



2020 REPORT:
**THE PIVOT
EDITION**
TACKLING POVERTY
IN A PANDEMIC

endpoverty
edmonton

FROM THE CO-CHAIRS

2020 hit us hard - but it hit those experiencing (and more likely to experience) poverty harder.

That reality played out time and again as newscycle after newscycle called attention to the uneven distribution of harm from COVID, global oil price instability and systemic racism. What was heartening was the way in which our community chose to respond: by acknowledging that we're all in this together. It's a truth EndPovertyEdmonton holds close.

In the midst of all that change, EndPovertyEdmonton was undergoing its own. Continued efforts to revitalize and broaden community representation on the Stewardship Round Table made substantial gains. The SRT now has membership from almost all major sectors, industry, government and community working together, with representation from Alberta Health Services, Edmonton Police Service, Edmonton Public Schools Board of Trustees, business, community agencies, community development and more.



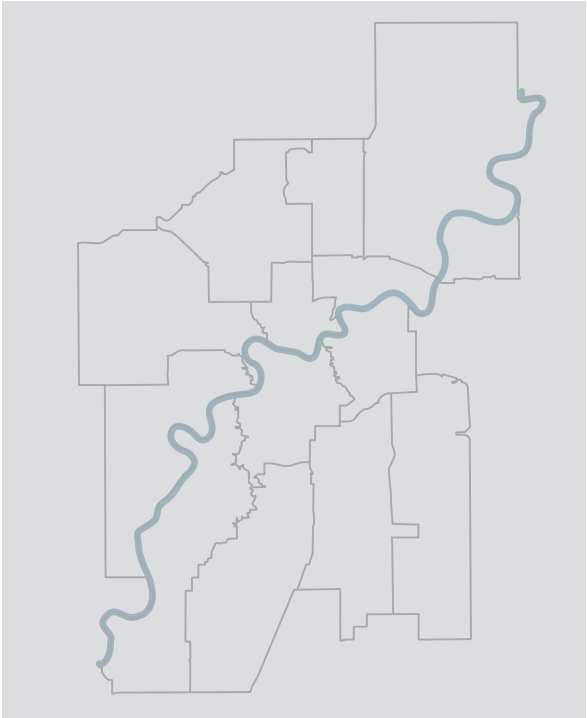
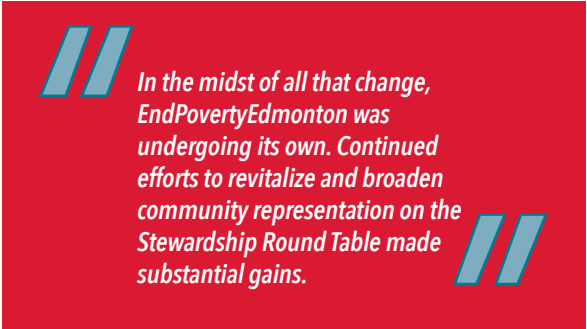
2020 also marked the start date for new Executive Director Erick Ambtman—his enthusiasm, energy and strong leadership have re-invigorated a strong staff team and advanced community partnerships. We couldn't be more proud of what they've accomplished in the past year.

Working together in 2020, SRT, community organizations and staff have answered increasing community calls to address poverty by enacting a strategic shift toward policy change, with an ongoing need to address broadening community buy-in and strategic work within game changers. We want to thank our organizational funders, the City of Edmonton, United Way of the Alberta Capital Region and the Edmonton Community Foundation for their steadfast support and encouragement.

Through it all, and all the amazing community responses to increased needs that kept arising, one thing became clear: there is no robust recovery without addressing the root causes of poverty. Come join us as we work toward ending poverty in a generation.



Michael Phair (He/Him) & Cheryl Whiskeyjack (She/Her)
Co-Chairs of the Stewardship Round Table



FROM THE DIRECTOR

We are always told that poverty is complex. That solutions are complicated. Our job at EndPovertyEdmonton is to make actions for ending poverty tangible.

I have always said that Edmonton has a unique opportunity to lead on this front. We have a unique opportunity to be able to actually address poverty. That's because Edmonton is unique. We have a strong sense of community and an entrepreneurial spirit, a drive to use our innovative approaches and our community gifts. We have an ability to work together across sectors and industries. It is a mix that just does not exist elsewhere and likely one City Council recognized when they had the foresight to put an initiative like this in motion.

We have heard again and again that systems change work is required to address the root causes of poverty. We've also heard again and again that the social

services sector can only attempt this work off the side of their desks because they are focused on meeting immediate needs and in developing the programs that help people. That's where EndPovertyEdmonton is uniquely positioned to carry the weight of advocacy needs and drive policy change, to be a trusted advisor to decision-makers in building the sustainable economy we all want. Where policy change is a first step to real change, EndPovertyEdmonton also supports the implementation, like the work we're supporting to build an economy that works for everyone.

At EndPovertyEdmonton we can drive the work forward and hold the vision of what it needs to be, we can ensure we do what others can't by working on policy change and implementation. But we can't end poverty alone. It is not reasonable to think we could. It is only with the community tables, the partners, the businesses, all orders of government, staff, the people with lived experience, and anyone I just missed, that we can. Together, leveraging the unique aspects of who we are, that is how Edmonton is going to end poverty in a generation. It is important that we do this now and that we get to scale quickly. It is our privilege, at EndPovertyEdmonton, to be able to take up this work with you.



