

2015 REPORT TO THE COMMUNITY

# POVERTY REDUCTION

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# INVESTMENT IN OUR COLLECTIVE PROSPERITY



PATHWAY TO  
POTENTIAL

Windsor Essex County's  
Poverty Reduction Strategy

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

*Our Mission*

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Pathway to Potential is funded by



County of  
Essex



## Message from the Director and Leadership Team Chair

It is with great pleasure that we share with you Pathway to Potential's (P2P) 2015 Report to the Community, which highlights our continued progress in building awareness, inspiring action, and strengthening our community's collective capacity to tackle poverty.

In March, P2P launched the Living Wage Windsor-Essex campaign, which as of December 2015 was up to 22 employer champions that are committed to paying their employees a living wage. In partnership with WEtech Alliance, P2P received an Ontario Trillium Foundation grant of \$160,000 over 24 months to hire a director of social innovation, who supports local entrepreneurs and non-profits in launching and expanding businesses with a social impact.

Throughout 2015 P2P also enhanced partnerships with the University of Windsor. The Law Foundation of Ontario's Community Leadership in Justice Fellowship allowed P2P's director to develop a framework for a Social Justice Externship Program at Windsor Law. Another highlight included the dynamic one-day workshop, "Charity is Good, Justice is Better: Mobilizing Campus and Community Against Poverty," which brought together students, faculty, community residents and organizations to engage in collective action on poverty.

As outlined in its Strategic Plan, 2015-2018, P2P continues its emphasis on 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.

In 2016, P2P will move forward on a Collective Impact project, funded by the Ontario Trillium Foundation, which will explore how a community wealth building approach could better integrate poverty reduction and economic development goals. Also new in 2016, P2P will co-lead the Windsor-Essex Working Table for the new Erie-St. Clair Regional Community Data Consortium, which will better coordinate community data.

Another exciting project to watch for in 2016 is P2P's new social justice leadership program, which will match high school students with University of Windsor students to address systemic barriers related to poverty.

For those who are already part of our ever-growing network, many thanks for your continued support. For those who are yet to be involved, please join in our collective efforts to make Windsor-Essex a thriving community where all families and individuals can access the opportunities, supports, and resources to build their potential.



**Adam Vasey**  
Director, Pathway to Potential



**Carolyn Warkentin**  
Chair, Pathway to Potential  
Collaborative Leadership Team

POVERTY RESULTS FROM  
BARRIERS TO SOCIAL  
AND ECONOMIC  
RESOURCES THAT  
PREVENT WELL-BEING  
AND ACCESS TO  
OPPORTUNITIES  
IN THE COMMUNITY.

*Our Definition of Poverty*

# Investing in our Collective Prosperity

In 2015, the County of Essex and City of Windsor invested 184,650 dollars in the collaboration of the poverty reduction strategy, Pathway to Potential (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.

The collaborative approach allows P2P to convene unusual suspects and provides flexibility around direction to address gaps/opportunities. 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.

P2P works towards systemic change, which requires a shift in thinking and challenges the status-quo of poverty alleviation. Poverty alleviation certainly plays a critical role and many of P2P's partners are working diligently in this area; however, it's important to note that P2P, rather than duplicate or focus on programming, instead looks to re-frame the conversation and use strategies aimed at addressing systemic barriers.

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.

## OUR GOAL

To educate members of the community about the social and economic costs of poverty and return on investment associated with preventing and reducing poverty.

## PATHWAY TO POTENTIAL COLLABORATIVE LEADERSHIP TEAM

P2P relies on the participation and support of this multi-sectoral group of volunteers. The Collaborative Leadership Team provides direction and decision making regarding Windsor Essex County's Poverty Reduction Strategy.

