NEIGHBOURHOOD-BASED STRATEGIES THAT REDUCE POVERTY: THE 1,000 FAMILIES INITIATIVE

A Tamarack Webinar Featuring

Anne Smith and Anna Bubel







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OUR WEBINAR SPEAKERS





Anne Smith President & CEO United Way of the Capital Alberta Region

Deepening Community

RE-IMAGINING CITIES I RE-ENGAGING CITIZENS



Anna Bubel Consultant Another Way





BUILDING THE ASSETS OF PEOPLE AND COMMUNITIES





A growing appetite to work differently







CHANGE DRIVERS





Stakeholder Engagement

- Board
- Community Partners
 - > Agencies
 - > Funders
- Corporate Partners
- Individual Volunteers & Donors

Creating Pathways Out of Poverty

COMMUNITY INVESTMENT STRATEGY



3 Focus Areas
12 Desired Results
35 Strategies
5 Priorities for Growth



COMMUNITY CHANGE STRATEGY



- People Centered
- Strength-based
- Integrated Approach
- Place-based



United Way Alberta Capital Regior

A WORD ON ENDPOVERTYEDMONTON

Post Creating Pathways Out of Poverty Broader Scope Fully Aligned 1000 Families Formal/Informal Partnership



1,000 FAMILIES THRIVING

THE PROBLEM WE ARE TRYING TO SOLVE



The problem that United Way wants to address is the inability of our current structures, programs and approaches to lift significant numbers of highly barriered families out of poverty. We need to find new ways of working with these families, at scale, if we are to reach our goal. We want to go well beyond thinking about means (collaboration and shared space, for example) and focus on ends (stability, resiliency, overall well-being, prosperity).



WHO IS CONVENED

- Bent Arrow
- Big Brothers Big Sisters/Boys and Girls Club
- Bissell Centre
- Boyle Street Community Services
- City of Edmonton
- Community University Partnership
- E4C
- Edmonton Community Foundation
- Edmonton Mennonite Centre
- Norwood Family Resource Centre
- The Family Centre
- YMCA

WHAT DO WE HOPE TO DO?

Find more and better ways for us to care for each other

- ✓ Focus on five neighbourhoods
- ✓ Build on the gifts, and talents and resources in the community
- Bring more community capacity to the fight on poverty
- \checkmark Own the challenge in a big way
- ✓ Get real, measurable traction on moving families above the poverty line
- Organize ourselves to grow "the honeycomb" over the long haul

SUSTAINABLE LIVELIHOODS MODEL



CONCEPTUAL ANCHOR: SUSTAINABLE LIVELIHOODS







If we build up individual, family and community assets – social assets, human assets, physical assets and personal assets, *then* people can develop financial assets and move

OR

If we work together (neighbours, community organizations and other local partners) and tap into our gifts and resources we can build neighbourhoods where diversity is celebrated, neighbours care for one another, and families live healthy, safe and financially-secure lives.

HOW DID WEGET HERE?

FOUR PHASES



- Intelligence gathering understand what others have done, what we've done well and what we've learned about low income families in the Edmonton area.
- 2. Consultation determine whether other players are interested in tackling the obstacles these families face.
- **3.** Collaborative Design develop a community, strength-based approach for five communities in North East Edmonton.
- 4. Implementation deliver at the scale of 200 families; learn and replicate.

INTELLIGENCE GATHERING



- Review of large scale anti-poverty initiatives in Canada and the U.S.
- Review of Families First, Census data on low income households
- Segmented low income families by type: early exists, entrenched and vacillating
- Mapped services
- Mapped demographics
- Mapped communities: density, mobility, tenure
- Mapped known assets

INITIAL AREA OF EXPLORATION







	Clareview/ Hairsine	Fraser/ Bannerman	Miller/ Kirkness	TOTAL
Low Income Singles and Couples	290	220	240	750
Low Income Families	270	270	250	790
All Low Income Households	560	490	490	1540