Erick Ambtman (He/Him)
Executive Director



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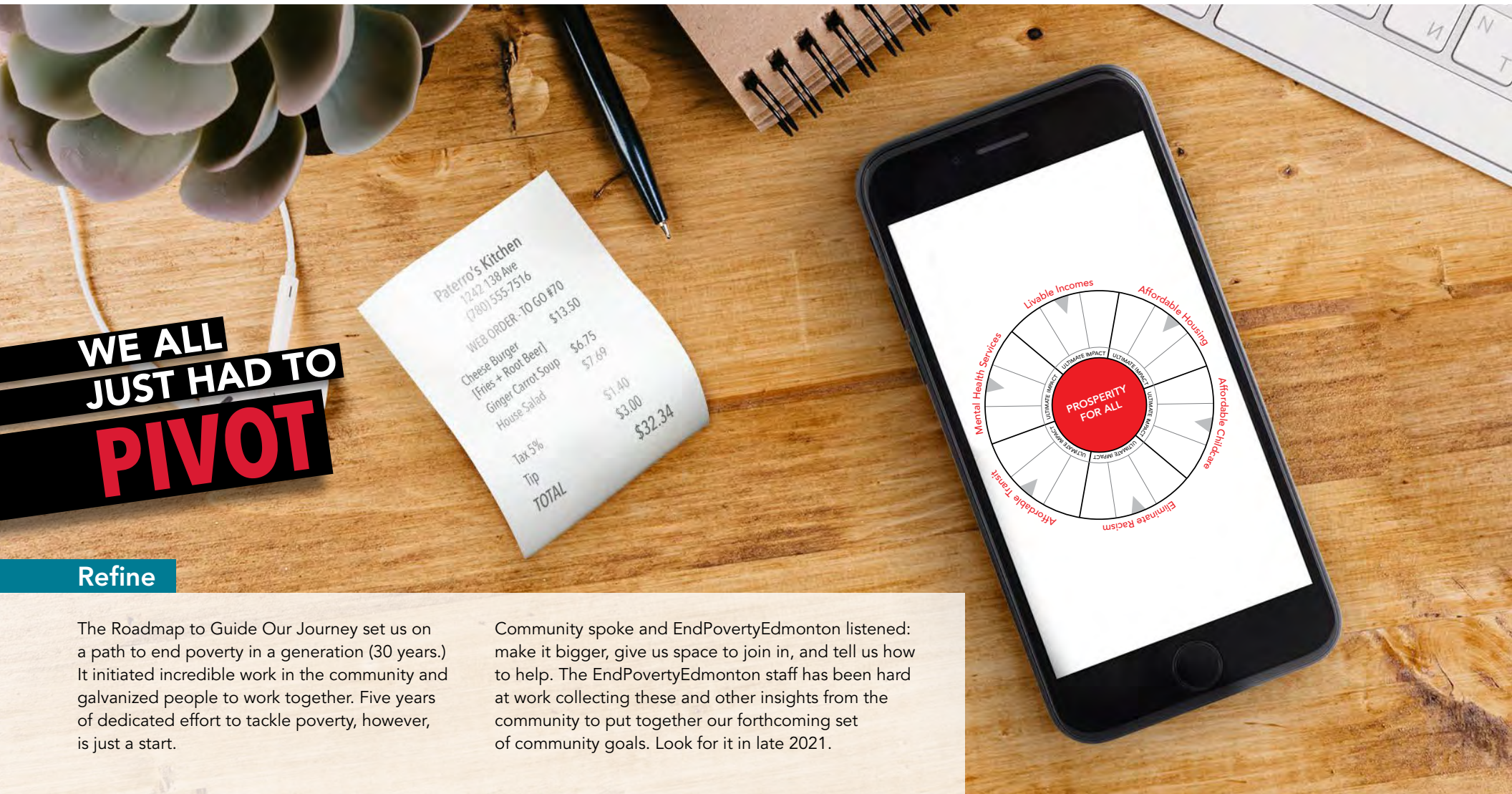
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**WE ALL
JUST HAD TO
PIVOT**

Paterro's Kitchen
1242 138 Ave
(780) 555-7516
WEB ORDER - TO GO #70 \$13.50
Cheese Burger \$6.75
(Fries + Root Beer)
Ginger Carrot Soup \$7.69
House Salad \$1.40
Tax 5% \$3.00
Tip \$32.34
TOTAL

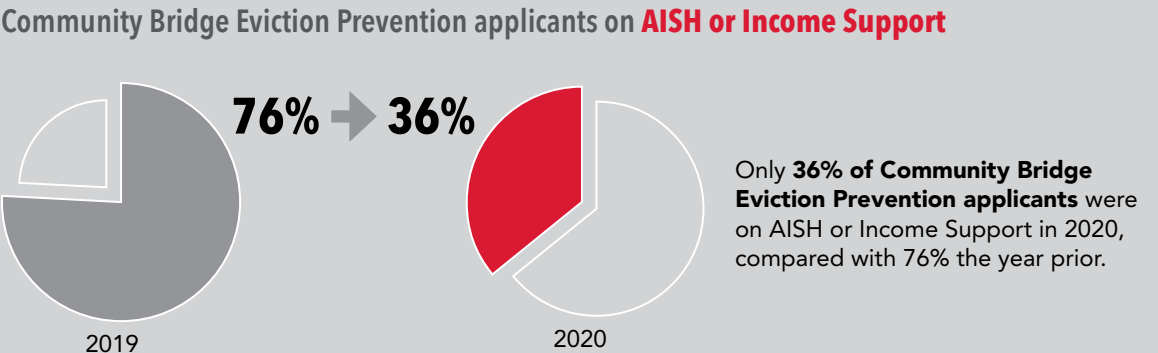


Refine

The Roadmap to Guide Our Journey set us on a path to end poverty in a generation (30 years.) It initiated incredible work in the community and galvanized people to work together. Five years of dedicated effort to tackle poverty, however, is just a start.

Community spoke and EndPovertyEdmonton listened: make it bigger, give us space to join in, and tell us how to help. The EndPovertyEdmonton staff has been hard at work collecting these and other insights from the community to put together our forthcoming set of community goals. Look for it in late 2021.

