



ENDING POVERTY ACTION PLAN 2012-2015

Objective: To reduce the proportion of London families who are living in poverty by 25% in five years and by 50% in 10 years.

Problem Definition

The breadth and depth of poverty is significant and enduring. The harm done to children living in poverty, with insufficient food, shelter, clothing and supports has lifelong consequences with respect to their health and future economic prospects. In London (2006 census), 12% of all individuals and 15% of children under the age of 18 live with income below the after tax low income cut off (LICO). Additionally, 8% of families, 23% of lone parent families and 27% of unattached individuals over the age of 15 live with income below the after tax LICO. Almost half (44%) of recent immigrants, 34% of Aboriginals, 33% of visible minorities, and 22% of people with a disability live with income below the before tax LICO.

Child and family poverty affects everyone. The research on every front is clear and compelling. Dollars invested in children to provide the conditions for healthy development save us huge social and economic costs later. In order for our children, youth and families who are struggling with poverty, to have a sense of belonging in our community, relationships need to be developed through employment, skill development, volunteer opportunities, recreation, leisure and cultural activities, child care and early learning opportunities. Meeting children and youth's fundamental needs is not a choice; it is a community responsibility which has tremendous rewards for all concerned.

Ending Poverty Strategy

1. Increase social awareness and community engagement
2. Reduce the impact of poverty and make day-to-day life better
3. Break the cycle and stop the next generation from living in poverty

The Ending Poverty team commits to developing strategies that include the voices of community members with lived experience, including incorporating the unique perspectives of women and cultural groups. Further, the Ending Poverty team commits to linking all poverty strategies to advocacy opportunities in order to bring about systemic change.



Outcomes

- All families in London will have incomes above the low income cut off (LICO).
- All families will have opportunities to participate in their neighbourhoods, the labour market and community activities.
- All families will be able to acquire the income, savings and assets to be financially stable.

Measures

- # of families in London above and below the LICO
- # of working families
- # of neighbourhood anti-poverty initiatives
- changes in community attitudes towards poverty
- # of children, youth, and families who are able to meet their basic needs
- # of children, youth, and families in stable housing
- # of participants in Matched Savings program
- # of participants in Microloans program
- Length of time families stay in short-term shelters
- Increase in financial literacy
- # of children and youth graduating high school and attending post-secondary
- Inclusion of women and cultural group perspectives in Ending Poverty initiatives
- # of advocacy opportunities acted upon by Ending Poverty members and broader community

CYN Inter-priority Collaboration

The priorities of the Child and Youth Network will share knowledge and resources where appropriate. This will include efforts to pool human, financial and physical resources.

Furthermore, consideration toward connectivity of issues concerning Ending Poverty, Healthy Eating and Healthy Physical Activity, and Literacy will be at the forefront of planning and decision making within all CYN priorities.



