

PATHWAY **TO** POTENTIAL

- A YEAR IN REVIEW -

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

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Supportive Partner

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

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



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Foundational Services

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

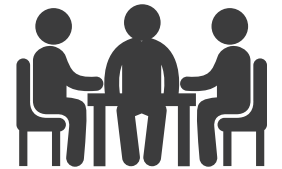
- ✓ Co-hosted a consultation for the **Development of a Federal Poverty Reduction Strategy**
- ✓ Supported the Province's **Basic Income Pilot Consultation**
- ✓ Became a member of **Tamarack's Vibrant Communities** network

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City Council Involvement

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

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



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Corporate Involvement

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

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



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Affordable Transportation

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

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

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Investing in Neighbourhoods

In 2017, investing in neighbourhoods included:

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



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Social Inclusion Through Recreational Discounts

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

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

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Communications & Awareness

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

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



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Data Collection & Impact

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

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

