



ProsperUs Collective Impact

Presentation for Essex County Council



Despite the Canadian economy being one of the strongest in the world, children – especially those who grow up in low-income families – don't have very good odds to achieve a higher standard of living than their parents.

What we've learned through our Windsor-Essex County specific research is that the roots of economic opportunity lie at the *neighbourhood level*.

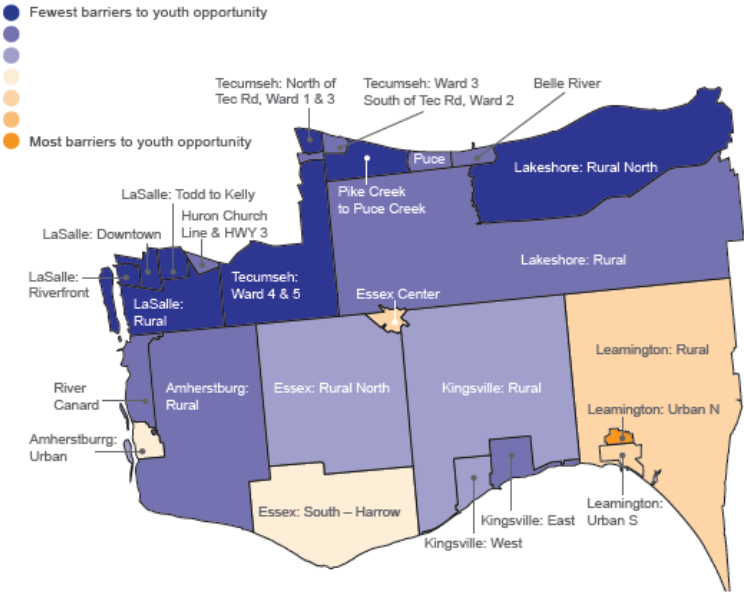
Through extensive review of community data, we've found that children growing up in **West Windsor**, **Downtown Windsor**, and **Leamington** face more barriers to success than their peers in other neighbourhoods.

These are the ProsperUs *priority neighbourhoods* where we are working to change outcomes for children, youth, and families.

Priority Neighbourhoods: County of Essex

Snapshot of Leamington Data

Median household income (after-tax) ¹ <i>*lowest of all Essex County</i>	\$70,500
Prevalence of low-income ages 0-17 ¹ <i>(Low-Income Measure after-tax)</i>	13.5%
% of residents with No Post-Secondary Education ¹	67%
Unemployment Rate ¹	10.2%
% of households that are housing insecure ¹	19%
% of one-parent families <i>(79% female-led)</i> ¹	16%
% of newcomers ¹	25.6%
% births to young mothers (mothers under age 25) ²	36%
% of residents not rostered to a Primary Care Provider ³	36.4%
% of children identified as having cavities or other dental issues ⁴	50%
# of students not passing Ontario Literacy Test ⁵	21%



1. [Statistics Canada](#) (Census, 2021)
2. [BORN Ontario](#) (2016-2020)
3. [Ontario Community Health Profiles Partnership](#) (Primary Care Data Reports for Ontario Health Teams, 2022)
4. Windsor Essex County Health Unit (Oral Health Data, 2018)
5. Education Quality & Accountability Office (EQAO - OSSLT, 2021)