### The Collaborative Leadership Team as of December 2015

Chair	Carolyn Warkentin, Executive Director, South Essex Community Council
Past Chair	Linda Coltman, committee member, Voices Against Poverty
Essex County Council Representative	Marc Bondy, Deputy Mayor, Town of LaSalle
Windsor City Council Representative	Bill Marra, Councillor, City of Windsor
Employment and Training Working Group Chair	Tanya Antoniw, Executive Director, Workforce WindsorEssex
Research, Evaluation and Policy Response Working Group Chair	Meagan Hugall, Outreach Coordinator, Our West End Neighbourhood Renewal
Fiscal/Legal Sponsor	Joyce Zuk, Executive Director, Family Services Windsor-Essex
Funder	Debbie Cercone, Executive Director, Housing & Children Services, City of Windsor
Voices Against Poverty Representative	Lorena Shepley, committee member, Voices Against Poverty
Community Representative	Tracey Bailey, Chief Executive Officer, Community Support Centre of Essex County
Community Representative	Julie Fraser, Director, Knowledge Manager, Windsor-Essex County Health Unit
Community Representative	Thomas MacKay, Ducharme Fox Lawyers
Community Representative	Sharon O'Hagan-Wong, Superintendent of Education, Windsor-Essex Catholic District School Board
Community Representative	Cathy Shanahan, Executive Director, Family Respite Services (Windsor-Essex)

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.

*Our Aspiration*

# Impact Metrics

Below are highlights of P2P's community impact in 2015. These figures reflect P2P's commitment to community engagement and leveraging new and existing resources in Windsor-Essex.

Financial, human, social and intellectual capital reports frame the P2P network's poverty reduction efforts and accomplishments in Windsor-Essex.

## Financial Capital

*The financial health of the organization in a form of currency that can be traded.*

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

175K

grant funding received

## Human Capital

*The knowledge, skills, abilities and capacities possessed by people involved in the work.*

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

13

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

2828

hours interns contributed to the mission of P2P

## Social Capital

*Networks working together with shared norms, values and understandings that facilitate co-operation within or among groups.*

P2P continued to build the capacity of their multi-sectoral network.

98

multi-sectoral network members contributed to the work of P2P

15

groups P2P contributed to locally, provincially and nationally

## Intellectual Capital

*The knowledge assets of an organization such as ideas, inventions, general knowledge, designs and processes.*

P2P shared ideas and knowledge in Windsor-Essex and with partners throughout Canada.

15

community presentations

1950

people P2P presented to

3620

website visits

956

monthly newsletter subscribers

536

new Twitter followers

353

Twitter mentions

903

YouTube video views

30

media interviews

1943

total Twitter followers

704

Tweets

33

blog posts

839

total Facebook post likes

ALL RESIDENTS OF  
WINDSOR-ESSEX  
WILL BE VALUED  
AND INCLUDED  
IN THEIR COMMUNITY  
AND EXPERIENCE SOCIAL  
AND ECONOMIC  
WELL-BEING.

*Our Vision*

# 2015 Highlights

## P2P ATTENDS 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 Premier 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.

## 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.



## 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 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.



## 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. Since then P2P has recruited a total of 22 living wage employers in 2015.

Visit [livingwageWE.ca](http://livingwageWE.ca) for details.



**\$13.10**      **\$14.15**

The Windsor-Essex living wage with employer paid medical benefits

The Windsor-Essex living wage **without** paid medical benefits

**TO INCREASE  
EMPLOYEE MORALE  
AND LOYALTY**

*Common reason local employers pay a living wage*

**22**

certified living wage employers recruited in 2015

**4003**

certified living wage employees

**9**

sectors represented by certified living wage employers in Windsor-Essex

**HEALTHCARE**

largest sector represented by certified living wage employers in Windsor-Essex  
\*based on # of employees

**15**

shares on Facebook of the Windsor-Essex living wage campaign

**59**

Tweets #livingwageWE

**1486**

YouTube views of living wage videos

**LOWEST**

Windsor-Essex's living wage rate rank in Canada  
\*based on 2015 calculations

**TO ATTRACT  
DESIRABLE,  
QUALIFIED RECRUITS**

*Common reason local employers pay a living wage*

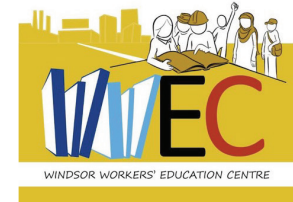
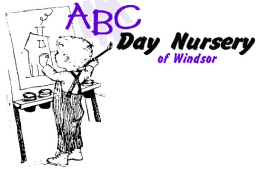
**\$16.24**

average living wage in participating Canadian communities  
\*based on 14 communities

**\$20.68**

highest calculated living wage in Canada  
\* Vancouver, BC

2015 Windsor-Essex living wage employers



## COMMUNITY UNIVERSITY PARTNERSHIP

### P2P Hosted Charity is Good, Justice is Better: Mobilizing Campus and Community Against Poverty



October 2015

"Charity is Good,  
Justice is Better"  
Workshop

This dynamic one-day workshop brought together students, faculty, and members of the community with the shared goal of campus-community engagement (CCE) and action efforts to fight poverty.