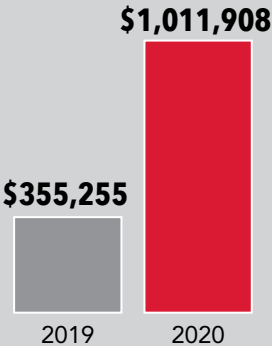
Community Responses



United Way of the Alberta Capital Region 2020 COVID response funding



Edmonton Community Foundation Food Distribution Granting



1 in 3 Albertans
anticipate ongoing/increased
mental health problems
as a result of the pandemic.

Source: CMHA

One of the most exciting things that's come from our collaboration with EndPovertyEdmonton is our ability to reach further in pursuit of our combined policy goals. We now have a provincial outlook that better represents the needs of those living in poverty and sets up both our organizations, and those we support, to be advisors to decision makers, to advocate for necessary systems change. Our combined ability to come together and harness the energy of new opportunities is a real benefit to the communities we work with.

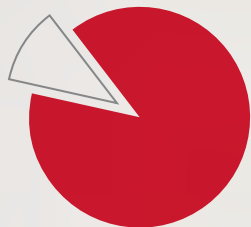


*Meaghan Reid, Executive Director
Vibrant Communities Calgary*

BASIC INCOME

> Livable Incomes

CERB showed that widespread financial support creates stability and gets people through crisis to a healthier future. Social safety nets that more closely resemble basic income can do the same thing. When the policy window opened in 2020 to push for basic income, EndPovertyEdmonton jumped and quickly developed a unique partnership with Vibrant Communities Calgary to help backbone the grassroots Basic Income Alberta.



In a crisis, **89%** of Albertans believe people deserve help.



60% of Albertans support the idea of a basic income.

INBOX

"As a result of the organizations' support and leadership, Basic Income Alberta has been able to develop and distribute excellent communication packages to improve messaging in support of better income supports. In addition, BIA has also been able to engage politicians from all parties and levels of government to better understand the concept of a basic income and its benefits. An early initiative of a survey to gauge the level of support for a basic income in Alberta provided key information to help with the messaging and to build additional support. As a result of their support, BIA is having an impact on efforts to reduce poverty and to improve the lives of income insecure people across Alberta."

Brian Dodd, member of Basic Income Calgary, Basic Income Alberta and Coalition Canada: basic income/revenue de base

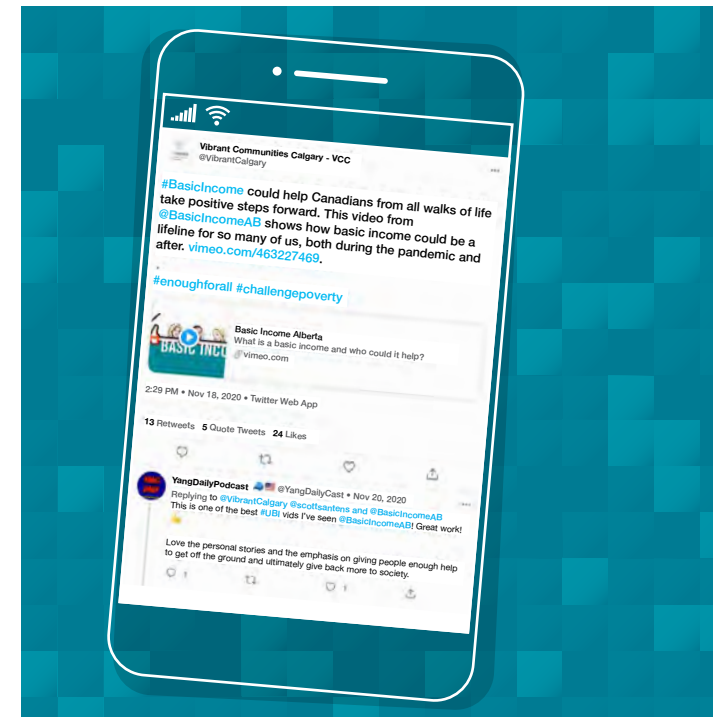
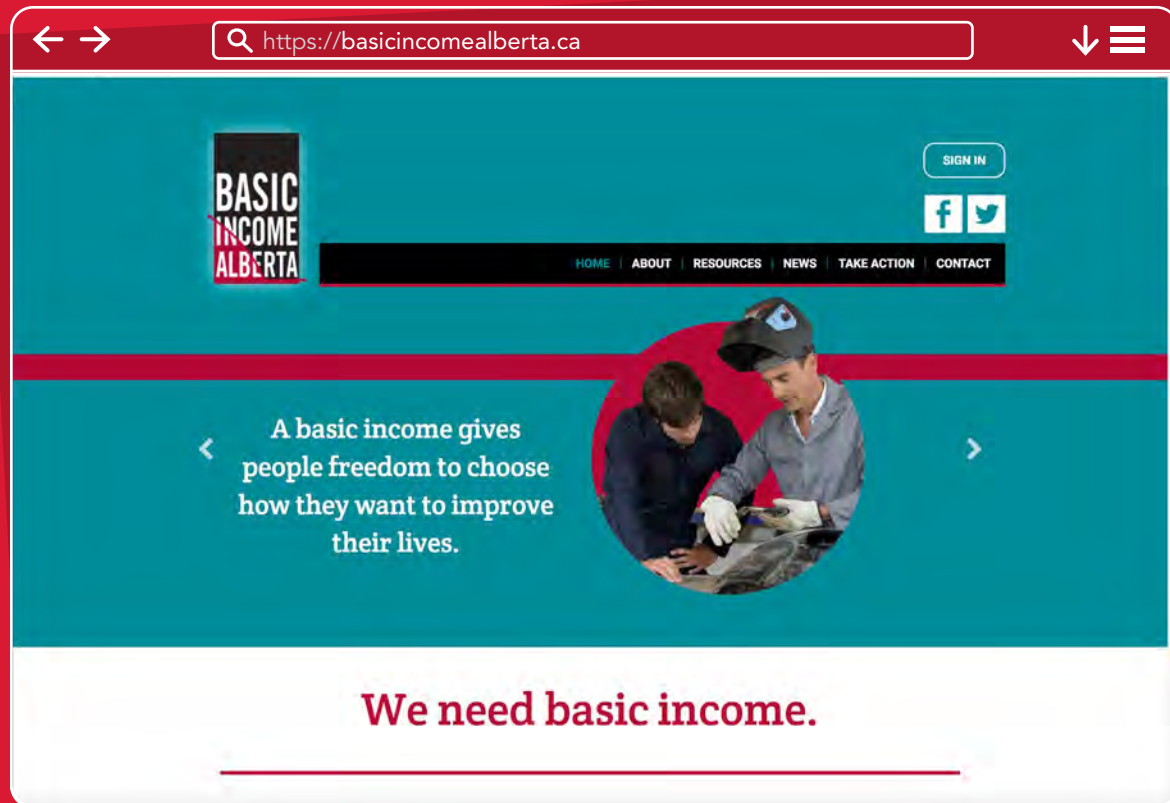
Rapid Research
Memo

