

CANADA WITHOUT POVERTY  
CANADA SANS PAUVRETÉ



CWP ADVOCACY NETWORK  
RÉSEAU DE REVENDICATION CSP

[WWW.CWP-CSP.CA](http://WWW.CWP-CSP.CA)

## ***A Case for Support***

*Today, poverty prevails as the gravest human rights challenge in the world. Combating poverty, deprivation and exclusion is not a matter of charity, and it does not depend on how rich a country is. By tackling poverty as a matter of human rights obligation, the world will have a better chance of abolishing this scourge in our lifetime. Poverty eradication is an achievable goal.*

**Hon. Louise Arbour** (Honorary Director)

*The nice thing about human rights is that there is no half way about them. Either you defend them or you allow them to be violated. It demands the eradication of poverty and accepts nothing less.*

**Rebecca Harrison** (volunteer Champion)

*Canada Without Poverty is the coherent integration of advocacy, research, leadership and community credibility into one effective national dynamic.*

**Hugh Segal**, Senator (Conservative)

**June 4, 2011**

## Preamble

This document, originally issued on March 31, 2011 and including several amendments to the original, concerns two administratively separate, but closely allied non-profit organizations mandated with eradicating poverty in Canada:

- Canada Without Poverty (occasionally referred to in this document as “CWP”), a registered charity (#13091 6638 RR0001) that was founded in 1971 as the National Anti-Poverty Organization;
- CWP Advocacy Network (occasionally referred to in this document as “CWPAN”), a federally incorporated, not-for-profit, and non-partisan, but non-charitable, organization, founded in 2010 and operationally allied with Canada Without Poverty.

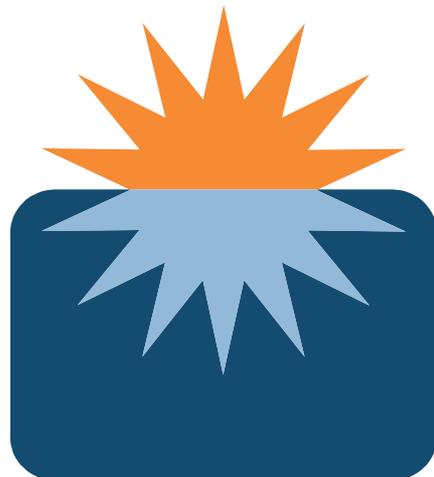
Both organizations share the same logo, address, ends statements (Beliefs, Mission, Vision, Values) and certain operational capacities and functions. They are distinguished, primarily, by their separate Boards of Directors, formal “objects” or purposes, tactics and activities.

**This structure is strategic.** In general, as a charity Canada Without Poverty can use its resources for research and educational purposes about poverty in Canada: pursuant to Canada’s charity law, it is limited to expend no more than 10% of its resources on “advocacy” (i.e., lobbying or political activity). In general, as a not-for-profit organization but one without charitable status, the CWP Advocacy Network can use its resources to pressure decision-makers on poverty-related issues and associated policy and legislative options – without jeopardizing the charitable status of Canada Without Poverty. Both kinds of activities are needed to support the Mission – the goal of eradicating poverty, for the benefit of all. (See page 5 for further information.)

***We hope that you will support us in this pursuit.***

***“Canada Without Poverty” expresses the end that both organizations seek – a Canada in which no person need suffer what Gandhi called “the worst form of violence.”***

***Our shared logo symbolizes rising above one’s poverty line towards a brighter future.***



**Canada Without Poverty and the CWP Advocacy Network  
410 – 383 Parkdale Avenue  
Ottawa, Ontario K1Y 4R4  
(613) 789-0096; (613) 789-0115  
info@cwpcsp.ca; www.cwpcsp.ca**

## **Table of Contents**

<b>1. Poverty in Canada</b>	<b>1</b>
<b>2. Our Mission and Values</b>	<b>4</b>
<b>3. Why Two Organizations?</b>	<b>5</b>
<b>4. How We Work: Principal Strategies</b>	<b>6</b>
<b>5. Major Initiatives Requiring Support</b>	<b>7</b>
<b>6. Additional Initiatives Requiring Support</b>	<b>12</b>
<b>7. A Short History</b>	<b>14</b>
<b>8. Meet Our Directors</b>	<b>17</b>
<b>9. Introducing Our Honorary Directors</b>	<b>20</b>
<b>10. Meet Our Staff</b>	<b>25</b>
<b>11. Where To Find Us</b>	<b>27</b>
<b>12. The Financial Picture</b>	<b>28</b>
<b>13. Forecast</b>	<b>29</b>

## Poverty in Canada

**Q**uébec Bill 112 (*An Act to combat poverty and social exclusion*) defines poverty as “the condition of a human being who is deprived of the resources, means, choices and power necessary to acquire and maintain economic self-sufficiency and participation in society.” Thus, poverty is not just about income and deprivation – an inability to meet basic needs. It also concerns a lack of opportunity, of meaningful employment, of a sense of belonging, and of a sense of citizenship.