Strategy 1: Social Awareness and Engagement

Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Resources Required
<p>The Real Issue web campaign: Stage II</p> <p><i>Objective: Create awareness of poverty in London to change the conversation and engage individuals on what they can do to help end poverty</i></p>	<ul style="list-style-type: none"> - Re-convene Social Awareness/Real Issue subgroup - Continue to build on successes of Real Issue campaign and determine elements to re-energize, e.g. Conversation Series - Revive and revive Real Issue web presence - Collaborate with HEHPA and Literacy to explore and create awareness of links between poverty, literacy and health - Develop multi-year awareness, engagement and advocacy strategy - Link social awareness pieces to community advocacy opportunities - Evaluate results of awareness campaigns and advocacy initiatives and 	<ul style="list-style-type: none"> - Work with community to develop campaigns that raise the profile of poverty among all Londoners - Engage Londoners through regularly updated web and social media content to keep them continually aware of poverty issues and initiatives - Continue to collaborate with HEHPA and Literacy - In coordination with HEHPA and Literacy, develop campaign elements that target and include youth, such as a youth-driven video series - Link social awareness pieces to community advocacy opportunities - Evaluate results of awareness campaigns and 	<ul style="list-style-type: none"> - Engage Londoners through regularly updated web and social media content to keep them continually aware of poverty issues and initiatives - Continue to collaborate with HEHPA and Literacy - Implement youth-driven initiatives, such as a youth-created video series, and evaluate results - Promote poverty awareness content in London school curricula - Link social awareness pieces to community advocacy opportunities - Evaluate results of awareness campaigns and advocacy initiatives and 	<p>Year 1</p> <ul style="list-style-type: none"> - Committee members recruited - Awareness plan developed <p>Year 2</p> <ul style="list-style-type: none"> - Development and implementation of media campaigns - Number of people engaged in campaign through social media and other avenues - Advocacy opportunities that build from social awareness and engagement initiatives <p>Year 3</p> <ul style="list-style-type: none"> - Community members engaged in campaign through social media and other avenues - Youth engaged in poverty issues - Advocacy opportunities that 	<ul style="list-style-type: none"> - Print media: design and advertising costs depending on media selected (billboards, newspapers, etc.) - Web: Updating web content requires ongoing human resources. Options include: CYN, job creation programs; students; in-kind donations from CYN members; and, corporate social responsibility work by London organizations - Conversation series: meeting space, advertising, partnerships with like-minded groups - Youth-driven video series: video costs; partnership with media, schools, private



	use to refine approach	advocacy initiatives and use to refine approach	use to refine approach	build from social awareness initiatives	partners, HEHPA, Literacy teams
<p>Establishing Partnerships</p> <p><i>Objective: To create lasting, collaborative partnerships among poverty-focused organizations to increase impact</i></p>	<ul style="list-style-type: none"> - Reach out and establish relationships with like-minded London-based groups, such as the Citizen’s Panel and the Multi-Faith Religious Social Action Coalition, to build additional capacity to advocate about ending poverty in London - Assess feasibility of “poverty awareness month” for London community that coordinates efforts of CYN partners - Work with community and partners to identify key messages 	<ul style="list-style-type: none"> - Develop and implement awareness, engagement and advocacy strategies with partners to continue to build relationships - If feasible, develop detailed plan for poverty awareness month strategy - Evaluate results of awareness campaigns and advocacy initiatives and use evaluation to refine approach 	<ul style="list-style-type: none"> - Continue to implement awareness, engagement and advocacy strategies with partners - Determine leads and community champions for strategies that will continue - Implement poverty awareness month strategy by coordinating efforts of CYN partners - Evaluate results of awareness campaigns and advocacy initiatives and use evaluation to refine approach 	<p>Year 1</p> <ul style="list-style-type: none"> - Partnerships with other groups formed - Feasibility of poverty awareness month assessed - Key messages established <p>Year 2</p> <ul style="list-style-type: none"> - Strategies developed with partners - Feasible strategies begin implementation <p>Year 3</p> <ul style="list-style-type: none"> - Continued partnership with other groups - Implementation of strategies with partners 	<ul style="list-style-type: none"> - Key partners to advance social awareness initiatives in the community - Poverty awareness month: coordinated resources of member organizations, advertising costs, partnerships with like-minded, media



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<p>Intentional Relationships</p> <p><i>Objective: develop intentional, reciprocal and supportive relationships between those living in poverty and those not to support the transition out poverty</i></p>	<ul style="list-style-type: none"> - Conduct feasibility study of the Circles or similar initiative in London - If project is feasible, recruit lead agency and community champions - Work with lead agency and community champions to develop detailed project plan, including budget, evaluation and sustainability components 	<ul style="list-style-type: none"> - If project is feasible, work with lead agency and community champions to create needed infrastructure for implementation - Work with lead agency and community champions to engage project participants and volunteers - Implement the campaign, monitor progress and evaluate results; use evaluation to refine approach 	<ul style="list-style-type: none"> - Monitor progress of the Circles and evaluate results; use evaluation to refine approach - Implement sustainability plan to ensure program success 	<p>Year 1</p> <ul style="list-style-type: none"> - Completion of feasibility study - Project champions identified - Completion of project plan, if project is feasible <p>Year 2</p> <ul style="list-style-type: none"> - Partnership with lead agency - # of volunteers and participants <p>Year 3</p> <ul style="list-style-type: none"> - implementation of evaluation best practices 	<ul style="list-style-type: none"> - Lead agency/community champion - Program participants - Volunteer coordinators, possible staffing support - Meeting space and facilitation - Financial requirements dependant on results of feasibility study