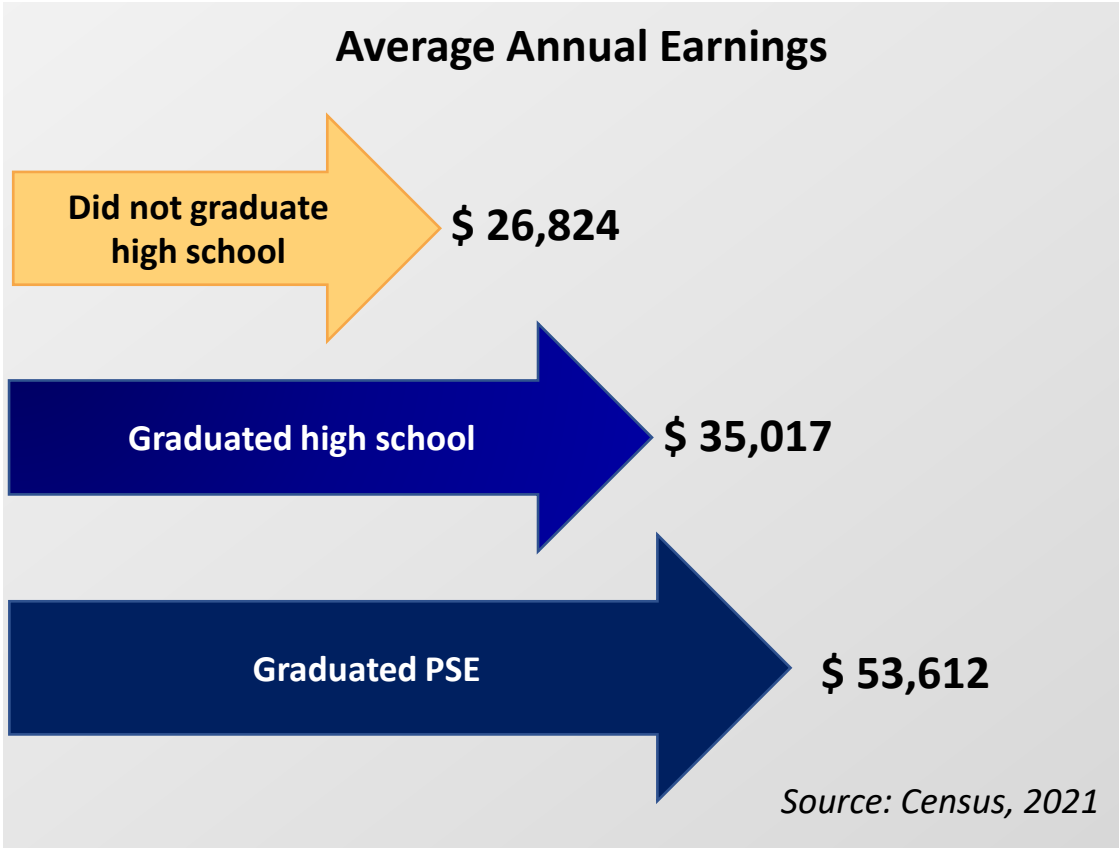
Data Evidence Supporting Early Intervention

- Postsecondary graduates earn more than those who have no postsecondary education (PSE)
- The earnings advantage is large and persists over entire careers.
- Some studies even point to a causal link between higher education and labour market success.

Students below Provincial Standard in Grades 3 & 6
in the 3 priority neighborhoods (20 schools)

	Grade 3	Grade 6
Reading	39%	29%
Writing	51%	31%
Mathematics	58%	69%

Source: EQAO, 2020-21





EQUALITY



DOES NOT EQUAL

EQUITY



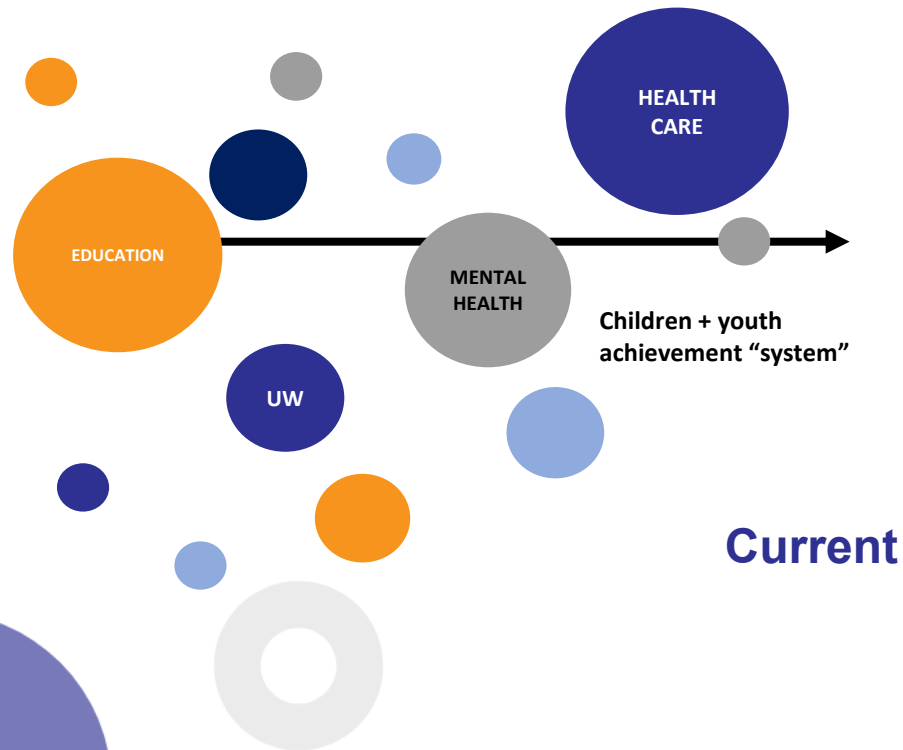
What is ProsperUs?