Perception
Research

Strategic Plan

Media Release

MOU/EPE
VCC/BIA

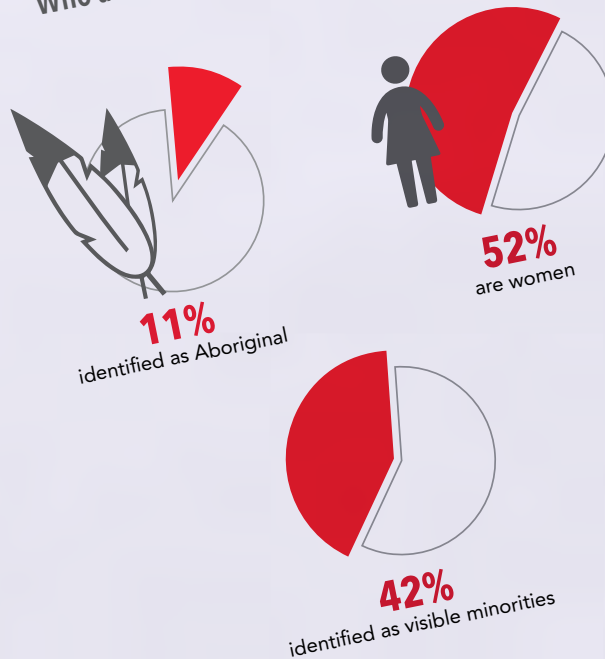


TACKLE RACISM

> Eliminate Racism

Anti-racist discourse and calls-to-action increased dramatically in 2020. With it, an opportunity to move forward on what the community has been asking for. In Canada, however, we don't have much data to go on to fully understand where racism is in our systems. That's why step one is the collection of better data. Good decisions are based on good data and it's time we took this seriously. EndPovertyEdmonton continues to advocate for the collection of race/identity-based data in all major systems, we support community conversations and convene those working to solve these issues together.

Who are the **people experiencing poverty?**



(Source: A Profile of Poverty in Edmonton, Edmonton Social Planning Council, 2019)



// *In the Fall, when the Edmonton Public Schools Board of Trustees passed a motion directing Administration to begin collecting race-based data, we were pleased to have the support of EndPovertyEdmonton. The board's decision to collect race-based data is a necessary step in working to dismantle systemic racism and we appreciate EndPovertyEdmonton's encouragement of more organizations to do the same.* **//**

Edmonton Public Schools Board of Trustees



We are pleased that EndPovertyEdmonton has taken a leadership role in convening the inaugural community race-based data table; a table that brings together a diverse group of stakeholders whose aim is to advocate for and support the collection of identity/race-based data within major structures, support systems, and organizations. With the shared goal of better understanding how to use this data to implement changes which reduce inequities and address systemic racism, ELIP along with the many other stakeholders are happy to continue to participate in the emerging conversations from this collective effort.

ELIP Secretariat



**We're
all in this
together.**

AN ECONOMY THAT WORKS FOR EVERYONE

> Livable Incomes

One key method of ending poverty is to create economic opportunities for those living in poverty. More than ever, we need an economy that works for everyone, one that provides access to good jobs, higher pay, business opportunities and other benefits that will help to eliminate poverty in our community.

From our work, expertise and ongoing research we understand that to create economic opportunities for all Edmontonians requires a systemic approach. Our goal is simple, to ensure that current and future economic planning and strategy is focused on eliminating poverty. We are giving particular attention to living wage, ensuring that the City and other institutions are incorporating social procurement into their processes, and policy and planning is focused on creating economic opportunities for everyone, not just those at the top.



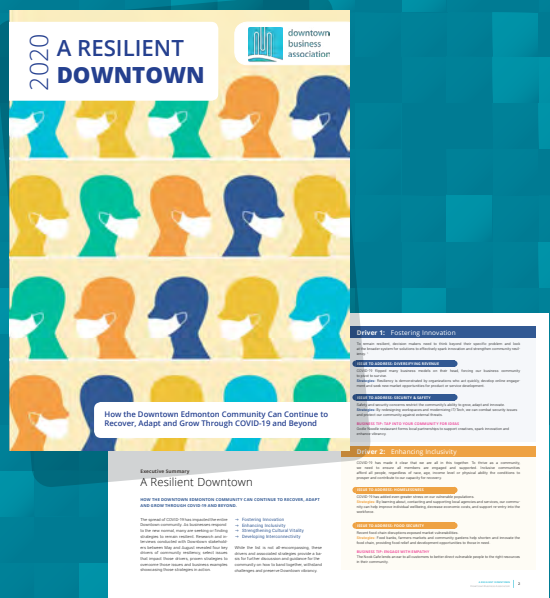
\$27.7 Billion

The amount of economic activity produced by the 350,000 Indigenous youth entering the workforce 2016-2026, if they are supported to reach their potential.