Strategy 2: Reducing the Impact and Making Day-to-day Life Better

Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Resources Required
<p>Basic Needs Beacon</p> <p><i>Objective: To meet the immediate basic needs and enhance the capacity of individuals, families and neighbourhoods to work together, problem-solve and create sustainable solutions</i></p>	<ul style="list-style-type: none"> - Implement <i>Sustainable System for Basic Needs</i> pilot project for developing coordinated acquisition, storage, and distribution system - Develop and implement evaluation and sustainability plans for <i>Sustainable System for Basic Needs</i> - Begin initial best practices research of strategies for improving neighbourhood access to communication services, transportation and dental care - Hold conversations with key organizations about incorporating Basic Needs Beacon into Neighbourhood Child and Family Centres (NCFCs) - Explore incorporation of CYN Literacy programs for transitional basic need services 	<ul style="list-style-type: none"> - Assess whether <i>Sustainable System for Basic Needs</i> can be expanded to all sites that provide basic needs - Develop plan for implementing Beacon in Neighbourhood Child and Family Centres - Informed by community engagement process, work with key partners to implement Beacon in NCFC neighbourhoods - Develop strategies for improving neighbourhood access to communication services, transportation and dental care - Assess short term storage of personal basic needs for community members in housing transitions and create strategies to address need - Evaluate results of strategies 	<ul style="list-style-type: none"> - If feasible, expand <i>Sustainable System for Basic Needs</i> to other sites - Implement Basic Needs Beacons at NCFCs as feasible and determined through community engagement process - Implement strategies for improving neighbourhood access to communication services, transportation and dental care - Develop and implement sustainability plans for active Basic Needs Beacon projects - Evaluate results of strategies and sustainability plans 	<p>Year 1</p> <ul style="list-style-type: none"> - Pilot sites coordinate efforts to provide basic needs <p>Year 2</p> <ul style="list-style-type: none"> - Sites continue to coordinate efforts - NCFC plan developed - Plans in place for other beacon elements - Development of short term storage strategies for housing transitions, if needed <p>Year 3</p> <ul style="list-style-type: none"> - Sites that distribute basic needs continue to coordinate efforts - Expansion of <i>Sustainable System</i> - Implementation of Beacon at NCFCs, where appropriate - Implemented strategies that address communication services, transportation, and dental care 	<ul style="list-style-type: none"> - Sustainable System for Basic Needs requires coordinator - Community and corporate partners - Detailed resources required dependent on results of best practices research - Literacy team for transitional services support - LSR for embedding Beacon in NCFCs

Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Resources Required
<p>Neighbourhood Resource Guides</p> <p><i>Objective: to connect the community to available resources and supports in their neighbourhoods</i></p>	<ul style="list-style-type: none"> - Review effectiveness of neighbourhood resource guides and evaluate options - Develop prioritized list of neighbourhoods for developing new neighbourhood resource guides - Conduct community research and develop guides for priority neighbourhoods - Create distribution plan with community partners and distribute to residents - Provide appropriate guides to HEHPA and Literacy for distribution at priority events 	<ul style="list-style-type: none"> - Continue to conduct community research and develop guides for priority neighbourhoods - Create guide distribution plan with community partners and distribute to residents - Ensure guides are available in appropriate Neighbourhood Child and Family Centres - Develop sustainability plan for updating and printing future guides 	<ul style="list-style-type: none"> - Continue to conduct community research and develop guides for priority neighbourhoods - Create guide distribution plan with community partners and distribute to residents - Implement sustainability plan for updating and printing future guides 	<p>Year 1</p> <ul style="list-style-type: none"> - Development and distribution of priority guides <p>Year 2</p> <ul style="list-style-type: none"> - Development and distribution of priority guides - Development of sustainability plan <p>Year 3</p> <ul style="list-style-type: none"> - Development and distribution of priority guides - Implementation of sustainability plan 	<ul style="list-style-type: none"> - Community partners such as neighbourhood agencies and organizations are key information providers for developing the guides - HEHPA, Literacy, LSR teams for targeted distribution - Subsequent printing costs may be incurred for new guides
Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Resources Required
<p>Food Charter</p> <p><i>Objective: To create a food secure community in London</i></p>	<ul style="list-style-type: none"> - Develop Terms of Reference for Food Charter members - Create web and social media presence for Food Charter with focus on user-friendly information 	<ul style="list-style-type: none"> - Provide up-to-date information on Food Charter and other food activities and opportunities in London and area 	<ul style="list-style-type: none"> - Determine viable future structure of Food Charter committee - Continue to Provide up-to-date information on Food Charter and other food activities and 	<p>Year 1</p> <ul style="list-style-type: none"> - Community members engaged through web, social media presence - Scan of existing initiatives - Development of strategies and project 	<ul style="list-style-type: none"> - the Food Charter Steering Committee will act as community connector, promoter for existing initiatives through its web and social media presence: further advertising



	<p>for residents</p> <ul style="list-style-type: none"> - Conduct scan to determine existing community initiatives related to Food Charter commitments, and identify gaps - Support existing initiatives through promotion and resource support - Begin developing strategies to address gaps, including detailed project plans, budget, evaluation and sustainability components - Work with HEHPA and Literacy team to develop inter-priority strategies to increase food literacy among London's children and youth - Determine priority order for addressing gaps 	<ul style="list-style-type: none"> - Update initiative scan to determine if gaps have been addressed by new projects, or if new gaps have been created - Support existing initiatives through promotion and resource support, as needed - Implement priority Food Charter work plans and develop new strategies as necessary - Evaluate and monitor implementation of strategies; use evaluation to refine approach - Implement, with HEHPA and Literacy, inter-priority strategies to increase food literacy among London's children and youth; evaluate results - 	<p>opportunities in London and area</p> <ul style="list-style-type: none"> - Update initiative scan to determine if gaps have been addressed by new projects, or if new gaps have been created - Support existing initiatives through promotion and resource support - Implement priority Food Charter work plans and develop new strategies as necessary - Evaluate and monitor implementation of strategies; use evaluation to refine approach - Continue to implement, with HEHPA and Literacy, inter-priority strategies to increase food literacy among London's children and youth; evaluate results 	<p>plans to address gaps</p> <p>Year 2</p> <ul style="list-style-type: none"> - Community members engaged through web, social media presence - Updated scan of existing initiatives - Implementation of prioritized project plans to address gaps <p>Year 3</p> <ul style="list-style-type: none"> - Community members engaged through web, social media presence - Updated scan of existing initiatives - Implementation of prioritized project plans to address gaps 	<p>resources may be needed to facilitate connections and promote initiatives</p> <ul style="list-style-type: none"> - Some programming funds may be needed as new opportunities arise and will be detailed in individual project plans - HEHPA, Literacy team for Food Literacy initiative - Note: Food Charter timelines need to be flexible in order to capitalize on new opportunities as they arise
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Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Resources Required
<p>Housing Strategy</p> <p><i>Objective: To create safe, affordable and non-stigmatized housing for all Londoners</i></p>	<ul style="list-style-type: none"> - Continue to consult with Housing to identify how Ending Poverty can support the Housing Strategy - Develop mechanism for ensuring emerging needs of Housing Strategy team are communicated to CYN - Develop strategies to support Housing Strategy initiatives, if needed and feasible - Continue to keep Ending Poverty aware of Housing activities 	<ul style="list-style-type: none"> - Continue to consult with Housing Division to determine support opportunities - Implement strategies and evaluate results, as required 	<ul style="list-style-type: none"> - Continue to consult with Housing Division to determine support opportunities - Implement strategies and evaluate results, as required 	<p>Year 1</p> <ul style="list-style-type: none"> - Support opportunities identified - Communication process established <p>Year 2</p> <ul style="list-style-type: none"> - # of initiatives supporting Housing Strategy's goals <p>Year 3</p> <ul style="list-style-type: none"> - # of initiatives supporting Housing Strategy's goals 	<ul style="list-style-type: none"> - Resources required will be determined by opportunities identified - Potential partners include local housing advocacy groups