In 2018, a firm commitment was made to align community resources to ensure that the most vulnerable, and the most promising members of our population – our children and youth – succeed in their education, career and life. This cross-sector, outcome-focused partnership is called ProsperUs.

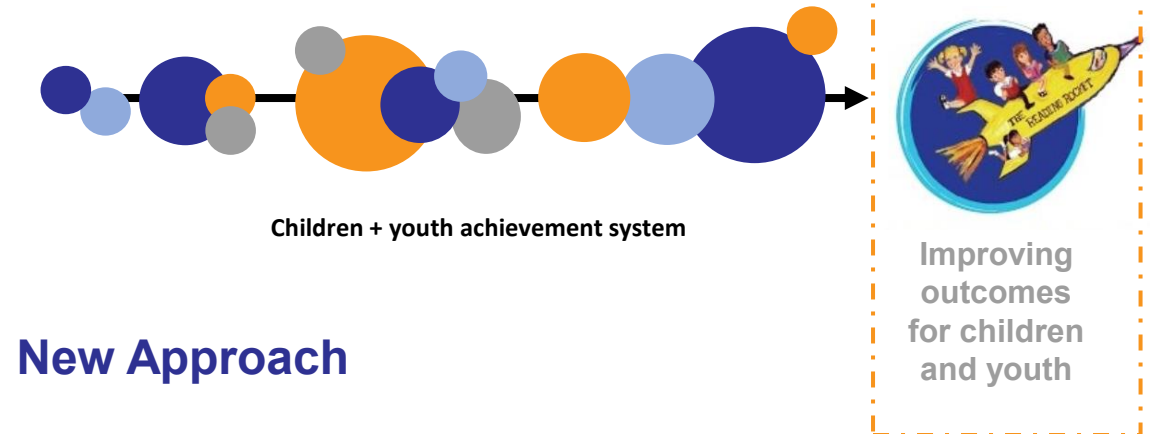
ProsperUs is a cross-sector, collective impact partnership comprised of non-profit, government, health care, education, labour, business, and inspired community members and residents with a shared vision of a prosperous Windsor-Essex County where every young person has the opportunity and support to succeed from cradle to career.

Collective Impact: to move the needle on population-level outcomes requires a paradigm shift - the methodology we are using to do this is called **Collective Impact**

PROGRAM RICH, SYSTEM POOR



OUTCOMES FOCUSED, SYSTEM RICH



Prosperus Leadership Council includes the following members and continues to grow...



CO-CHAIRS

Automate Canada: Shelley Fellows - Chair
Parallel 42 Systems: Jessica Sartori – Senior Consultant



BUSINESS

BMO: Jim Inglis – Regional VP
Green Shield Canada: Charles Rosen, Senior Vice President & Managing Director
Libro Credit Union: Lori Atkinson, Regional VP
RBC: Frances Savoni, Regional VP
TD: Eric Griggs, Regional VP
Tepperman's: Noah Tepperman



HIGHER EDUCATION

College Boreal: Frederic Boulanger – Director
St Clair College: Patti France– President
University of Windsor: Phebe Lam – Associate Vice-President, Student Experience; Cindy Crump – Director, Student Success & Leadership Centre



PRE K-12 EDUCATION

Greater Essex County District School Board: Erin Kelly – Director
Windsor-Essex Catholic District School Board: Emelda Byrne – Director of Education



GOVERNMENT

Ministry of Children, Community and Social Services: Mark Horrocks
Ministry of Community Safety and Correctional Services: TBD
Ministry of Citizenship & Immigration: Stefany Cutuli – Manager, Settlement Network; Murry Nosanchuk



LABOUR

CUPE 543: David Petten – President
Windsor District Labour Council: Mario Spagnuolo – President
Unifor: Manny Cardoso – 1st Vice-President, Unifor Local 444



