

Neighbourhood Strategy Leaders Community of Practice

Feb 14, 2017

Deepening Community

RE-IMAGINING CITIES | RE-ENGAGING CITIZENS



TAMARACK
INSTITUTE

Speakers



Bodil (Dronkers) Masterson



Beth Gignac

COMMUNITY HUBS

14 - 02 - 2017





Living in neighbourhoods with high levels of poverty can negatively impact life expectancy, physical and mental health, early childhood development, and overall quality of life.



1 in 10

(127,000 Calgarians)



Calgarians live in poverty

Neighbourhoods with a concentration of poverty between **26% and 39%** have higher rates of social isolation and ill health.

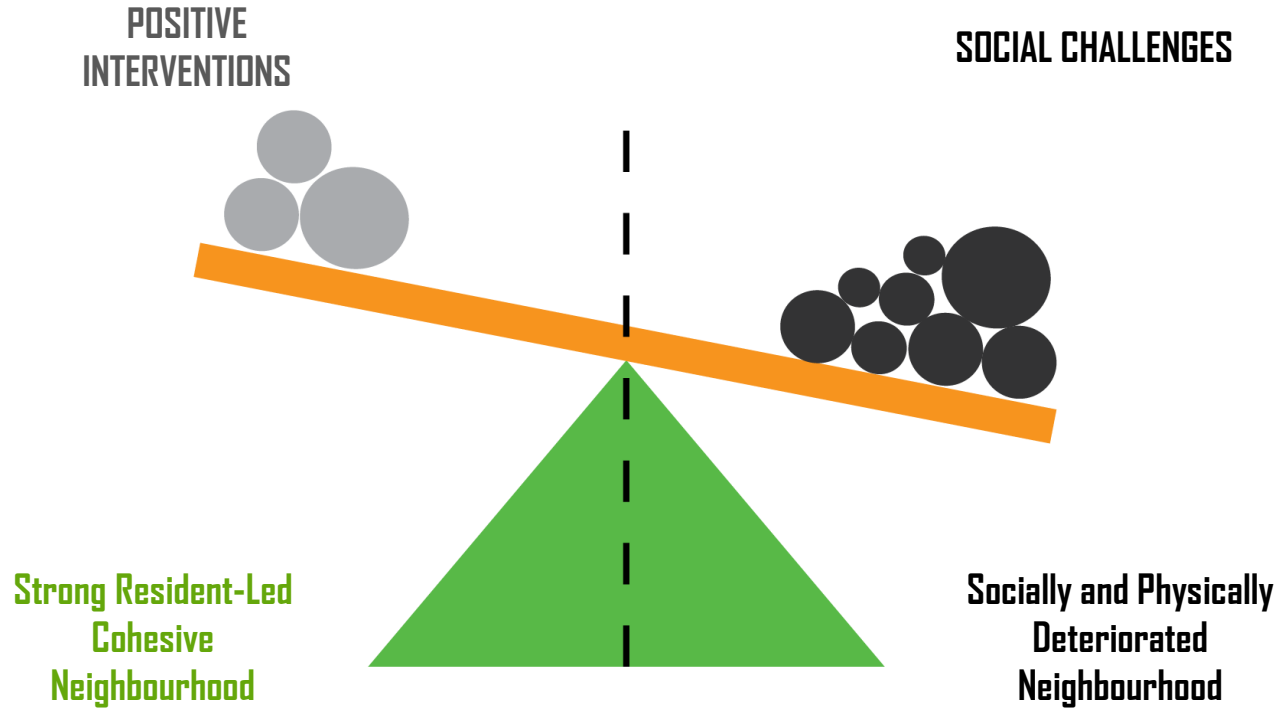


enough for all

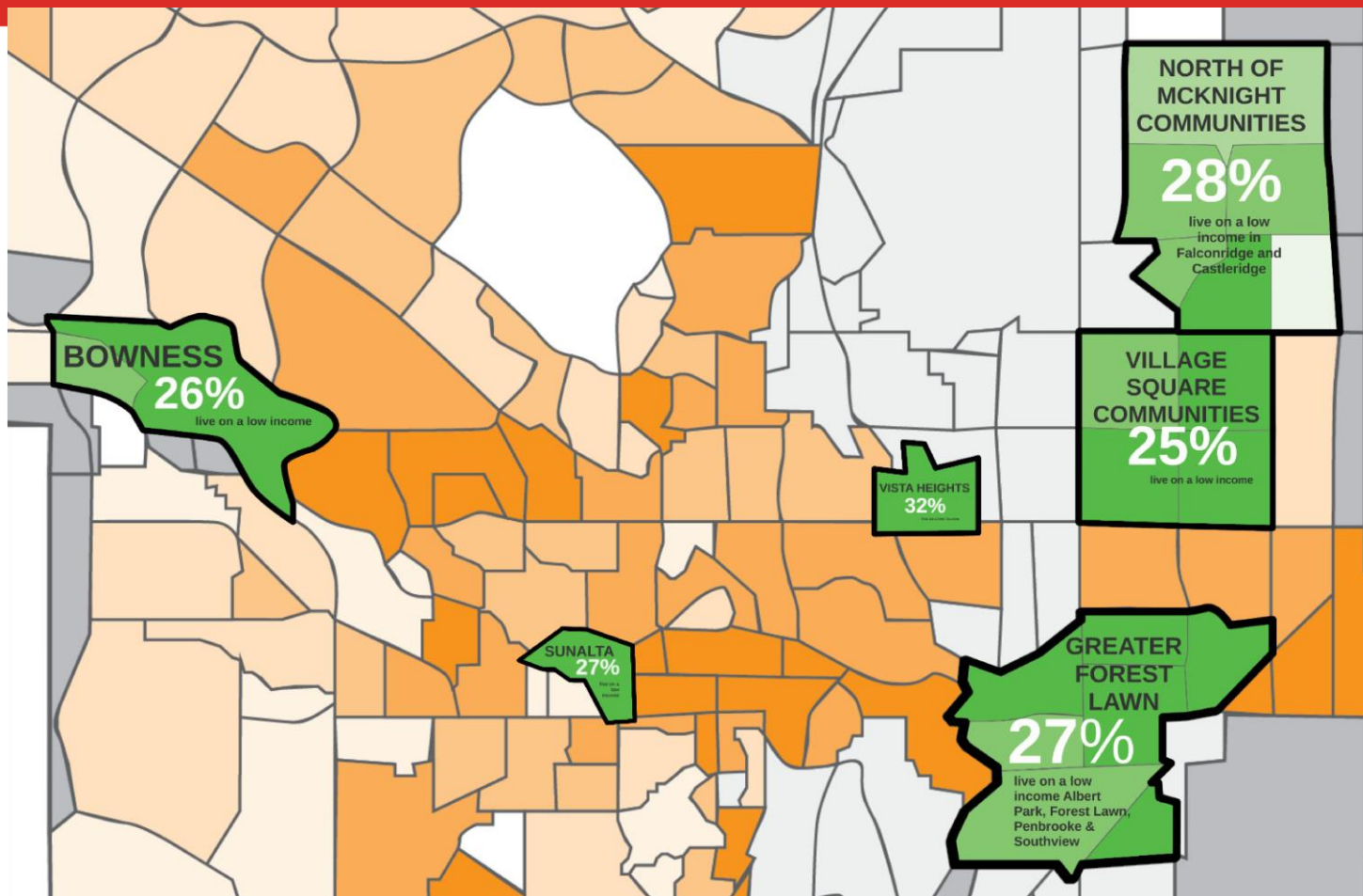
All Calgary communities are strong, supportive,
and inclusive

Everyone in Calgary can easily access the right
supports, services, and resources

TIPPING POINT NEIGHBOURHOODS



CALGARY NEIGHBOURHOODS



COMMUNITY HUBS PARTNERS



"Individual effort when well directed can accomplish much, but the greatest good must necessarily come from the combined effort of many men. Individual effort may be turned to individual needs but combined effort should be dedicated to the service of mankind. The power of combined effort knows no limitation."

- Paul Harris, Founder of Rotary

6 Community Hubs in 6 Priority Areas





BOLD GOAL

Our bold goal is to organize, fund and activate Community Hubs in six priority locations over the next five years.



Sunalta Community Hub. Photo Credit - Ramsey Yuen, Urban Exposure Project

COMMUNITY HUBS



Community Hubs provide residents the unique opportunity to access a variety of supports and services while connecting with their neighbours around mutual interests and priorities.

