNICIPALITY OF LEAMINGTON ASSISTED RECREATION PROGRAM – ALL AGES IN LOW INCOME
- TOWN OF ESSEX – CHILDREN'S RECREATION PROGRAM
- TOWN OF KINGSVILLE – YOUTH & SENIORS RECREATION AFFORDABILITY INITIATIVE
- TOWN OF LASALLE ADULT & YOUTH PATHWAYS TO A HEALTHY LIFESTYLE – ALL AGES IN LOW INCOME

 HEALTH ACCESS

 SOCIAL INCLUSION

- TOWN OF TECUMSEH CHILDREN & ADULT RECREATION PROGRAMS – ALL AGES IN LOW INCOME
- WINDSOR/ESSEX HOUSING CORPORATION SUMMER RECREATION

BENEFITS OF RECREATION AND ITS IMPORTANCE FOR LOW INCOME INDIVIDUALS, FAMILIES AND OUR COMMUNITY INCLUDE — PHYSICAL HEALTH, MENTAL HEALTH, BREAKING THE CYCLE OF POVERTY, REDUCTION IN YOUTH CRIME AND PROVEN FINANCIAL RETURN ON INVESTMENT

7,790

NUMBER OF INDIVIDUALS ON LOW INCOME WHO WERE ABLE TO TAKE PART IN ACTIVITIES PROMOTING A HEALTHY LIFESTYLE

## SKILLS, KNOWLEDGE, EDUCATION

CAW 200 COMPUTERS FOR KIDS

3,095

NUMBER OF COMPUTERS THAT WERE REFURBISHED AND MADE THEIR WAY BACK INTO THE COMMUNITY TO HELP CHILDREN LIVING IN LOW INCOME AND NOT-FOR-PROFIT AGENCIES

1,640

NUMBER OF TEENS AND YOUTH WHO PARTICIPATED IN AFTER-SCHOOL PROGRAMS WHICH OFFERS HOMEWORK HELP, COMPUTER ACCESS, AND NUTRITIOUS SNACKS

- DROUILLARD PLACE – GRANDVIEW YOUTH CENTRE
- DROUILLARD PLACE – TEEN CENTRE

## COMMUNITY INFRASTRUCTURE

(EXAMPLES: YOUTH CENTRES, SUPPORT CENTRES)

THESE PROJECTS PROVIDE LASTING INFRASTRUCTURE TO OUR COMMUNITY THAT CAN BE USED BY INDIVIDUALS

- FOOD SECURITY
- JUMPSTART COMMUNITY NOURISHMENT

\$75,000  
2,373

NUTRITIOUS BREAKFASTS SERVED IN A NON-DISCRIMINATING ENVIRONMENT TO STUDENTS BEFORE THEIR SCHOOL DAY

- DROUILLARD PLACE FOOD COOPERATIVE

NUMBER OF INDIVIDUALS ON LOW INCOME WHO WERE EMPOWERED TO PURCHASE NUTRITIOUS FOOD AT AN AFFORDABLE PRICE THROUGH THE COOP

665

- YOUTH AND FAMILY RESOURCE NETWORK COMMUNITY NOURISHMENT

## SUPPORT AND EMPOWERMENT

- HOUSING INFO. SERVICES – HEART.
- CONNECTIONS AN EARLY YEARS FAMILY CENTRE – BE BACK SOON PROGRAM
- FAMILY SERVICE WINDSOR ESSEX – INCOME TAX PREPARATION

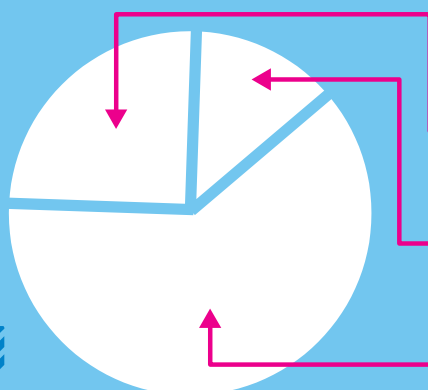
1,347

NUMBER OF INDIVIDUALS ON LOW INCOME WHO RECEIVED FREE INCOME TAX COMPLETION SERVICE

- TEEN HEALTH CENTRE – MORNING GLORY MOMENTS
- TEEN HEALTH CENTRE – KIDS ALLIANCE



NUMBER OF INDIVIDUALS ON LOW INCOME WHO OBTAINED CHILD CARE TO ALLOW THEM TO ATTEND JOB INTERVIEWS, MEDICAL APPOINTMENTS, COUNSELLING, ETC.