Capital Region Housing Corporation (CHC) has 149 units in 3 projects

- 19% of all low income families live in CRHC units
- One Community Centre Site

DEGREE OF CHALLENGE



	Lone-parent-Families	<u>Couples With Children</u>
LIM Cut Off (2011)	\$33,706	\$38,920
Average Low Income Family		
Fraser/Bannerman	\$19,110	\$22,670
Clareview/Hairsine	\$19,980	\$20,930
Miller/Kirkness	\$17,880	\$22,320
All Communities in Cluster	\$18,990	\$21,973
Average Increase Needed	\$14,716	\$16,947
% Increase Needed	43%	44%

THESE PROBLEMS



Obstacle by Type of Capital/Asset

Human Capital Barriers

- Language/Literacy Barriers
- Education
- Skills/Job Training Barriers

Personal Capital Barriers

• Lack of hope/direction

Physical Capital Barriers

- Transportation to employment
- Lack of Child Care
- Housing policy barriers

Financial Capital Barriers

- Hard to access to living wage jobs
- Few employers in the area
- Criminal records

Social Capital Barriers

• Isolation

ASSETS UPON WHICH TO BUILD



- 1137 households received Leisure Access Passes in 2015 (74%)
- Community Leagues are subsidizing sports and program fees for low income families
- Community Leagues waive fees if families can't pay (volunteer instead)
- Good partnerships with Bannerman school, Bethel Church, community league, E4C
- Clareview Rec Centre
- Clareview Public Library
- Religious organizations serving as food bank depots, conversation clubs
- Diverse cultural organizations
- Abundant Communities is present in Bannerman



IT'S NOT GOING TO BE EASY...



BUT WE HAVE:

- Commitment
- Understanding of what it takes (in theory and practice)
- Expertise
- Human and financial resources
- Partners

IMPLICATIONS



- In order to achieve financial objectives, all elements of the asset wheel will have to be engaged/improved (Committed to Holistic Asset Development)
- The work will focus on households that aspire to get out of poverty in absolute financial terms (Tied to Hard Financial Outcomes)
- "We are not going to social work our way out of poverty". It is going to take a community approach that harnesses the assets of all the stakeholders.
 "Community desire is the most important asset upon which to build".
- Some people will not be capable of, or aspire to, getting out of poverty. They will receive help to improve their quality of life by maximizing access to benefits and local resources.

On the Path to Community Ownership and Shared Leadership

ORGANIZING **OURSELVES** TO BUILD ON **STRENGTHS** AND TACKLE COMMUNITY **CHALLENGES**



DIVERSITY & SOCIAL CONNECTIONS WELCOMED



Steering Committee

Working Groups

- Residents
- Community Associations
- Service Clubs
- Businesses
- Non-Profit Organizations
- Faith Groups
- Institutions

WE LISTEN, ACT LEARN – REPEAT







QUESTIONS?





STAY CONNECTED



Contacts:

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1,000 Families Anna Bubel azbubel@telus.net 780-425-4122



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UPCOMING WEBINAR



Neighbourhood-Based Strategies for Poverty Reduction: Baltimore's Promise Neighbourhood Approach

December, 8 | 1:00 - 2:00 p.m. EST

Let's talk about the children in our neighborhoods. What can we learn from neighborhood-based approaches that focus strategic efforts on the youngest and most vulnerable? Specifically, what lessons can we learn from Baltimore?

We will highlight the "Baltimore Approach" by discussing national and local examples of neighborhood impact, and will focus on how this approach engages and empowers low-income families to take leadership and make decisions. We will explore their key strategic ingredients and the case for using neighbourhood-level interventions for poverty reduction.





Register Here: events.tamarackcommunity.ca/neighbourhood_based_strategies_reduce_poverty_baltimore







Evaluating Community Impact CAPTURING AND MAKING SENSE OF COMMUNITY OUTCOMES

November 15-17, 2016 | Hamilton ON

Evaluating Community Impact is a three-day workshop intended to provide those who are funding, planning and implementing community change initiatives with an opportunity to learn the latest and most practical evaluation ideas and practices.

Learn more and register for this event: <u>http://events.tamarackcommunity.ca/eci_hamilton</u>











Please send questions, comments, and feedback about this webinar to:

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