Each **Community Hub** has a distinct character and reflects the diverse needs and spirit of its community.

The true power of **Community Hubs** lies in their role as both a central gathering place and referral source for complementary services and resources in the broader community.

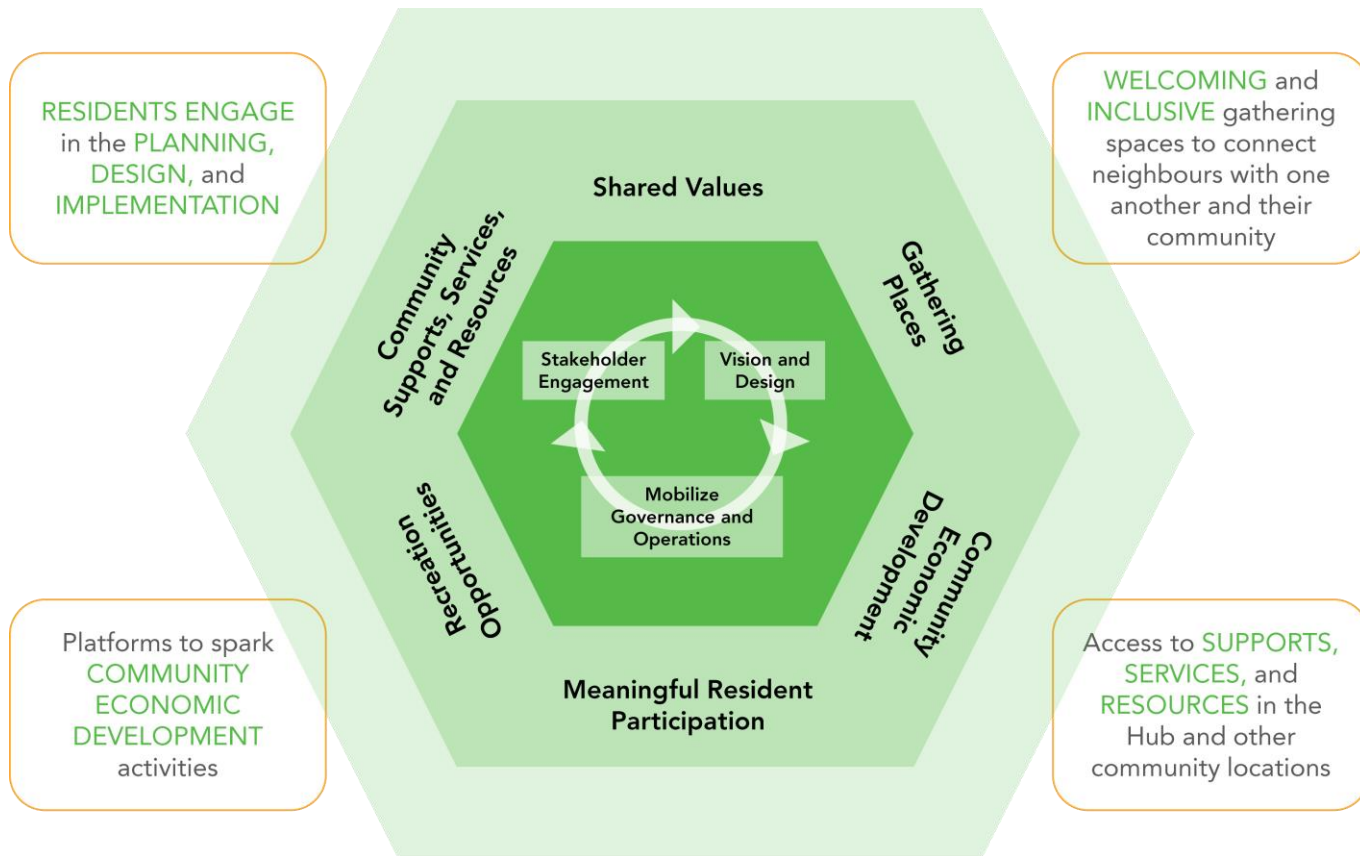




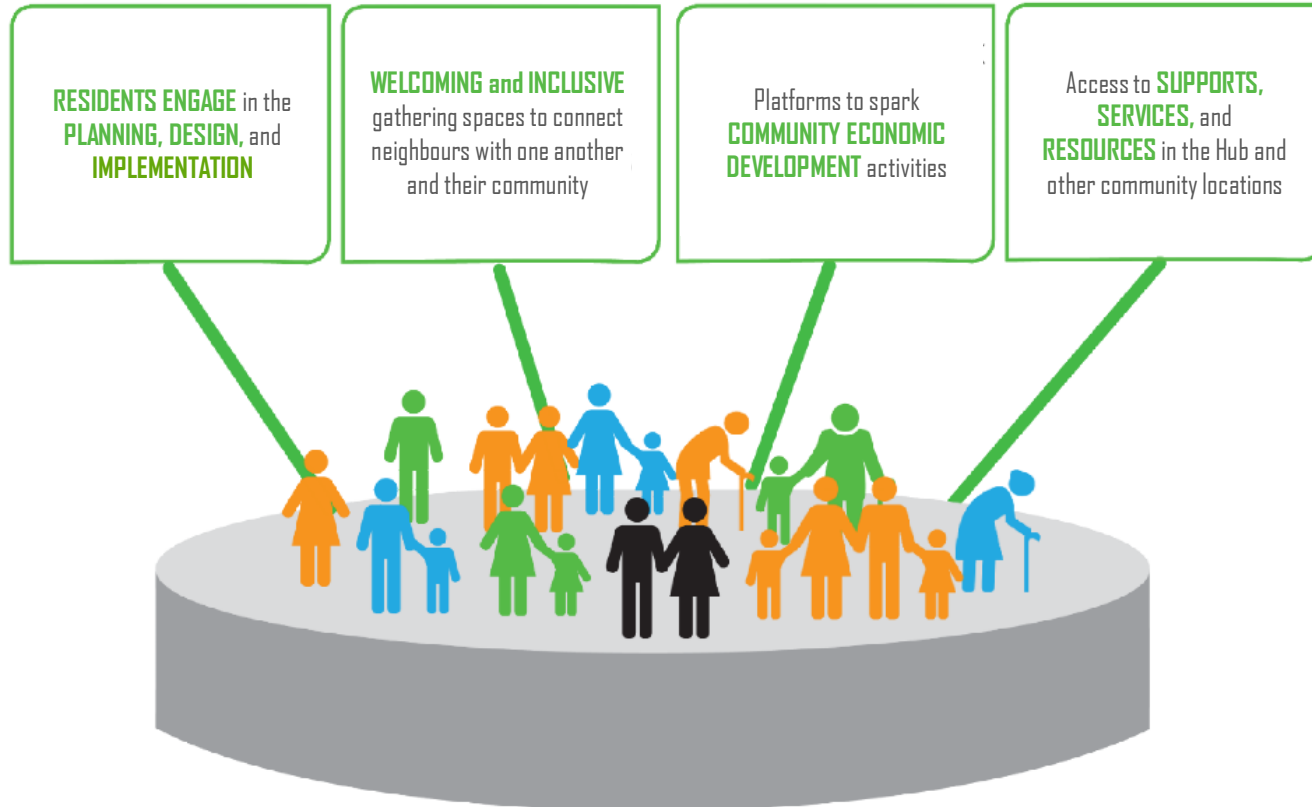
CONNECTING COMMUNITIES