NON-PROFIT/ COMMUNITY

Connecting Windsor-Essex: TBD
Invest WindsorEssex: Stephen MacKenzie – CEO
New Canadians' Centre of Excellence: Reza Shahbazi – ED
South Essex Community Council: Carolyn Warkentin – ED
Windsor-Essex Children's Aid Society: Derrick Drouillard – ED
CAN Milestone 6 Representatives: TBD
CAN Advocacy Group Representatives: Niimni Nabaawnkwad (Louise Cervini), Caroline Taylor, Rose Hayes
Community Representatives: Tammy Drazilov (HDGH), Kelly Farrugia (WECHU), Terry Johnson (Retired WECAS), Derek Spalding



PUBLIC SECTOR

City of Windsor: Stephen Lynn on behalf of Andrew Daher – Commissioner of Human and Health Services
County of Essex: Jeanie Diamond-Francis – Manager, Community Services
Erie Shores Healthcare: Heather Badder – VP Patient Services
Hotel Dieu Grace Health Care: Bill Mara-President & CEO
Leamington Chamber of Commerce: Wendy Parsons
Municipality of Leamington: Hilda MacDonald – Mayor
Ontario Health Steering Committee: Margo Reilly
Ontario Provincial Police (OPP): Jamie Smith – Staff Sgt.
Windsor Police Service: TBD
Windsor-Essex County Health Unit: Dr. Ken Blanchette, CEO
Windsor-Essex Regional Chamber of Commerce: Rakesh Naidu, CEO
Windsor Regional Hospital: Steve Erwin on behalf of David Musyj, CEO
Workforce Windsor Essex: Michelle Suchiu – ED
Windsor-Essex Community Housing Corporation TBD



FUNDERS

Windsor-Essex Community Foundation: Lisa Kolody – ED
United Way/Centraide Windsor-Essex County: Tim Catherwood - Board Director
The O'Neil Foundation: Liz O'Neil