(Source: Skudra, Avgerinos & McCallum, 2020)

Driver 2: Enhancing Inclusivity

Inclusive communities afford all people, regardless of race, age, income level or physical ability the conditions to prosper and contribute to our capacity for recovery.



Source: [https://www.edmontondowntown.com/uploads/source/Business_Reports/2020/DBA_AnnualReport_2020_\(Web\).pdf](https://www.edmontondowntown.com/uploads/source/Business_Reports/2020/DBA_AnnualReport_2020_(Web).pdf)



EndPovertyEdmonton is supporting the implementation of the City of Edmonton's sustainable procurement policy and working with other levels of government to develop policies. We convene business, labour, social enterprises, and government to create jobs, training and apprenticeships for culturally diverse groups and procurement opportunities for local businesses and social enterprises.

The Edmonton Construction Association hosted a webinar on social procurement moderated by Brooks Hanewich of EndPovertyEdmonton, and including Roger Lockwood, Director of Procurement in Corporate & Supply Services - City of Edmonton, Antonio Gomez-Palacio, Partner - DIALOG, Tim Coldwell, President - Chandos Construction, Brad Freeman, People Development & Engagement Coordinator - A&H Steel.



[EndPovertyEdmonton has been] creating the conversations, creating the opportunities for knowledge sharing, for exploring and determining how we do this. There are a number of initiatives and conversations happening ... to talk about what are the barriers, how do we expand, how do we create those connections between suppliers and workforce development agencies, or social enterprises or supply chain activities in order to create those opportunities. That's where I look at that collaboration between all those groups as what is going to help to solidify social procurement and really make it impactful.

Roger Lockwood Director, Procurement (City of Edmonton)



For the past year, the Building Trades of Alberta and EndPovertyEdmonton have worked closely together to map out ways we can help lift folks out of poverty in the capital city.

One of those ways is through social procurement, which places emphasis on training and hiring local workers—including women, Indigenous and new Canadians—in the skilled trades and putting them to work in well-paying jobs in the community. Jobs with health and welfare benefits, pensionable earnings, training opportunities and much more.

The knowledge and contributions EndPovertyEdmonton have brought to the table on poverty reduction and social procurement is invaluable. Working with Brooks and his team at EndPovertyEdmonton has been a pleasure and I very much look forward to continuing our important work together to help provide opportunities and make life better for thousands of Edmontonians.

Rob Calver, Director of Strategic Engagement and Development, Building Trades of Alberta



Buy Social Canada can provide some of the necessary tools and resources, but only through our collaboration and the work of EndPovertyEdmonton will there be the capacity to catalyze the local partnerships needed to create an impactful social procurement program.

David LePage Buy Social Canada



Social procurement is an important component to strengthening our communities and supply chains. It is also highly aligned with Chandos' purpose; "We exist to build a better world". However, without understanding the local context, the needs of community, and the resources available, social procurement will not have the impact we desire. Organizations like EndPovertyEdmonton are essential to ensuring that companies, like Chandos, can navigate the complexities of community need, leverage workforce and local purchasing strengths, and ultimately help us to deliver more social value in the communities we serve.

Pete Wardell, Director of Business Development, Chandos

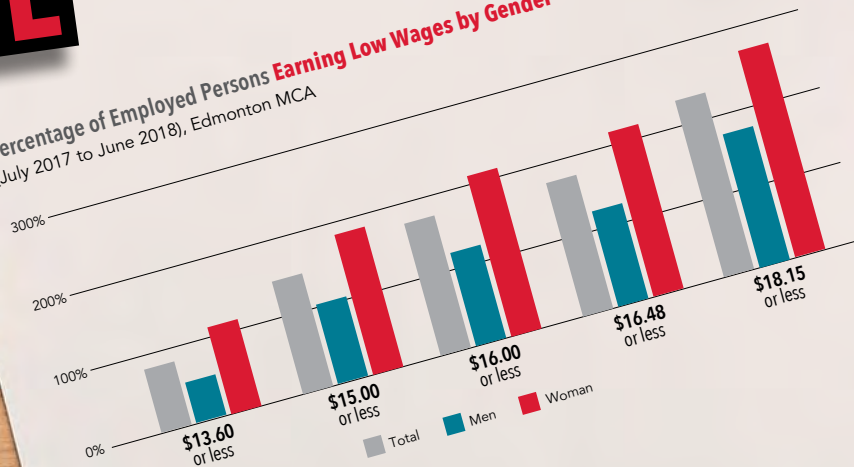


**We're
all in this
together.**

LIVING WAGE

> Livable Incomes

Percentage of Employed Persons Earning Low Wages by Gender
(July 2017 to June 2018), Edmonton MCA