COMMUNITY STOREFRONT



THE APPROACH



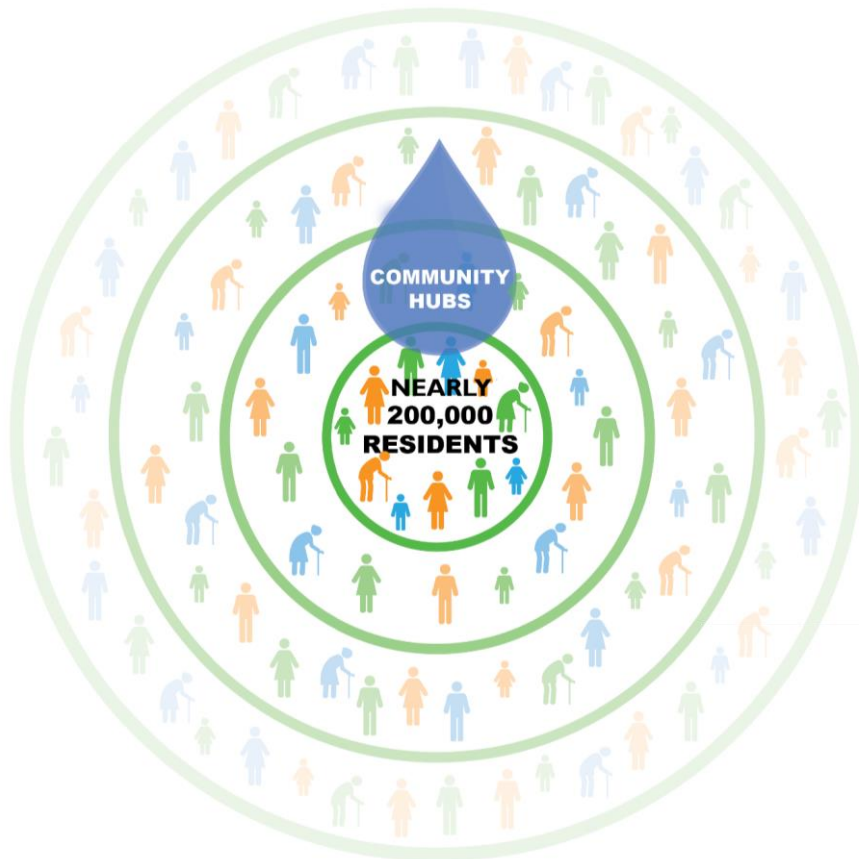
LEILA'S STORY



Leila, a newcomer parent initially visited a Community Hub for an English class and left with a new friend. While in the Hub she was invited to a community potluck, and received a referral to a subsidized after-school program for her children.