The morning provided an overview of the challenges surrounding poverty within Windsor-Essex County, the University of Windsor's responsibility to address poverty, and research on CCE. The panel discussion that followed offered ten varied perspectives from students, faculty, and community members on theory and practice of CCE, student experiences with CCE, poverty and social change, and the university's role in CCE. In the afternoon, interactive breakout sessions occurred on various topics, as well as a roundtable discussion on building an equitable model for an anti-poverty CCE.



Due to the success of the **Charity is Good, Justice is Better** workshop, planning is underway on for the second event, which will take place in Fall 2016.

### Social Justice Externship



November 2015

Social Justice  
Externship Report

Adam Vasey, director of P2P, recently completed a **Social Justice Externship Report** for **Windsor Law** through the **Law Foundation of Ontario's Community Leadership in Justice Fellowship**. Building on the Law and Poverty Policy Externship Pilot, a 2014 partnership between P2P and Windsor Law, the Report recommended that Windsor Law develop a Social Justice Externship Program and hire a faculty to support this initiative. Windsor Law recently announced plans to hire an Externship Professor, who will be paramount in the success of the Externship program. For more information on the Social Justice Externship, please contact Adam Vasey.

### Poverty Reduction through Community-University Partnerships



November 2015

Extension granted for  
CFICE project

This project is part of the **Community First: Impacts of Community Engagement** (CFICE) initiative funded through the **Social Sciences and Humanities Research Council** (SSHRC). CFICE aims to strengthen the relationship between community-based non-profits and post secondary institutions, while providing funding to build more innovative and prosperous communities throughout Canada.

Phase I explored community and university partnerships to develop capacity for systemic approaches to poverty reduction. The culmination of Phase I included the Charity is Good, Justice is Better event held at the **University of Windsor**.

Based on results of Phase I, CFICE extended the grant funding and P2P is currently developing Phase II of the project. During Phase II, P2P will be seeking feedback from the community on various models of campus-community engagement, and will end with a report to the community and Charity is Good, Justice is Better 2.0.

### Windsor-Essex Data Program



November 2015

Windsor-Essex  
Data Program

P2P is a multi-sector, collaborative network that aims to reduce and prevent poverty in the Windsor-Essex County region through advocacy, awareness and education. There are many non-profit organizations in the community that engage in similar efforts to improve the quality of life in the region; however, issues surrounding data ownership and data sharing can create barriers to effective collection and dissemination of research related to poverty in the Windsor-Essex region. Recently, the **Erie St. Clair Regional Data Consortium** was launched. P2P, in partnership with the **Windsor-Essex County Health Unit**, is in the process of developing an effective data consortium model for the Windsor-Essex Working Table. Specifically, this project focuses on proposing a structure and function for the Working Table that fosters improved data use and sharing, and collective impact initiatives involving shared impact measures, on poverty and related issues.



Social Sciences and  
Humanities Research  
Council of Canada

Canada

Conseil de recherches  
en sciences humaines  
du Canada



The Law Foundation of Ontario  
Building a better foundation for justice in Ontario



University  
of Windsor



Windsor Law  
University of Windsor



# What to look for in 2016

## 2016 AND BEYOND COMMUNITY UNIVERSITY PARTNERSHIP

### Building Policy, Advocacy and Research Capacity

As we move into 2016, P2P is focused on building capacity for policy, advocacy, and research in our community to address poverty at a systemic level. We know poverty is complex problem that requires complex, targeted, and unified solutions across networks. In order to develop and meaningfully engage in these solutions, we need to have capacity as a community in the policy, advocacy, and research arenas. P2P is focused on building these capacities and putting them into action in 2016. To do this, P2P will be creating a space for the community and the University of Windsor to come together to develop innovative approaches to addressing poverty at the systemic level. This space will not only strengthen relationships between community and University partners, but will also be used to hold workshops and education sessions on effective policy, advocacy, and research skills to apply to the innovative solutions that grow out of these relationships. If we approach our work as a community and with the right tools, we can move the needle on poverty in 2016.

