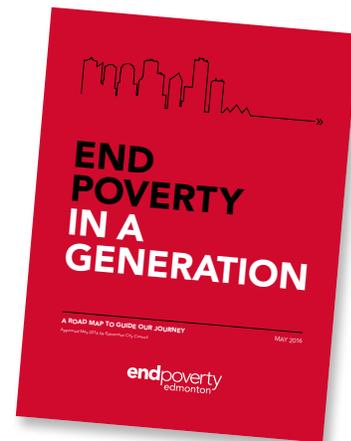


EndPovertyEdmonton: A Bold Vision to Eliminate Poverty!

In December 2016, Edmonton City Council voted unanimously to invest in the progressive EndPovertyEdmonton Road Map, a community action plan to end poverty and create shared prosperity for all Edmontonians.

Currently 108,000 Edmontonians—including 34,000 children—are living in poverty¹. Starting with the actions listed in the Road Map, we aspire to lift 10,000 people out of poverty over the next 5 years².



OKITIMÂKISIW

The Cree word for “poor” is okitimâkisiw, which loosely translates into “a person in need, one who is poor.” Poverty is complex, systemic and deeply rooted, so finding solutions involves the whole community. Edmontonians experience poverty when they lack or are denied economic, social and cultural resources to have a quality of life that sustains and facilitates full and meaningful participation in the community.

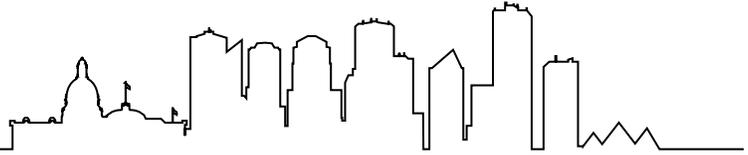


THE EndPovertyEdmonton JOURNEY

- ▶ In March 2014, Edmonton City Council created the Mayor’s Task Force to Eliminate Poverty. The Task Force was co-chaired by Mayor Don Iveson and Bishop Jane Alexander.
- ▶ More than 3,000 Edmontonians were consulted and engaged over two years. They came up with 400 recommendations, which eventually formed the 35 actions in the EndPovertyEdmonton Road Map.
- ▶ The Task Force concluded its work in July 2016 with groundbreaking achievements: the unanimous commitment from Edmonton City Council to the EndPovertyEdmonton Strategy and Road Map as well as the creation of the Community Development Corporation, to be led by the Edmonton Community Foundation, **Road Map Action #31**.

¹ According to the Edmonton Social Planning Council’s A Profile of Poverty in Edmonton (2017)

² EndPovertyEdmonton Road Map www.endpovertyedmonton.ca



SHIFTLAB
Road Map Action #9

The Edmonton Shift Lab, led by the Edmonton Community Foundation and the Skills Society, is a co-design social lab project that will generate ideas and test prototypes around the intersection of racism and poverty in Edmonton.
www.edmontonshiftlab.ca



COMMUNITY BRIDGE
Road Map Action #22

The Bissell Centre's Community Bridge is a rapid response intervention that stops an imminent eviction and provides interventions/ services to ensure the causes of eviction are effectively addressed to prevent recurrence.
www.bissellcentre.org

Collective Leadership to End Poverty Within a Generation

EndPovertyEdmonton is a community-led organization that will steward the implementation of the Road Map. It brings together people impacted by poverty, community leaders across sectors in the city and all four orders of government (municipal, provincial, federal and Indigenous) to collectively move this progressive agenda into people's lives and into our communities.

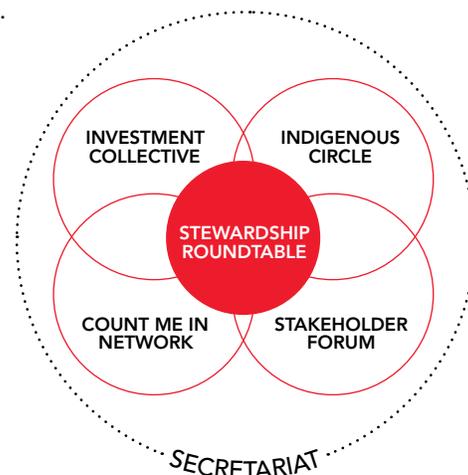
EPE is grounded in Collective Impact, an approach that demands a new mindset for working together to achieve large scale, deep community change. Collective Impact is based on the idea that in order for communities to create lasting solutions to complex social issues, they need to work together towards a shared goal. It also puts people with lived experience at the centre of this vision.