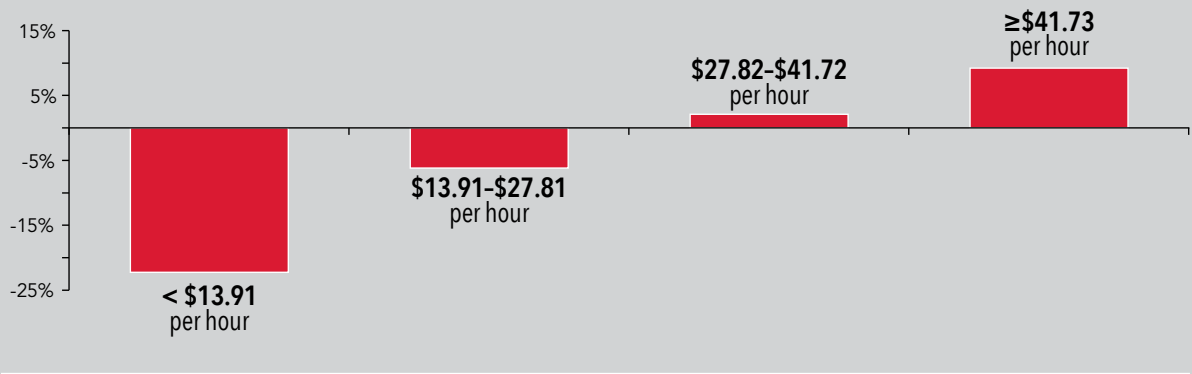
The value of essential work was laid bare when the pandemic struck, and with it, an understanding that those who keep us going deserve a Living Wage. Through 2020, EndPovertyEdmonton helped the Alberta Living Wage Network (ALWN) acquire a coordinator and ensured support for that position through an innovative partnership between the

ALWN, EndPovertyEdmonton and the Edmonton Social Planning Council. With this support, the ALWN has been able to bring more employers into the conversation, understand their needs and perspectives and pilot a recognition program. Watch for a wider launch coming soon.

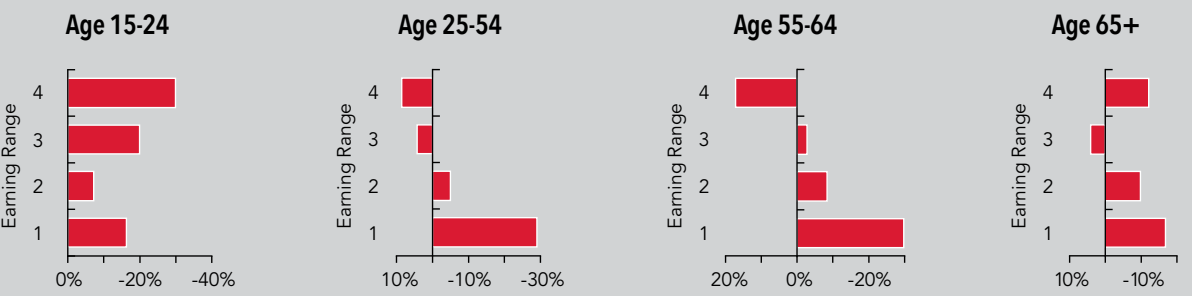
https://economics.cibccm.com/economicsweb/cds?ID=12030&TYPE=EC_PDF

Lower-wage Earners Hit Hardest

Job losses during pandemic disproportionately hit lower-income workers
Change in employment by range in Q4 2020 vs Q4 2019



Growth in Employment by Wage Range by Age
(Y/Y % Change)



Source: Statistics Canada, CIBC
https://economics.cibccm.com/economicsweb/cds?ID=12030&TYPE=EC_PDF

...lower earners disproportionately bear the brunt of income losses as a result of unemployment and wage reductions during economic "busts" (Graff McRae, 2017). In Canada, those employed in low paying and/or part-time jobs in services and manufacturing experienced the greatest job losses and disruptions due to COVID-19.

Statistics Canada, 2020c; van Barneveld et al., 2020)."
Creating an Inclusive Economy in Edmonton

The logo for the Living Wage Network Employer Recognition Program. It features a stylized person icon, the text 'LIVING WAGE Network', and 'EMPLOYER RECOGNITION PROGRAM' in large bold letters. Below it is the website 'livingwagealberta.ca'. A large 'PILOT' watermark is overlaid on the logo.

The logo for the Alberta Living Wage Network, featuring a laptop screen with a video conference interface and the text 'ALBERTA LIVING WAGE NETWORK' overlaid.

We're all in this together.

Increasing Indigenous Leadership

Edmonton
City Council



COMMUNITY AND PUBLIC SERVICES COMMITTEE REPORT Indigenous Culture and Wellness Centre

Recommendation of the Committee

That Goal 1, Action #1 of the EndPovertyEdmonton Road Map 2017-2021 (page 24), as set out in Attachment 3 of the March 3, 2021, Citizen Services report CS00337, be amended to change the lead from "City of Edmonton" to "EndPovertyEdmonton".

History

- At the March 3, 2021, Community and Public Services Committee meeting, the March 3, 2021, Citizen Services report CS00337 was considered
- The Committee heard from K. Bruno and L. Cardinal, Indigenous Circle; B. Allard; and A. Yellowknee.

Attachment

March 3, 2021, Citizen Services report CS00337

**TOWARD TRUE
RECONCILIATION**



INBOX

"EndPovertyEdmonton has made great strides in continuing the Indigenous Culture and Wellness Centre project by building on the good work done by the Indigenous community and the City of Edmonton. EndPovertyEdmonton has been able to do all this work by keeping their ear to the ground, by seeing and then helping to realize opportunity. They do that by including everyone, they live by a good version of inclusion. They are strategic, but save space for creativity and community contribution to shine through. They do the work in an honest and evidence-based way. Working with EndPovertyEdmonton and the Indigenous community in this way makes me feel like I'm a part of something that's different, that has a real chance to make a big difference for Indigenous and non-Indigenous people living in poverty."