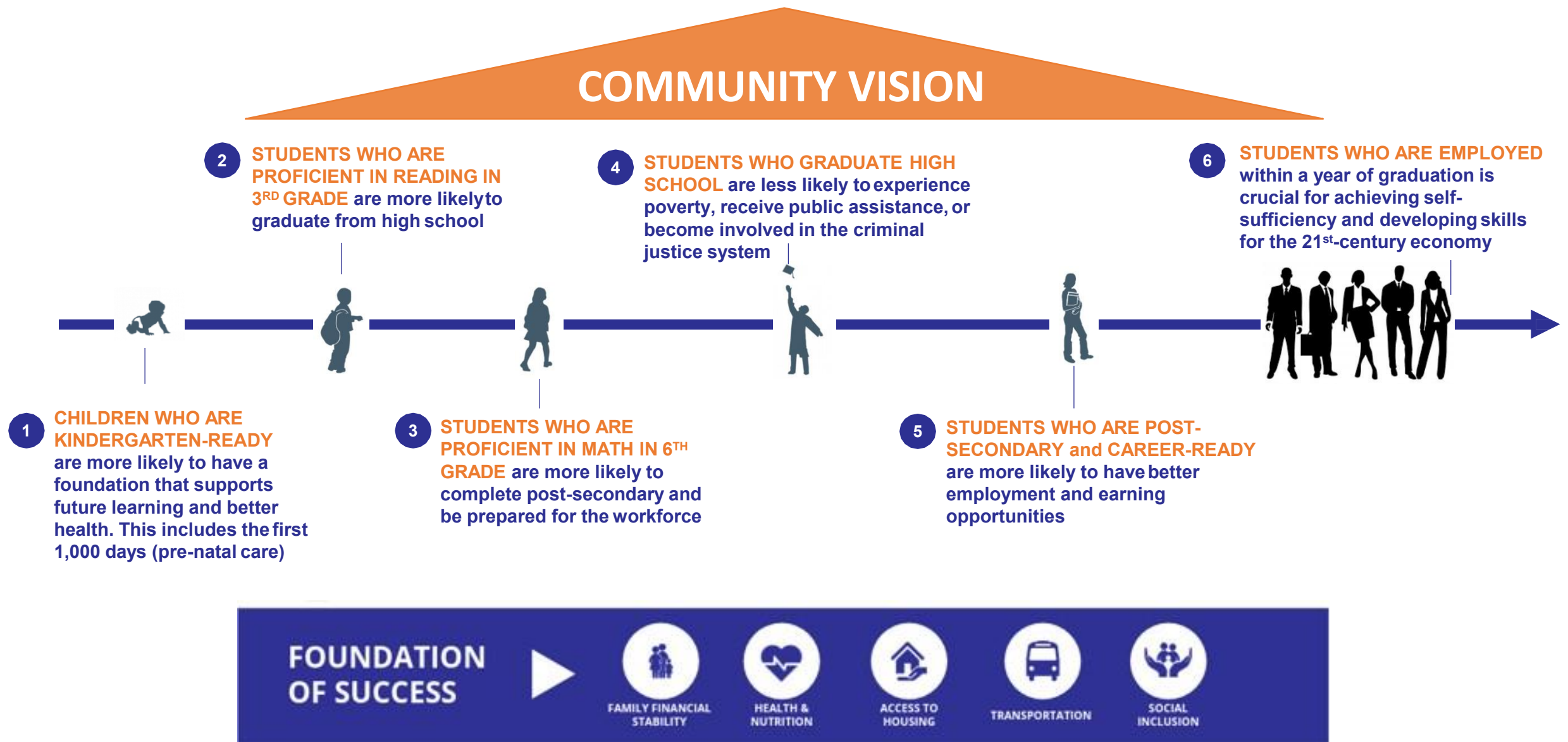


BACKBONE

Resource member: United Way/Centraide Windsor-Essex County – Lorraine Goddard – CEO (non-voting member)

Cradle to Career

By mobilizing key partners aligned to the same community outcomes, all working shoulder to shoulder, we will position young people to succeed in a 21st century economy.



The Community Action Network: To elevate lived experience, diversity, and inclusivity, we have formed working groups of residents and front-line service providers in each neighbourhood.

Human Centered Design is a methodology for designing programs and services from the perspective of the service user to better meet their true needs:

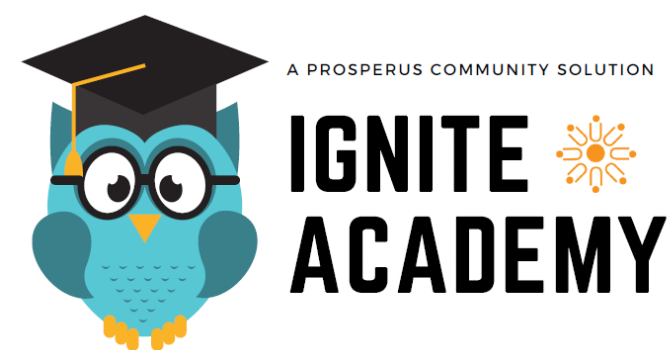
- 1) Develop deep understanding of barriers
- 2) Brainstorm solution ideas and build prototypes that can be tested
- 3) Monitor and refine prototypes through a robust evaluation and continuous improvement process



