

2015 Enough For All Annual Update

EXECUTIVE SUMMARY

In 2015 January, The City, the United Way of Calgary and Area, Momentum Community Economic Development Society and Vibrant Communities Calgary (VCC) signed a Memorandum of Agreement (MOA) transferring stewardship of Enough for All, Calgary's Poverty Reduction Strategy (formerly Calgary Poverty Reduction Initiative (CPRI)) to VCC. As part of the partnership agreement, VCC is required to report annually on the accomplishments and activities of Enough for All; 2015 highlights are presented in Attachment 1. The first year of this agreement has resulted in extensive multi-sector collaborations, increased leveraged resources and an expanded profile of the issue of poverty, its causes and opportunities for innovative solutions.

ADMINISTRATION RECOMMENDATION(S)

That the SPC on Community and Protective Services recommend that Council receive this report for information.

PREVIOUS COUNCIL DIRECTION / POLICY

On 2014 November 03, Council approved PFC2014-0615 that authorized Administration to sign the Memorandum Of Agreement, upon the approval through *Action Plan 2015-2018*, of The City's share of the budget for implementation of the Calgary Poverty Reduction Initiative "Enough for All" Strategy.

On 2014 April 14, Council approved PFC2014-0166 Calgary Poverty Reduction Initiative: Governance Model – In Camera Report. This directed Administration to negotiate the governance model with Vibrant Communities Calgary and Momentum Community Economic Development Society, determine the base-budget requirements for stewardship of the CPRI Strategy and the report back process to the Priorities and Finance Committee for consideration during Action Plan 2015-2018, no later than 2014 June.

On 2013 July 29, Council approved PFC2013-0478 Calgary Poverty Reduction Initiative- Transition Funding for Implementation, in the amount of \$125,000. The implementation plan included the establishment of a governance framework, benchmarks, a "stewardship board" and a detailed budget.

On 2011 November 29, Council approved PAC2011-41 Calgary Poverty Reduction Initiative Deferral Request to report back to the Priorities and Finance Committee no later than 2012 March 31.

On 2011 July 25, Council approved M2011-02 Mayor's application to the Council Innovation Fund application, Initiative to Reduce Poverty in Calgary.

BACKGROUND

The development of CPRI dates back to 2011 when the work associated with the initiative was a co-funded project between The City and United Way of Calgary and Area. In 2015 January, the work of coordinating CPRI formally transferred from The City to VCC. The purpose of Enough For All is to reduce poverty and financial vulnerability in Calgary. A Memorandum of Agreement

2015 Enough For All Annual Update

(MOA) signed by the partners (The City, the United Way, Momentum and VCC) outlines a commitment to work collectively “towards a long term community-based strategy to significantly reduce poverty and vulnerability in Calgary in the short term, and to strive towards ending poverty in the long term”. Equal annual funding contributions for 2015-2018 of \$500,000 by The City and the United Way were established, with VCC leading strategy implementation. The expertise of VCC to leverage resources, increase partnerships and advance public understanding and awareness of poverty, its causes and solutions, is central to the strategy’s success.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

In 2015, the Ideas to Action Implementation Plan with goals, strategies, focus areas and indicators of success for Enough For All, was completed to guide activities through 2018.

Attachment 1 outlines the results of 2015 that supported the progress of the goals detailed in the the implementation plan of Enough for All.

- *Toward Goal 1 – Everyone in Calgary has the Income and Assets Needed to Thrive:* the Financial Empowerment Collaborative (FEC), first of its kind in Canada, saw significant progress including First Calgary Financial’s Cash Crunch Loan as a safe lending product and Bow Valley College’s curriculum development for training financial coaches. The Calgary Public Library and others hosted tax clinics where 2,465 people completed tax returns and \$1.75 million was returned as tax refunds to low-income Calgarians; and the United Way administered the Basic Needs Fund, which assisted 1,324 Calgarians facing financial crisis.
- *Toward Goal 2 – All Aboriginal People are Equal Participants in Calgary’s Prosperous Future:* VCC hosted a series of Sharing and Reconciliation circles and engaged four Elders to guide the Enough for All Aboriginal Advisory Committee.
- *Toward Goal 3 – All Calgary Communities are Strong, Supportive and Inclusive:* The City and the United Way in partnership with philanthropists embarked on a community hub initiative in six neighbourhoods with 6000 Calgarians providing input to the planning process.
- *Toward Goal 4 – Everyone in Calgary can Easily Access the Right Supports, Services and Resources:* The City’s Fair Entry program provided single-point access for all its subsidized services to 35,000 Calgarians with low incomes so people could tell their story once, to access programs and services with dignity.