In subsequent visits, the Hubs on-site Community Connector helped Leila apply for a low-income transit pass, and connected her with a Financial Coach to learn about other benefits her family may be eligible for such as the Canada Child Benefit.





Residents can easily access the right supports, services and resources.

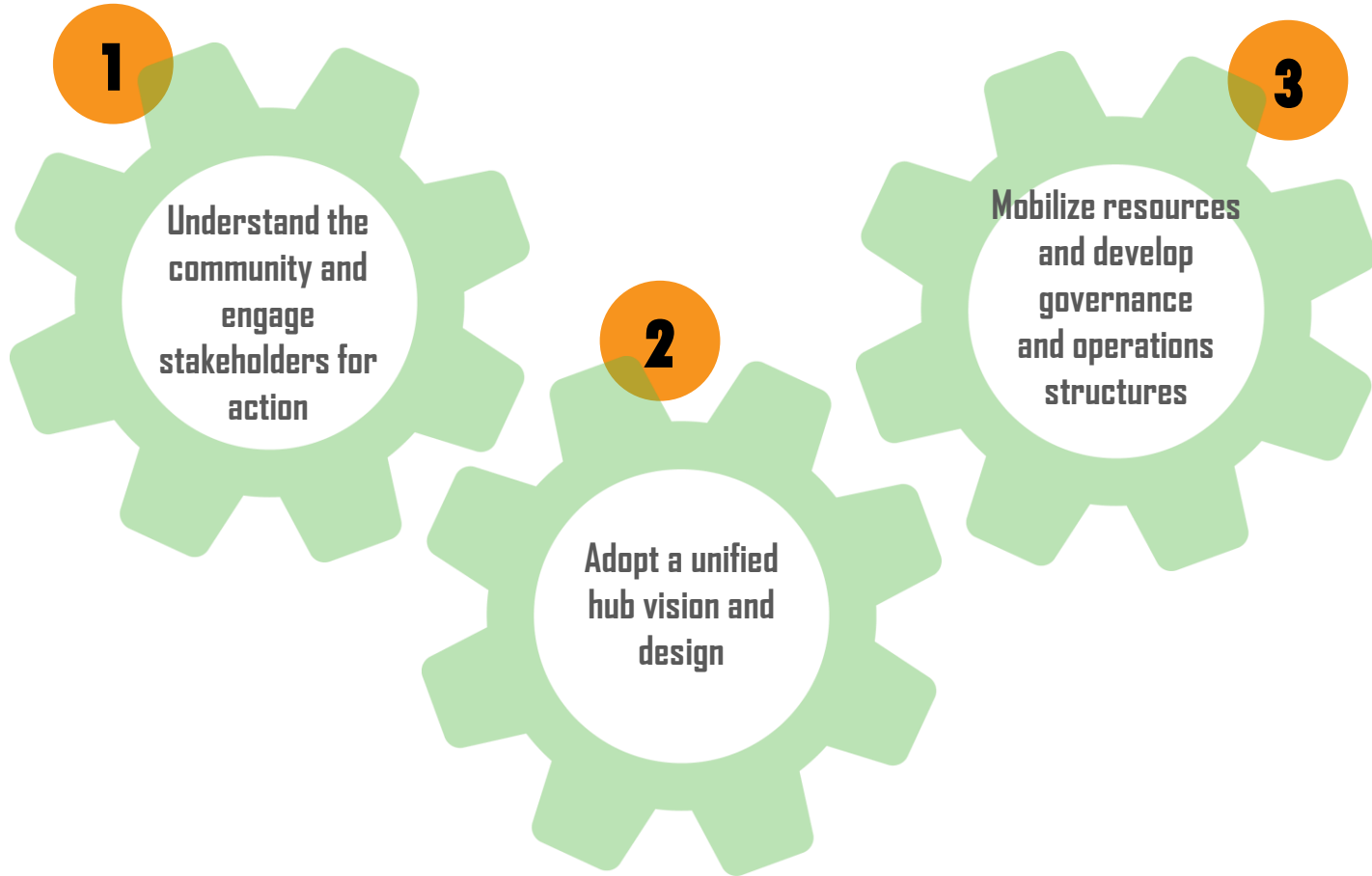
Residents have the skills and opportunities to improve their economic situation.