At the federal level, Canada does not yet have an official definition of poverty, nor robust indicators of poverty’s “incidence” and “depth” – meaning the number and percentage of people living in poverty and how deeply in poverty many Canadians find themselves. Based on several measures of low income often used as proxies for “poverty lines,” Canada’s poverty rate in 2011 may range between 10 and 20 percent, or between about 3.5 to 7.0 million persons.<sup>1</sup> Whether at the low or high end or somewhere in the middle, such a poverty rate is unacceptable for one of the wealthiest nations in the world – well capable of a poverty rate close to if not right at zero.



*Graphic courtesy of Anna Sponer*

***Our shared mission is the eradication of poverty in Canada, for the benefit of all. With your support we can tell the truth about poverty in Canada. With your support we can educate the public and advocate locally to nationally for systemic change.***

Not every person in Canada is equally susceptible to living in poverty. At higher risk of being poor are Aboriginal people, recent immigrants to Canada, people with disabilities, single parents (primarily women) and their children, injured workers, and the roughly one in four to five Canadians toiling in low-paying, often part-time and unstable employment.

To live in poverty in Canada is to live with insufficient and often poor quality food. It is to sleep in poor quality and/or unaffordable housing, in homeless shelters, or on city streets and parks. It is on a daily basis to have to make difficult and painful decisions involving trade-offs, such as whether to “pay the rent or feed the kids,” pay the electric bill or go to the dentist, buy a new bus pass or forego inviting friends for dinner. To live in poverty is also to be at greater risk of poor health, family or neighborhood violence, and a shorter lifespan. It is to be unable to participate fully in one’s community and greater society. And it is to suffer great depths of anxiety and emotional pain.

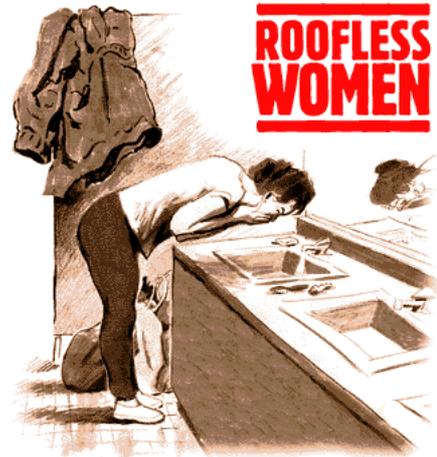
---

<sup>1</sup> Canada has no official, national poverty lines. Several income thresholds are typically used by government and non-government actors as proxy measures for defining poverty. The threshold chosen results in a given poverty rate: the range in rates can be significant.

Poverty has an impact on and cost to society as a whole, from greater demands on the health care and criminal justice systems, to diminished workplace and economic productivity, to harmful and unwholesome divisions in society based on economic status and “class.” In dollar terms, this loss to Canada has been estimated to range from \$72 to \$86 billion annually.<sup>2</sup>

There are many barriers to effectively addressing poverty, including:

- Invisibility of most of the poor – not necessarily homeless but struggling, e.g., working poor
- Language and concepts about poverty (poverty is not a word that is easily used)
- Stereotypes about the poor, misconceptions about poverty and a belief held by many that anyone can lift themselves out of poverty through education and “hard work”
- Comprehensive nature and complexity of the issue – can cause organizations to fragment and push for their own issue (e.g., housing versus early learning)
- Distrust or disbelief in the role of governments to address poverty
- Downloading of responsibility for social policy and social protection from the federal government to provincial and territorial governments, and from them to municipal governments
- Narrowness of vision in and insufficient commitment to corporate social responsibility
- Attacks on labour organizing – weakening of unions
- Lack of engagement with millions of Canadians who are in the middle to lower-middle income bracket, who are vulnerable to poverty but may not see poverty as “their” issue



*Graphic courtesy of Nick Thorkelson*

On the positive side, there is momentum across Canada to effectively address poverty. Thousands of non-government organizations at the local level, hundreds at the provincial and territorial level, and dozens at the national level are engaged. A number of community-wide roundtable-type processes have been convened in recent years, drawing participants from multiple sectors to discuss and act on poverty at the community level. As of this writing, six provinces (MB, NB, NL, NS, ON, QC) have their own poverty action strategies, varying in their breadth, depth and strength of political commitment and public investment but reflective, nonetheless, of public interest.<sup>3</sup> One other province (PE) and two of the territories (NU, YK) are moving to develop their own strategies, too, while civil society is striving for comprehensive strategies in the remaining provinces and territories (BC, AB, SK, NT), where there is at least some political receptivity.