Strategy 3: Breaking the Cycle and Stopping the Next Generation from Living in Poverty

Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Resources Required
<p>Income Security</p> <p><i>Objective: To advocate for policies and programs that help low income families become financially stable</i></p>	<ul style="list-style-type: none"> - Conduct conversations to determine income policy advocacy priorities over next three years - Determine if opportunities exist to collaborate with other Ending Poverty subgroups to tie projects to advocacy opportunities - Begin researching and constructing advocacy papers - Where applicable, coordinate with other CYN priority tables for information-gathering - Review results of Commission for Review of Social Assistance in Ontario and assess implications for future advocacy pieces 	<ul style="list-style-type: none"> - Review potential opportunities for collaboration - Develop advocacy papers that build upon Ending Poverty work - Identify opportunities to promote advocacy papers through Ending Poverty vehicles (E.g. The Real Issue conversation series) - Promote completed advocacy papers and evaluate results 	<ul style="list-style-type: none"> - Review potential opportunities for collaboration - Develop advocacy papers that build upon Ending Poverty work - Identify opportunities to promote advocacy papers through Ending Poverty vehicles (E.g. The Real Issue conversation series) - Promote completed advocacy papers and evaluate results 	<p>Year 1</p> <ul style="list-style-type: none"> - Policy priorities endorsed by Ending Poverty Working Group - Development of advocacy papers - Creation of process manual - Collaborative opportunities identified <p>Year 2</p> <ul style="list-style-type: none"> - Policy priorities endorsed by Ending Poverty Working Group - Development of advocacy papers - Endorsement by other organizations <p>Year 3</p> <ul style="list-style-type: none"> - Policy priorities endorsed by Ending Poverty priority - Development of advocacy papers - Endorsement by other organizations 	<ul style="list-style-type: none"> - Research sources - Community stakeholders - Social Awareness and Engagement vehicles to create awareness of issues and opportunities for advocacy - HEHPA, Literacy, LSR teams for information-gathering support, as appropriate



Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Resources Required
<p>Matched Savings and Microloans</p> <p><i>Objective: To develop programs that help low income families become financially stable</i></p>	<ul style="list-style-type: none"> - Implement Matched Savings and Microloans program model - Encourage intake of new program applications - Develop and implement evaluation plan - Assemble volunteer Loan Review Committee - Translate materials into languages relevant to target populations (Arabic and Spanish) 	<ul style="list-style-type: none"> - Monitor implementation of Matched Savings and Microloans programs and evaluate progress - Encourage intake of new program applicants, as resources permit - Develop sustainability plan - Develop strategies and tools to target youth and cultural groups 	<ul style="list-style-type: none"> - Monitor implementation of Matched Savings and Microloans programs and evaluate progress - Develop strategies and tools to target youth and cultural groups - Conduct Final evaluation of the pilot program and determine potential options for continuity/evolution 	<p>Year1</p> <ul style="list-style-type: none"> - # of program participants - development of evaluation plan - # of volunteers recruited for Loan Review Committee <p>Year 2</p> <ul style="list-style-type: none"> - # of program participants - Development and implementation of sustainability plan - Loan Review Committee maintained <p>Year 3</p> <ul style="list-style-type: none"> - # of successful program participants - Sustainability plan implementation - Loan Review Committee maintained 	<ul style="list-style-type: none"> - Resources committed for program manager and initial funding pools by CYN and community partners - To achieve sustainability, funding sources will be needed to ensure continued matched savings and microloans funding pools - Partners: <ul style="list-style-type: none"> - Referral agencies participating in the initiative - Advisory Committee (broad cross-section of community partners) - Evaluation Committee - Volunteer Loan Review Committee
Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Resources Required
<p>Grade 7 Wraparound Demonstration Project</p>	<ul style="list-style-type: none"> - Develop strategic activity plan for school year that meets evaluation goals 	<ul style="list-style-type: none"> - Develop strategic activity plan for school year that meets evaluation goals - Implement plan and 	<ul style="list-style-type: none"> - Develop strategic activity plan for school year that meets evaluation goals - Implement plan and 	<p>Year 1</p> <ul style="list-style-type: none"> - engagement of students in activities that meet established evaluation plan 	<ul style="list-style-type: none"> - Program coordinator and programming funds for pilot project - Community partnerships and programming