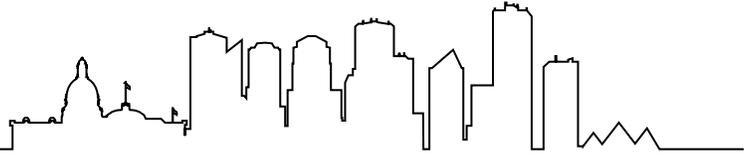
Through its community table structure, EndPovertyEdmonton will ensure that diverse, multiple voices are heard in this work:

- ▶ Provide leadership in stewarding the implementation of the EPE Road Map and mobilize Edmontonians to participate in actions to end poverty (Stewardship Roundtable).
- ▶ Bring the spirit and wisdom of Indigenous peoples to help steward the EPE vision and the Road Map (Indigenous Circle).
- ▶ Engage people with lived experience to shape decisions and actions (Stakeholder Forum).
- ▶ Seek new ways of leveraging resources and partnerships for promising ideas and leading practices (Investment Collective).
- ▶ Act as ambassadors for the movement to end poverty in the city (Count Me In Network).

A small but robust team called the Secretariat will provide coordination, communication and administrative leadership to make sure that EndPovertyEdmonton can fulfill its promise to the community and achieve its outcomes.

End Poverty Edmonton





Changing the Conversation

The EndPovertyEdmonton movement has just begun. We know that ending poverty is a generational effort. It includes both changing hearts and minds and long term policy change. This is why EndPovertyEdmonton is working with community organizations, businesses, faith communities and Edmontonians who share the vision of ending poverty here in a generation.

DID YOU KNOW?

Investing in people and communities is the right thing to do—and it's financially responsible:

- ▶ Managing poverty costs Albertans \$7.1–\$9.5 billion every year. That's \$2,700–\$3,600 for each taxpayer in the province.
- ▶ A Living Wage in Edmonton is calculated at \$16.69 per hour, yet 19.5% of all employed Edmontonians earn less than \$15 per hour.
- ▶ 44% of Indigenous children under the age of five live in poverty.
- ▶ 87% of Edmontonians agree that poverty can be eliminated or drastically reduced if enough efforts are made (Leger Survey, 2015).

Getting Started: A Focused Approach

EndPovertyEdmonton will anchor its first five years of work in six Game Changers that will make a significant difference in people's lives.

Game Changers are actions that will have an immediate, cascading impact on Edmontonians affected by poverty and will shift long term policy, attitudes and systems change. (Tamarack Institute)

EndPovertyEdmonton will measure change and progress on the outcomes resulting from actions contributing to these Game Changers.

SIX GAME CHANGERS

Research indicates that there are six key areas of actions that will make a significant difference to individuals and families struggling with poverty:

1. ELIMINATE RACISM
2. LIVABLE INCOMES
3. AFFORDABLE HOUSING
4. ACCESSIBLE & AFFORDABLE TRANSIT
5. AFFORDABLE & QUALITY CHILD CARE
6. ACCESS TO MENTAL HEALTH SERVICES & ADDICTIONS SUPPORTS

"The momentum around a shared vision to end poverty in a generation continues to flourish in our city, with over 40 community agencies identifying their alignment with the EndPoverty Edmonton Strategy."