Resident Identified C2C Priority Areas



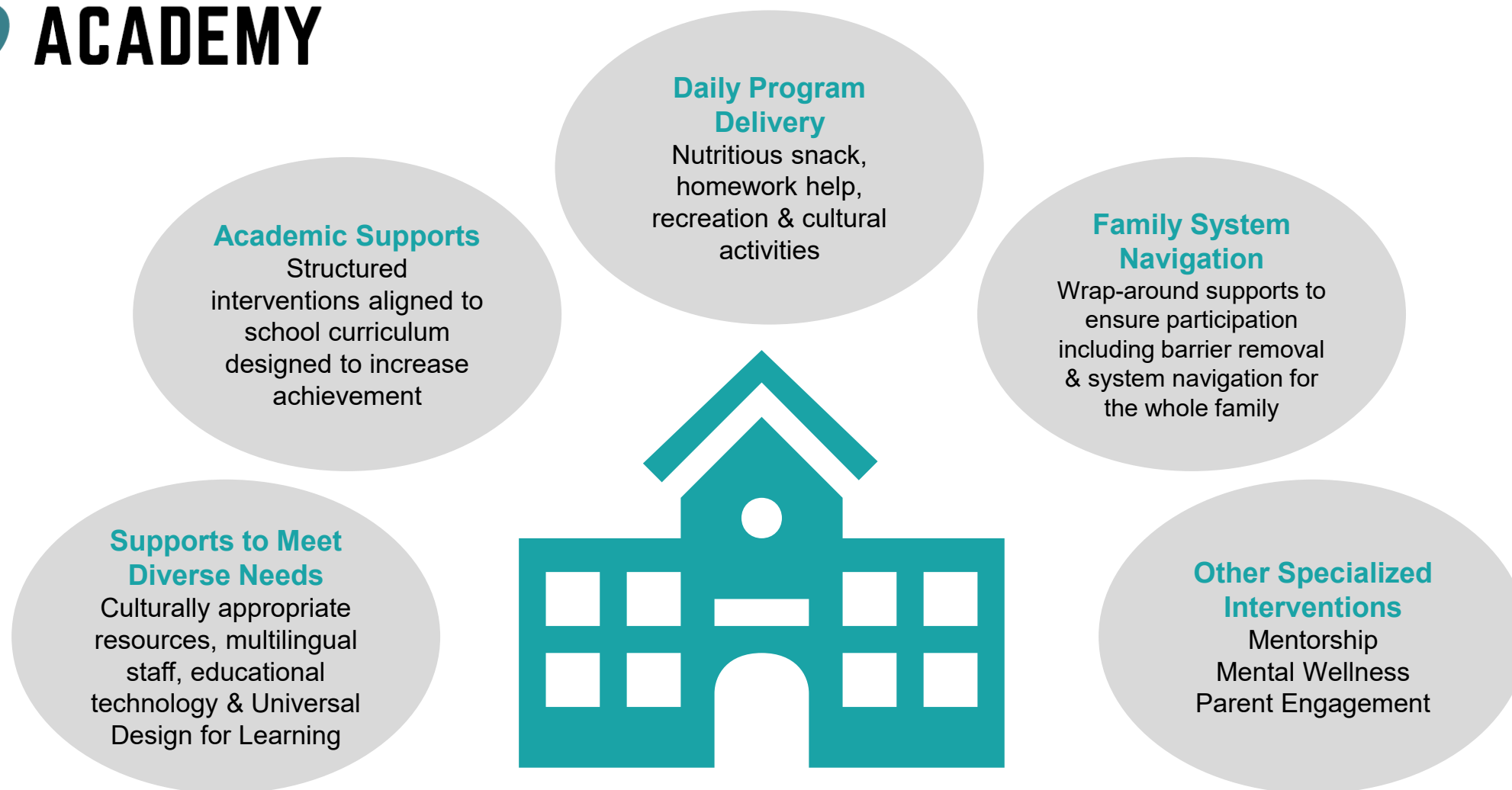
Milestone 1 Early Years	Milestone 2 & 3 Middle Years	Milestone 4 & 5 High School & Post-Secondary	Milestone 6 Transition to the Workforce	Advocacy Working Group
Affordable and accessible Childcare Childhood Development supports for children and their parents Early Literacy supports	Access to timely Mental Health supports Education supports to improve literacy and numeracy outcomes Food Security	System Navigation Removal of Financial Barriers Mental Health supports	Transportation Mentorship Programs Technology - youth employment platform Physical and Mental Wellness	Access to Healthcare Affordable Housing Food Security Decent Work



3 priority neighbourhoods | 180 students | Grades 2 - 7

6 program sites | 8 service delivery partners

Leamington school program sites: Queen Elizabeth & St. Louis



Integrated network of service providers
Community of Practice for shared learning and alignment of resources
Data-driven evaluation & continuous improvement led by Backbone

Looking Ahead: Scaling Up Across Milestones

- Launched a pilot program for Milestone 1 (Early Years) called 1000 Books Before Kindergarten to address early literacy, in partnership with St. Clair College, Windsor Public Library, and Essex County Library (Leamington Branch)
- Launched \$1.6M in annual investments for next 5 years to support Ignite Academy (Milestones 2 & 3 – Middle Years)
- Convened Advocacy Working Groups in Windsor and Leamington
- Continuing to secure partnerships and resources for new solutions to be piloted in 2023-24, including
 - Community Connectors (a cross-milestone solution designed to employ trained residents to create accessible, stigma-free connections between their peers and formal community supports)
 - Mental health supports

Request for Funding

Investment in new Cradle to Career solutions for Leamington, ProsperUs respectfully requests \$50,000 annually for a period of 5 years (2023 – 2028) to support:

- Community Connectors
- Mental Health Supports
- Ignite Academy





THANK YOU





Learn more about our work through our community reports:

[Coming Together \(Baseline Report\)](#)

[2020 Fall Update Report](#)

[2022 Winter Update Report](#)

Online at www.weunlockpotential.com

On Twitter, Instagram and Facebook [@weprosperus](#)