COMMUNITY INFRASTRUCTURE  
\$520,733

INDIVIDUAL SHORT-TERM  
\$296,942

INDIVIDUAL LONG-TERM  
\$962,869

## VOICES AGAINST POVERTY



### 2012 MEMBERS

Judy Allingham

Mary Bingenman

Lucette Chiasson Floude

Lillian Gallant

Lisa Haggith

Sandy Hunter

Donna LaBonte

Sarah Parks

Ray Poisson

Erwin Selimos

Lorena Shepley

Cynthia Ziel

In 2012, Voices Against Poverty has continued to grow its membership base and increase community awareness of the group. They have hosted brown bag luncheons to exchange information with local agencies.

Other highlights from the year included the Dalton McGuinty walk where they teamed up with the Windsor Worker's Action Centre on a riverfront walk with a McGuinty doll. They collected letters for the premier and raised awareness of the need for a \$100 monthly healthy food supplement for adults receiving social assistance.

VAP members were at city council as a delegation on the Community Startup and Maintenance Benefit issue. They also co-hosted a workshop with Centre for Equality Rights in Accommodation where they brought together service providers to discuss local housing and human rights issues.

VAP also assisted P2P with various activities throughout the year. Lillian Gallant presented at P2P's Understanding Poverty workshop and VAP members engaged downtown Windsor residents during the launch of P2P's Reality Check campaign.

## 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.

### COLLABORATIVE LEADERSHIP TEAM

Debbie Cercone, City of Windsor & County of Essex; Jean Foster, Windsor Public Library; Tina Gatt, Windsor-Essex Children's Aid Society; Lorraine Goddard, United Way / Centraide Windsor-Essex County; Donna Marentette, Workforce WindsorEssex; Jody Percy, NDP Constituency Office - Essex; Cathy Shanahan, Family Respite Services; Lorena Shepley, Voices Against Poverty; Gemma Smyth, University of Windsor, Faculty of Law; and Carolyn Warkentin, South Essex Community Council.

### EMPLOYMENT AND TRAINING

Biljana Angelovski, Symphonic Management; Melissa Basarac, New Canadians' Centre of Excellence; Joann Green, St. Clair College; Nour Hachem, Women's Enterprise and Skills Training of Windsor Inc.; Donna Hughes, LucasWorks; Bruno Ierullo, City of Windsor; Gabe Ligotino, South Essex Community Council; Darlene Malcolm, Workforce WindsorEssex; Donna Marentette, Workforce WindsorEssex; Brandy Pyne, Unemployed Help Centre (Belle River); Rachelle Volda, Great-West Life; Cynthia Ziel, Voices Against Poverty; and Kerri Zold, University of Windsor.

## LITERACY AND LIFELONG LEARNING

Daniel Arbour, Collège Boréal; Michelle Beemer, Workforce WindsorEssex; Deanna Charuk, United Way / Centraide Windsor-Essex County; Terri Cooper, St. Mary's Family Learning Centre; Christine Dean, Windsor Public Library; Réjean Dufresne, Conseil scolaire de district des écoles catholiques du Sud-Ouest; Linda Edwards, St. Mary's Family Learning Centre; Darlene Elm, Can-Am Indian Friendship Centre; Jean Foster, Windsor Public Library; Joel Furlotte, Windsor-Essex County Community Drug Strategy; Joann Green, St. Clair College; Jeff Hillman, Greater Essex County District School Board; Beth Johnson, City of Windsor; Cleopatra Kierstead, Multicultural Council of Windsor-Essex; Lori Newton, Communication Consultant; Sharon O'Hagan Wong, Windsor-Essex Catholic District School Board; Shannon Savone-Ciampa, Multicultural Council of Windsor-Essex; Joanne Shea, Windsor-Essex Catholic District School Board; and Lorena Shepley, Voices Against Poverty.