EPE Co-Chair Bishop
Jane Alexander



YEGDignity CAMPAIGN Road Map Action #3

The YEGDignity Campaign is a youth-driven initiative that addresses important human rights issues through art, media and critical discussions with everyday community members. An initiative by the John Humphrey Centre for Peace and Human Rights, YEGDignity offers the local opportunity to reflect on, commit to and celebrate stories of dignity in Edmonton.

www.jhcentre.org

EndPovertyEdmonton: Road Map Actions at a Glance

GOAL 1: TOWARD TRUE RECONCILIATION

1. Design and plan a new Indigenous culture and wellness centre
2. Create spaces, events and opportunities to show and grow the talents of Indigenous Edmontonians
3. City of Edmonton to complete a review of programs and services to better reflect the needs of Indigenous peoples and champion the Truth and Reconciliation Commission's Calls to Action
4. Launch a Community Witness Program

GOAL 2: JUSTICE FOR ALL

5. Host an annual Day of Dignity to recognize and honour human rights and dignity for all
6. Provide opportunities and supports to vulnerable populations to participate in all City committees
7. Support and promote training opportunities to build understanding and end stigmatization between vulnerable people and law enforcement personnel
8. Develop policies and amend bylaws to provide law enforcement with structured flexibility when issuing minor infractions
9. Implement a social lab project to generate ideas and test prototypes to end racism
10. Work with local Indigenous and refugee youth on an anti-racism public awareness and action campaign
11. Expand initiatives on intercultural competency, anti-racism and trauma informed training as mandatory for City staff
12. Incentivize business, educational institutions and not-for-profit employers to implement intercultural competency and anti-racism education in their institutions

GOAL 3: MOVE PEOPLE OUT OF POVERTY

13. Implement the "1,000 Families" initiative in five Edmonton communities
14. Draft a living wage policy for all City of Edmonton staff and contracted services to be approved by City Council
15. Actively encourage local employers in all sectors to learn about and implement living wage policies

16. Expand the spectrum of financial empowerment initiatives
17. Initiate a community dialogue to remove systemic barriers and improve coordination of training and employment opportunities
18. Implement a low-income transit pass at 60% discount for eligible low-income transit customers
19. Provide free passes for agencies to distribute to vulnerable youth and adults
20. Conduct a feasibility study of the costs and opportunities of free public transportation for children under 12 years
21. Evaluate Edmonton Transit Services (ETS) Late Night Owl Service and expand/improve service as appropriate for shift workers
22. Increase supports to the Community Bridge initiative to prevent evictions
23. Revisit and renew affordable housing agreements with other orders of government, implement a housing awareness campaign, and initiate a Centre of Excellence for social housing
24. Research leading practices on housing design and innovation and raise awareness of the need for and right to affordable housing
25. Resource the Edmonton Mental Health Steering Committee to implement the coordinated community mental health action plan
26. Advance partnerships to support the implementation of the Edmonton Suicide Prevention Strategy and the Managed Alcohol Program
27. Advocate to increase funding and access to mental health services and education including the expansion of full service hours for multi-disciplinary mental health services

28. Apply an integrated poverty lens to guide decision-making and operations in the City of Edmonton

GOAL 4: INVEST IN A POVERTY FREE FUTURE

29. Resource a new Early Learning and Care Steering Committee to guide the implementation of an integrated system and strategy for early learning and care in Edmonton
30. Resource and grow the All In for Youth wrap-around initiative in five school sites
31. Establish a Community Development Corporation to invest in affordable housing and community economic development
32. Advance the development and stability of local food system providers through access to appropriate business skill training, mentoring, and capital sources (both for start-up and to scale)
33. Support ongoing work and facilitate discussion amongst Edmonton's and Alberta's financial systems players, business support agencies and post-secondary institutions to collectively address barriers faced by low income Edmontonians when starting or growing their own businesses

GOAL 5: CHANGE THE CONVERSATION: BUILD A MOVEMENT TO END POVERTY

34. Create a "Design by Doing" action lab to catalyze grassroots community-led projects as prototypes to end poverty
35. Produce participation toolkits that enable different groups to engage and empower them to action

COUNT ME IN!

- ▶ Learn more about how poverty impacts all of us and take actions to end poverty.
- ▶ Please visit the Count Me In page at www.endpovertyedmonton.ca for ways that you can make a difference!

endpoverty
edmonton



www.facebook.com/EndPovertyYEG/



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