<p><i>Objective: To create a 'circle of influence' through home, school and community that will provide youth with foundation supports, resources and skills</i></p>	<ul style="list-style-type: none"> - Implement plan and evaluate activities - Create connections between elementary and high schools to facilitate transition of students - Conduct review exercise with project partners to evaluate progress, key insights and options for the future of the demonstration project - Share project progress with Literacy team in support of their "Direct Supports" initiative 	<p>evaluate activities</p> <ul style="list-style-type: none"> - Begin developing project review and implementation model for possible expansion/ implementation of project in other schools - Work with Literacy team to incorporate existing literacy events in Glen Cairn neighbourhood 	<p>evaluate activities</p> <ul style="list-style-type: none"> - Review results and impact of demonstration project - Complete model implementation framework and make available to other neighbourhoods - Determine options for growing model in London 	<ul style="list-style-type: none"> - development of sustainability plan <p>Year 2</p> <ul style="list-style-type: none"> - engagement of students in activities that meet established evaluation plan <p>Year 3</p> <ul style="list-style-type: none"> - engagement of students in activities that meet established evaluation plan - development of implementation model and possible program expansion 	<ul style="list-style-type: none"> - If project expands, additional funding sources may need to be identified - Literacy team (initiatives and support)
Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Resources Required
<p>Support Youth Community Economic Development Framework</p> <p><i>Objective: To help youth build the relationships that will grow their community and to empower</i></p>	<ul style="list-style-type: none"> - With key stakeholders, including HEHPA and Literacy, develop plan to implement and grow the Youth Community Economic Development framework in targeted neighbourhoods - Identify target neighbourhoods for implementation 	<ul style="list-style-type: none"> - Continue to implement Youth Community Economic Development framework in targeted neighbourhoods - Implement evaluation plan and use results to refine approach - Develop sustainability plan 	<ul style="list-style-type: none"> - Continue to implement Youth Community Economic Development framework in targeted neighbourhoods - Implement evaluation plan and use results to refine approach - Implement sustainability plan 	<p>Year 1</p> <ul style="list-style-type: none"> - Implementation plan developed - Target neighbourhoods identified - Implementation team convened - Community trained on YCED framework - Evaluation plan developed 	<ul style="list-style-type: none"> - Resources determined by nature of project - Connections with other groups, including Social Awareness, Grade 7 Wraparound, Matched Savings & Microloans and Literacy - Resources to support programs such as ruMAD?, Youth Create Healthy Communities, and secondary school



<p><i>young people to effect change in their own communities</i></p>	<ul style="list-style-type: none"> - Convene group of implementation action team key stakeholders, including youth leaders, to review and implement plan in targeted neighbourhoods - Train community on Youth Community Economic Development Framework - Develop evaluation plan 	<ul style="list-style-type: none"> - Explore opportunities to grow framework in new neighbourhoods 	<ul style="list-style-type: none"> - Grow framework in new neighbourhoods 	<p>Year 2</p> <ul style="list-style-type: none"> - YCED implemented in target neighbourhoods - YCED activities tied to evaluation plan - Sustainability plan developed <p>Year 3</p> <ul style="list-style-type: none"> - YCED implemented in target neighbourhoods - YCED activities tied to evaluation plan - Sustainability plan implemented - New neighbourhoods engaged 	<p>volunteer hours</p> <ul style="list-style-type: none"> - City of London, Literacy and HEHPA
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