Administration provides support to VCC through shared planning processes, including consultations regarding evaluation, communication and partnership development. Specifically, Calgary Neighbourhoods has provided research and data analysis expertise and has established processes to maximize resources, broker new partnerships and strategize on emerging issues.

In addition to The City’s support to VCC as the backbone organization of Enough for All, many City-led programs and activities are aimed at reducing poverty. Multi-business unit initiatives such as the Payday Lending and Financial Inclusion Task Force, This is My Neighbourhood,

2015 Enough For All Annual Update

Age-Friendly Calgary and Fair Entry engage Calgarians in building an inclusive community. The City contributes expertise and resources to several Enough for All community partnerships such as the Financial Empowerment Collaborative (FEC), the Community Hubs project and the poverty awareness campaign. The City's Economic Resiliency Fund enhances the United Way Basic Needs Fund, and along with Family & Community Support Services, supports the efforts of not for profit organizations as they address issues related to poverty. Attachment 2 outlines the contributions by The City to Enough For All, Calgary's Poverty Reduction Strategy.

As the strategy advances, Administration will continue to identify opportunities to align our work to the shared goals of reducing poverty outlined in Enough for All. This will include not only refining tools for measuring The City's contributions to poverty reduction at a number of levels, but also continuing to work in partnership with others who share the goal of reducing poverty, including the United Way and many others.

Stakeholder Engagement, Research and Communication

VCC has led the implementation of Enough for All through extensive multi-sectoral engagement and consultation. Over 500 Calgarians attended six difference poverty awareness and civic engagement events and 380 individuals participated in consultations related to the focus areas of the plan. VCC estimates that participants engaged in almost 40,000 hours of engagement and consultation on advancing the strategy.

Strategic Alignment

Enough For All aligns with:

- Council priority: *A Prosperous City:(P): 7.1.1* CPRI Partnership implementation plan: work in partnership with VCC, United Way of Calgary and Area and Momentum to deliver an implementation plan including priorities.
- Calgary Economic Development: Economic Strategy for Calgary, specifically the "People Energy" strategy – invest in equal opportunity and prosperity for all Calgarians.

Social, Environmental, Economic (External)

Poverty continues to be a pressing social and economic issue, with 10 per cent of Calgarians living on a low income (Statistics Canada, 2011). The current economic downturn presents challenges to the effort to reduce poverty. As an increasing number of Calgarians face financial vulnerability, it is critical to continue strategies and actions that strengthen resiliency and improve the economic lives of Calgarians.

Financial Capacity

Current and Future Operating Budget: There are no operating budget implications as a result of this report.

Current and Future Capital Budget: There are no capital budgeting implications as a result of this report.

Risk Assessment: There has been a significant investment of resources in the development of Enough for All, Calgary's Poverty Reduction Strategy. Community stakeholders expect

2015 Enough For All Annual Update

successful outcomes to be achieved. The range of engagement, coordination and partnership development required in collective impact initiatives is time-consuming and challenging. However, poverty cannot be addressed in isolation by any one sector or stakeholder; poverty reduction requires the collective efforts and long term commitment of all stakeholders. To manage these risks, effective implementation of Enough for All is monitored through monthly partner updates. Annual independent evaluations of the strategy and reviewed audited financial reports help mitigate reputational and financial risks.

REASON FOR RECOMMENDATION

The 2015 Enough for All Annual Update reports accomplishments addressing issues related to poverty in Calgary as convened by VCC across the community, and as delivered by The City. The report provides a formal opportunity for VCC to report on the activities of the collective efforts of Enough For All and community partners.

ATTACHMENTS

1. Enough for All, Calgary's Poverty Reduction Strategy 2015 Highlights
2. The City of Calgary Alignment to Enough For All