Karen Bruno, Indigenous Circle Co-Chair (2020)

endpoverty
edmonton



INDIGENOUS
CIRCLE
STRATEGY
PLAN

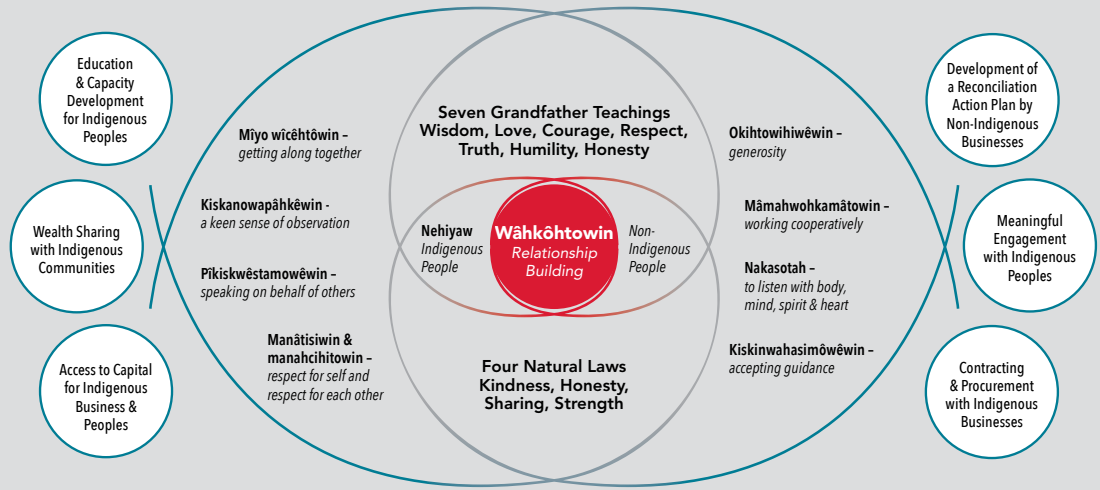
towards the
solution

Tools for Economic Reconciliation

Indigenous cultural values and teachings and research from Indigenous and non-Indigenous sources helped the Indigenous Circle develop an Economic Reconciliation framework to guide EndPovertyEdmonton’s work going forward.



ECONOMIC RECONCILIATION Thinking ahead towards the seventh generation



© 2021, C. Mustus & S. Sicking



CHILD CARE

> Affordable and Quality Child Care

In mid-2020, Edmonton had a
43% drop
in child care enrollment.
We don't have recent data to understand
how this has recovered.

Between 2008 and
2016 fees increased by **30.7%**
for licensed day care centres and
33.1% for approved
family day homes

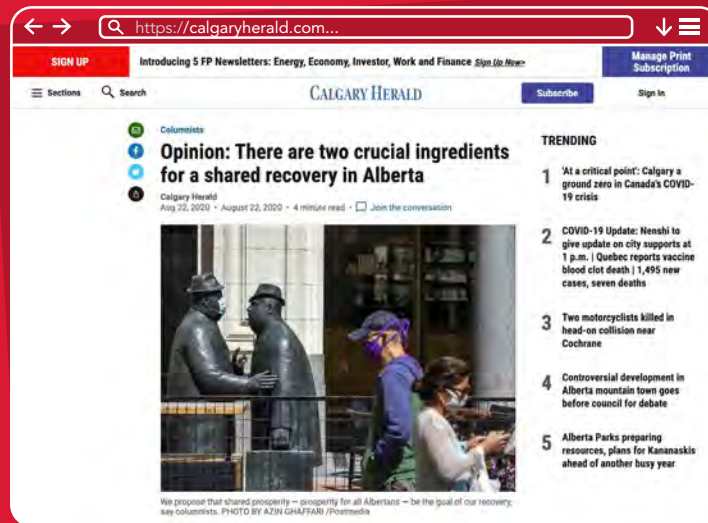
CHILD CARE FEES IN EDMONTON

	2019	2020
Infant	\$ 1,075	\$ 1,050
Toddler	\$ 917	\$ 950
Pre-school age	\$ 875	\$ 925

20,600
Canadian women fell out
of the workforce in 2020
(68,000 men joined)
Source: Statistics Canada,
RBC Economics

Universal Childcare could
increase GDP by
13%
(as demonstrated in
Quebec between 1998-2014)
(Courtesy Public Interest Alberta.
StatsCan)

Our organizations, representing Alberta's vulnerable populations and its most successful businesses, agree that there are two essential ingredients necessary for a meaningful, sustained and prosperous recovery: accessible and affordable childcare and procurement innovation that provides opportunities for Alberta businesses and entrepreneurs.



Source: <https://calgaryherald.com/opinion/columnists/opinion-two-crucial-ingredients-for-a-shared-recovery-in-alberta>



Realizing a stronger and more robust economy while reducing the impact of poverty on our society hinges on having high-quality, affordable, and accessible childcare.