### Social Justice Leadership Program

In 2016, P2P will develop, pilot, and evaluate a 40-hour poverty and social justice leadership curriculum for high school students in our community. The program will include education, mentorship, and practical experience components. Participating youth, through a change in attitudes and behaviours related to poverty, will increase their advocacy capacity and engagement in the community. This will contribute to poverty reduction in Windsor-Essex. The expected results are: (i) Engagement of youth in informing the development of the poverty curriculum through focus groups; (ii) Development of poverty curriculum; (iii) Implementation of the mentorship-based poverty curriculum; (iv) Improvement of high school students' leadership skills, understandings of the systemic causes and impacts of poverty as well as the scope and severity of poverty in Windsor-Essex; and (v) Improvements in the attitudes and beliefs about poverty, shifting from the charity model towards a social justice model. Ultimately, this project will build advocacy capacity and engagement in poverty reduction strategies. We will show our youth that, Charity is Good, Justice is Better!

### Charity is Good, Justice is Better 2.0

In September 2016, P2P will be hosting a sequel to our successful workshop held last fall. Similar to P2P's first workshop, the interdisciplinary event will bring together students, faculty, community organizations, and people experiencing poverty with the shared goal of campus-community engagement and action on poverty. P2P will highlight the steps taken based on our last workshop and discuss future initiatives that can be taken to fight local poverty.

### CFICE presentation in Saskatchewan June 2016

This June 2016, national members of CFICE will be gathering to present updates on various research projects conducted within the Poverty Reduction hub, co-led by the Vibrant Communities network. P2P will be presenting research on our exploration of opportunities for leveraging and coordinating resources within and between the local community and university to build the local poverty reduction strategy's capacity for research, evaluation and policy influence.

## CITIES REDUCING POVERTY: WHEN MAYORS LEAD EDMONTON, AB | APRIL 5-7, 2015

Citizens and their Mayors in both big and small cities are making poverty reduction a priority and just about every progressive city council in Canada is working on or is planning some form of a poverty reduction strategy.

Calgary's Mayor Naheed Nenshi, Edmonton's Mayor Don Iveson and other mayors from across Canada, representatives from every province and territory and the federal government will be meeting to discuss how we can reduce poverty together.

A formal invitation from the Federation of Canadian Municipalities has been sent to mayors across Canada asking them to join us April 5-7 in Edmonton.

P2P director, Adam Vasey will be in attendance.



Mayor Nenshi  
CALGARY



Mayor Iveson  
EDMONTON



## ONTARIO TRILLIUM FOUNDATION GRANT TO LOOK AT COLLECTIVE IMPACT MODEL TO ADDRESS POVERTY REDUCTION IN WINDSOR-ESSEX

On March 11, P2P and Family Services Windsor-Essex announced that a feasibility study to explore a new model to achieve poverty reduction goals in Windsor-Essex has launched and was made possible through funding from the Ontario Trillium Foundation (OTF).

This model, Collective Impact, is the commitment of a group of important actors from different sectors to a common agenda for solving a specific problem. This model has not yet been used in our region and through this grant will focus on how our community addresses the complex social and economic issue of poverty.

The first stage of the project is to convene community stakeholders from multiple sectors to have strategic conversations to determine if this model should be implemented fully in our region.

Family Services Windsor-Essex and P2P have hired consultant Paul Schmitz to lead the first stage of the feasibility study. Paul is a senior advisor to the Collective Impact Forum and also the first Innovation Fellow in Residence at Georgetown University's Beeck Center for Social Innovation and Impact. He is a faculty member of The Asset-Based Community Development Institute, a board member of Independent Sector and The United Way of Greater Milwaukee, and the former co-chair of Voices for National Service.



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Un organisme du gouvernement de l'Ontario

## CONTACT US

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