Residents' social isolation is reduced.

Residents are leading positive change.

Community Hub stakeholders are aligned with the Hub vision and are working collectively.

HUB DEVELOPMENT STAGES





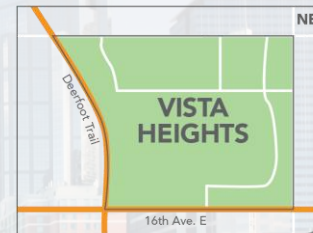
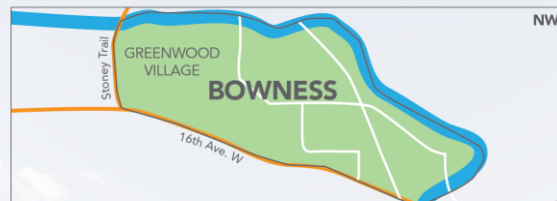
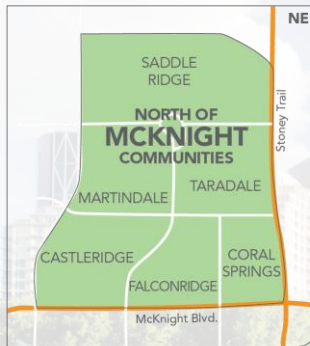
- Gini connected with a resident at an event about very significant past experiences and dreams for the future. The resident had grown up on a reserve and had a passion to be a change agent in her community but felt like she didn't know where to start. Gini brainstormed some ideas with her and exchanged numbers to keep in touch. A few weeks later Gini received this text from the resident: "Good morning Gini. I'm just sending you a quick text with a big thank you :) for pointing me in the right direction. I enrolled in legal assistant training and got accepted; it's amazing how things work out with one simple "hello."
- *"This text was very powerful for me as I truly realized how important connections between people are and what amazing things can happen as a result of just talking to someone" - Gini*



One family I met immigrated from Pakistan and had 3 kids. The husband was working, but the mother stayed home as child care was too expensive, and she spoke little English. I learned that they frequently accessed the Calgary Food Bank, and the mother felt isolated as she knew no one and was stuck at home with the kids. The only reason I was able to connect with this family was because I also speak Punjabi and the family felt comfortable. In the end I connected them with Parent Link Center in Village and am anticipating linking them to other Hub initiatives that bring residents together.

“Had I not been given such a unique opportunity as a community broker I don’t think I would’ve known that people in my own community are faced with such challenges” - Snanna

TESTING DIFFERENT MODELS



SIX PRIORITY AREAS



- Evaluation potential
 - Community level outcomes
 - Building a hub model
 - Scaling
- Country wide Community of Practice



Question Period

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Thank You!

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