ECELC 2020 Annual Report



Prioritize an Inclusive Recovery for All

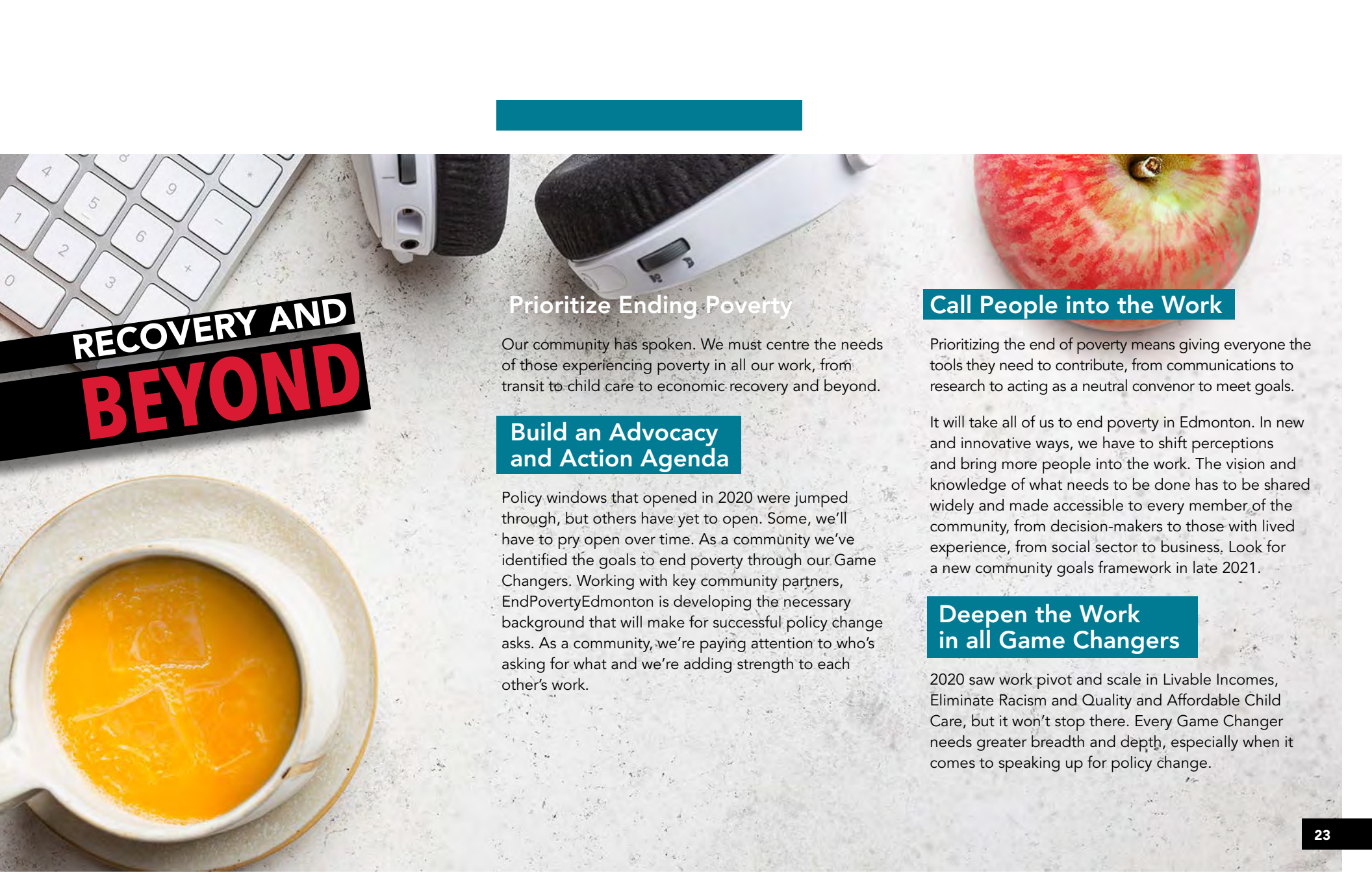
COVID-19 has created an opportunity for us to reimagine our future. We see one that is inclusive and provides economic opportunities for those who have historically been excluded. This includes engaging marginalized communities in decision making, improving affordability of childcare, and investing in infrastructure that supports our communities.

Forging Our Future, Edmonton Chamber of Commerce

Source: <https://growthzonesitesprod.azureedge.net/wp-content/uploads/sites/991/2020/10/ForgingOurFutureReport.pdf>

**WE'RE IN THIS
TOGETHER**





RECOVERY AND BEYOND

Prioritize Ending Poverty

Our community has spoken. We must centre the needs of those experiencing poverty in all our work, from transit to child care to economic recovery and beyond.

Build an Advocacy and Action Agenda

Policy windows that opened in 2020 were jumped through, but others have yet to open. Some, we'll have to pry open over time. As a community we've identified the goals to end poverty through our Game Changers. Working with key community partners, EndPovertyEdmonton is developing the necessary background that will make for successful policy change asks. As a community, we're paying attention to who's asking for what and we're adding strength to each other's work.

Call People into the Work

Prioritizing the end of poverty means giving everyone the tools they need to contribute, from communications to research to acting as a neutral convenor to meet goals.

It will take all of us to end poverty in Edmonton. In new and innovative ways, we have to shift perceptions and bring more people into the work. The vision and knowledge of what needs to be done has to be shared widely and made accessible to every member of the community, from decision-makers to those with lived experience, from social sector to business. Look for a new community goals framework in late 2021.

Deepen the Work in all Game Changers

2020 saw work pivot and scale in Livable Incomes, Eliminate Racism and Quality and Affordable Child Care, but it won't stop there. Every Game Changer needs greater breadth and depth, especially when it comes to speaking up for policy change.

THANK YOU

The EndPovertyEdmonton Secretariat recognizes the visionary contributions of OUR OPERATIONAL FUNDERS:



- City of Edmonton
- Edmonton Community Foundation
- United Way of the Alberta Capital Region

The work to end poverty is sustained by these and other funders, including the Government of Alberta and the Stollery Charitable Foundation.

EndPovertyEdmonton (EPE) acknowledges that we are on Treaty 6 territory, a traditional meeting ground, gathering place, and travelling route for the Nêhiyawak (Cree), Anishinaabe (Saulteaux), Niitsitapi (Blackfoot), Métis, Dene, and Iyāhé Nakoda (Nakoda Sioux). We acknowledge all the many First Nations, Métis, and Inuit whose footsteps have marked these lands for centuries.

At EPE we believe a treaty is an inheritance, a responsibility, and a relationship. We hope that by recognizing our status as treaty people it will help us to be good neighbours to one another, good stewards of the land, and good ancestors to all our children.

Join us:

  endpovertyedmonton.ca