## INCOME

Bob Cameron, Downtown Windsor Community Collaborative; Paul Chislett, Windsor and District Labour Council; Katie Embree, New Beginnings; Sungee John, Colour of Poverty/Colour of Change; Ashley Lavigne, Legal Assistance of Windsor; Thomas MacKay, Rolly Marentette; Thelma Maxwell, Windsor-Essex County Health Unit; Kieran McKenzie, Brian Masse M.P., Constituency Office; Marion Overholt, Legal Assistance Windsor; Jody Percy, Taras Natyshak M.P.P., Constituency Office; Richard Phillips, Go For Health; Ray Poisson, Voices Against Poverty; Thom Rolfe, Hatus House; Lorena Shepley, Voices Against Poverty; Denise Smith, Heart and Stroke Foundation; Urvashi Soni-Sinha, University of Windsor, Faculty of Labour Studies; and Jacqueline Strybos, Legal Assistance of Windsor.

## EVALUATION AND REPORTING

Tanya Antoniwi, Workforce WindsorEssex; Melanie Banks, AIDS Committee of Windsor; Caitlin Cull, AIDS Committee of Windsor; Cindy Haas, City of Windsor; Cheryl Hardcastle, Town of Tecumseh; and Camille Koskowsky, Windsor Women Working With Immigrant Women.

## P2P WOULD LIKE TO THANK THE FOLLOWING BUSINESSES THAT TOOK PART IN OUR REALITY CHECK AWARENESS CAMPAIGN

All Saints' Anglican Church, Arts Council Windsor & Region, Bozii, Broken City Lab, Burger King at 73 University Street East, Canada South Festival Network, City Beer Market, Homeless Coalition of Windsor Essex County, Kildare House, Law Offices of Julie Santarossa & Michael P. O'Hearn, Legal Assistance of Windsor, Maroon Brothers, Micks Irish Pub, Ontario Travel Information Centre, Rino's Kitchen, Rock Bottom, Royal Bank at 245 Ouellette Ave., Sootiabank at 388 Ouellette Ave., Shawarma Palace, Spotvin, St. Clair College MediaPlex, Starbucks Coffee Company at 301 Ouellette Ave., Terra Cotta Pizzeria, The Bull and Barrel, The City of Windsor, The Downtown Windsor Business Accelerator, The Dugout Sports Lounge, The Stumble Inn, The Windsor Youth Centre, Tim Horton's at 80 Park Street East, Walkerville Yoga Loft, Windsor Essex Local Immigration Partnership, Windsor Pride, Workforce WindsorEssex, Yee Pharmacy, YMCA, and Youssef's Hair Boutique Inc.

## STUDENT AND YOUTH INVOLVEMENT

P2P is committed to the retention and development of youth and the overall growth of our community. P2P worked with over 25 students and young adults in 2012, all of whom are now more aware of poverty in our community and the causes and barriers faced by those living in poverty.

Thank you to the following 2012 interns and job-placement participants:

### University of Windsor School of Social Work

Derek Campbell, MSW, Chris Dowhaniuk, BSW, Joel Furlotte, MSW, Justin Kennedy, BSW, Bilal Mohamed, BSW, and Sarah Parks, BSW.

### Wayne State University, School of Social Work

Joanna Wójcieszowska, MSW

### University of Windsor, Odette School of Business

Laura Dan, MBA; Max Fera, MBA; Benjamin Ianetta, MBA; Lucia Lu, MBA; and Sean MacNeill, MBA

### University of Windsor, Faculty of Law

Shannon McHugh, and Sarah Naglingam

### University of Windsor, Faculty of Nursing

Lianna Benito, BScN, and Lauren Collavino, BScN

### University of Windsor, Department of Political Science

Laine McGarragle, Public Administration

### University of Windsor, Faculty of Arts and Social Sciences – Ways of Doing

Zainab Kargbo, Kristina Moelli, Clara Maurice, and Ashlyn Upcott

### St. Clair College, Business Administration – Marketing

Aaron Reimnitz, and Jonathon Wilson

### City of Windsor, Positive Parenting and Employment Skills Program

Melissa Knowlton

### New Beginnings, Summer Jobs for Youth

Angeline Pillon and Nancy Tran

## CONTACT US

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PATHWAY TO  
POTENTIAL

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