

PATHWAY TO POTENTIAL

- 2018 A YEAR IN REVIEW -



Learn more about what **Pathway To Potential (P2P)** was up to in 2018 through the lens of our **9-point Social Investment Plan**



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Foundational Services

Promoted foundational services which support residents who require assistance with basic needs.

- ✓ Collaborated on Housing Services' **Point in Time Count** of people experiencing homelessness.
- ✓ **OMSSA Local Municipal Champion Award Recipient** – Pathway to Potential Team.

- ✓ Supported the development of a local **Rent Smart Program** to increase successful tenancies in Windsor Essex.
- ✓ Distributed Oral Hygiene Packages to people experiencing or at risk of homelessness

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Supportive Partner

Worked with local lead organizations committed to key community projects that improve the quality of life for residents.

- ✓ **Social Investment Plan** presentation at WELIP Spring Council meeting.
- ✓ Hosted a **Social Procurement Forum** with local leaders to discuss innovative social investment practices.
- ✓ Participated in the Leadership Council and Data & Evaluation working group of the **ProsperUs Cradle to Career Strategy**.



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Council Involvement

Asked to champion opportunities, at all levels of government, which promote self-sufficiency, social inclusion and personal development for residents.

- ✓ P2P received a \$230,500 budget increase (\$143,000 from City Council and \$87,500 from County Council) to better meet local needs
- ✓ Proclamation for the **UN International Day for the Eradication of Poverty** (3rd Straight Year)
- ✓ Policy amendments permitting the creation of **Secondary Suites** to increase affordable housing options
- ✓ Reintroducing **fluoridated water**, a safe and cost-effective way to improve oral health for all

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Corporate Involvement

Worked collaboratively with municipal departments (i.e. Transit Windsor & 211/311) to inform programs/ services through a social inclusion and equity lens.

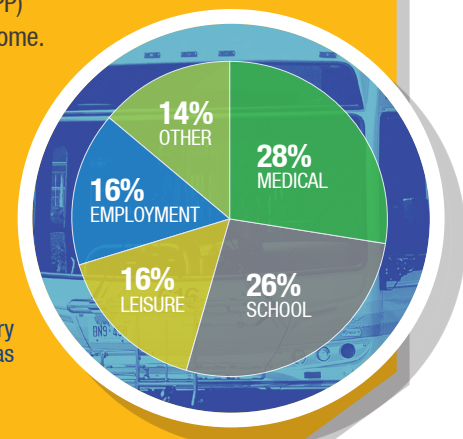
- ✓ Participated in **Tamarack's Municipal Communities of Practice**
- ✓ Provided research and support for the **Municipal Sharps Disposal Bin Project** which led to the installation of 7 bins across the City.
- ✓ Partnered with 211 to conduct a community roundtable with key community partners on the accessibility of the **Provincial Affordability Fund**.
- ✓ Facilitated focus groups for the **Recreation Master Plan** with organizations and people with lived experience of poverty.

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Affordable Transportation

Continued work with Transit Windsor on the delivery of the Affordable Pass Program (APP) for residents living in low-income.

- ✓ **1,749** new clients were approved for the program
- ✓ **4,365** affordable passes sold to residents who are on a low-income
- ✓ More than half of all new clients indicated their primary use for the Affordable Pass as follows:



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90% Recreation Discounts

Continued collaborations to promote social inclusion through recreational, cultural, and artistic programs for children living in low-income.

✓ **593 children & youth** accessed external programming offered through **17 external organizations**

A **126%** increase from last year!

✓ **4,185 children & youth** accessed City of Windsor programming

✓ **1,759 children and youth** accessed County programming

✓ **3,084 people** splashed into Adventure Bay

✓ **146 adults** accessed County programming

A **129%** increase from last year!



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Investing in Neighbourhoods

Investments with P2P funded organizations delivered programming in neighbourhoods across Windsor and Essex County.

✓ **450 children** participated in the **Windsor Essex Community Housing Corporation Summer Recreation Camp**

✓ **511 unique adults** utilized **Connections: Be Back Soon** program, which supports caregivers find work

✓ **328 Computers** provided to children in need through **Computers for Kids**

✓ **3,065 paid hours** were worked by residents on social assistance or a low-income through the **Access Garden-to-You** program

✓ **334 Youth** participated in **Drouillard Place After School programs**

✓ **CommUnity Partnership (CUP)** has initiatives in **7 locations** across Windsor and Essex County

✓ On average, **52 youth per month** attend CUP's **STAR Afterschool** program for behaviour management and social skill development.



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Communications & Awareness

Worked with the City of Windsor Communications Department to enhance awareness of social investment efforts through a multi-media strategy

✓ Launched first ever **Affordable Transit Pass** program marketing strategy

✓ Presented at municipal and provincial conferences on best practices in social investment and poverty reductions strategy

✓ Held educational **"Lunch and Learns"** for City and community partners about **Pathway to Potential** and social investments.

✓ Distributed **35,000** P2P subsidy flyers to schools

✓ P2P Newsletter sent to **over 400 subscribers**



9

Data Collection & Impact

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

✓ Collected and evaluated program data across **18 funded strategies**

✓ Hired **Social Investment Data and Research Analyst/Special Projects Development Officer** position