The federal government has a critical role to play on poverty issues, too. At present, however, the Government of Canada’s response is fragmented and tepid – and devoid of leadership. However,

<sup>2</sup> Ontario Association of Food Banks (2008) *The Cost of Poverty: An Analysis of the Economic Cost of Poverty in Ontario*

<sup>3</sup> Of these six, the NB and NL strategies stand out for comprehensiveness and strength of political commitment. In all cases, however, it is still too early to judge the effectiveness of these strategies.

many individual Members of Parliament and Senators, from all parties in the House and Senate, as well as other political figures are strongly supportive of robust federal engagement in this issue.

Thus, gradually, some of the policies, legislation and programs needed to ensure sufficient income and other social supports that meet the needs of all Canadians are being put into place. Momentum must come from the ground up and from the top down. Canada Without Poverty has over its 40-year history primarily focussed on the top – striving to secure strong federal leadership. This is now augmented with the founding, in 2010, of the CWP Advocacy Network to further bolster direct political advocacy on this issue.

This national emphasis and focus will continue, for Canada Without Poverty and the CWP Advocacy Network are well placed to provide exceptional civil society leadership targeted at the federal scene. However, consistent with the shared Vision Statement and fully aware of the need for complementary action from the ground up, Canada Without Poverty and the CWP Advocacy Network seek to enhance their presence and effectiveness at provincial, territorial and local levels.

***Please support us as we work to eradicate poverty in Canada by engaging the public and policy makers at every level. This document is intended to fully describe our organizations and encourage you to give to either or both.***



## Our Mission and Values

*I have lived in poverty over three decades...I have been your neighbour, your customer, your employee. My children have attended school with your children. And my experience is not unique – poverty comes in many circumstances and has many different faces.*

**Harriett McLachlan,**  
Masters, Social Work and Canada Without Poverty Board Member

The following Beliefs, Mission, Vision and Values are shared by Canada Without Poverty and the CWP Advocacy Network.

### **Beliefs**

*We believe that poverty is a violation of human rights with reference to the Canadian Charter of Rights and Freedoms and the International Covenant on Economic, Social and Cultural Rights. We believe that poverty is an affront to the values of fairness, justice and the inclusion of all persons in Canadian society.*

### **Mission**

*To eradicate poverty in Canada, for the benefit of all<sup>4</sup>*

### **Vision**

*We envision poverty eradication being reached through collaboration between governments, businesses and civil society. Through collaboration, Canada will have built a strong social foundation, such that everyone can pursue opportunities for achievement and fulfillment, can embrace the responsibilities of citizenship and community opportunities, and can live with a sense of dignity.*

### **Values**

*We value conducting ourselves with humility, honour and integrity. We value being caring, inclusive and respectful of others, and being responsible and accountable for our decisions and actions.*

*Like slavery and apartheid, poverty is not natural. It is man-made and it can be overcome and eradicated by the actions of human beings. And overcoming poverty is not a gesture of charity. It is an act of justice. It is the protection of a fundamental human right, the right to dignity and a decent life. While poverty persists, there is no true freedom.*

**Nelson Mandela**



<sup>4</sup> By “all” is meant every person in Canada, for poverty impacts society entirely – not just those actually living in or still reeling from having lived in poverty.

## Why Two Organizations?

The need for two separate organizations to effectively work for the elimination of poverty is succinctly captured by Geraldine King, President of Canada Without Poverty:

*We founded the CWP Advocacy Network to strengthen the call for progressive social policy in Canada. Canadian charities are considerably restricted by the Income Tax Act and Canada Revenue Agency (CRA) policy in the amount of advocacy they can do, or what the CRA terms 'political activity.' But the reality is, to effectively address poverty in Canada requires substantial policy and legislative change. That requires an active, vigorous voice on policy and legislation from civil society. The CWP Advocacy Network will contribute substantially to that voice.*

While the CWP Advocacy Network is a new, vigorous voice on poverty, Canada Without Poverty works to build public awareness of and concern for poverty, and public support for effective anti-poverty action. Its formal, charitable "objects" as noted in its Letters Patent, therefore, concern knowledge dissemination, research and direct assistance:

1. *To advance the knowledge and study of poverty in Canada by organizing conferences and workshops on topics related to poverty;*
2. *To conduct research relating to poverty and to disseminate the results of such research;*
3. *To alleviate poverty, to direct people to the government programs and offices by which people may access benefits to which they may be entitled.*

The CWP Advocacy Network exists to directly lobby politicians and other public policy makers, at all levels of government in Canada, for policies and legislation that help prevent, alleviate and eliminate poverty in Canada. Its formal "objects", as noted in its Letters Patent, are:

1. *To advocate for government decisions, policies and legislation that are favourable to low-income Canadians;*
2. *To credit and criticize elected officials regarding government action on poverty;*
3. *To represent the interests of the poor in Canada and critique Canada's performance on poverty before the United Nations and other international bodies;*
4. *To undertake select court challenges to promote and defend the legal rights of low-income Canadians;*
5. *To support access to legal and social services for all Canadians.*

## How We Work: Principal Strategies

### **Canada Without Poverty pursues its formal purposes by:**

1. Planning, organizing and participating (normally in collaboration with partners) in conferences and workshops on topics related to poverty
2. Hosting special events that educate the public through speakers, publications and information kiosks
3. Speaking publicly on poverty related issues at every opportunity, whenever invited to do so
4. Developing and maintaining a website that serves as a resource and clearinghouse for poverty-related information, and that, through social media, encourages issue engagement
5. Developing, printing and distributing educational fact sheets, pamphlets and other information
6. Co-publishing, with CWPAN, and circulating *Poverty & Parliament*, an occasional newsletter
7. Using film and the arts to increase its audience
8. Consulting with government officials on poverty related matters
9. Presenting invited briefs to parliamentary or legislative bodies (e.g., government committees)
10. Sponsoring, supporting and/ or conducting research projects on poverty related issues
11. Supporting Director-led activities that work for poverty's elimination at the territorial, provincial, regional or local level
12. Organizing and supporting local chapters and/or individual Champions to work for poverty's elimination at the territorial, provincial, regional or local level
13. Touring parts of Canada annually to conduct community outreach, media contact and foster partner/donor relations
14. Monitoring government action (at all levels) and legislation on poverty related matters
15. Monitoring Canada's compliance with international human rights treaties
16. Educating Canadians about Canada's human rights obligations

### **The CWP Advocacy Network pursues its formal purposes by:**

1. Letter writing to and meetings with politicians, with calls to action
2. Conducting on-line advocacy campaigns on specific issues, with calls to action
3. Co-publishing, with CWP, and circulating *Poverty & Parliament*
4. Publicizing report cards on government commitments, pledges and promises
5. Forming partnerships with other civil society groups to plan and implement days of action, public campaigns, and other special events, with calls to action (in keeping with our values)
6. Issuing media releases and conducting media events in response to new government action, policy and/or legislation, with calls to action
7. Undertaking select court challenges in test litigation cases

*True compassion is more than flipping a coin to a beggar; it comes to see that an edifice which produces beggars needs restructuring.*  
**Martin Luther King Jr.**

## **Major Initiatives Requiring Support**

Canada Without Poverty and the CWP Advocacy Network pursue major strategic initiatives that support their formal purposes, incorporate one or more principal strategies as itemized above, and have strong promise for mission impact. The following are summary descriptions of six current or new strategic initiatives requiring additional or new financial support.

### **1) Dignity for All: The Campaign for a Poverty-Free Canada** (Canada Without Poverty and the CWP Advocacy Network)

Having initially conceived the idea in the summer of 2008, Canada Without Poverty is the originator of this significant campaign calling for vigorous and sustained action by the federal government to combat the structural causes of poverty in Canada. Dignity for All is a signature initiative for Canada Without Poverty.

The campaign has three high-level goals:



- Goal 1: A federal plan for poverty elimination integrated with provincial and territorial plans;
- Goal 2: A federal anti-poverty Act that ensures enduring federal commitment and accountability for results; and
- Goal 3: Sufficient federal investment in social security for all Canadians, “social security” being an umbrella economic and social right under international human rights declarations and treaties to which Canada is signatory.

Dignity for All is a collaborative project formally launched by Canada Without Poverty and partners in May 2009, in Calgary. At present, 530 groups – grassroots, local, provincial, territorial, national – and 80 federal parliamentarians have endorsed these goals. The campaign is moving towards higher endorsement milestones – 750 and then 1,000+ groups, and 150 and then 200+ parliamentarians – to further demonstrate massive public and political support for federal leadership on poverty issues.

Progress towards the campaign goals, beyond the endorsements, is being made, for example:

- Goal 1: The House of Commons’ HUMA Committee, in its landmark 2010 report on the federal role on poverty, made as its first recommendation that “the federal government immediately commit to a federal action plan to reduce poverty in Canada that would see, during its first phase, the implementation of the [other] recommendations in this report”. Through Dignity for All, Canada Without Poverty and partners are identifying specific policy measures that must be included in such a plan;
- Goal 2: Bill C-545 (*An Act to eliminate poverty in Canada*), drafted with significant input from Canada Without Poverty, was introduced at First Reading in June 2010, by (now former) New Democrat MP Tony Martin with support from (now former) Liberal MP Michael Savage and (now former) Bloc Québécois MP Yves Lessard. Canada Without Poverty had a significant hand in its drafting. The bill died on the order paper when the 2011 federal election was called. However, it is expected to be reintroduced by the Official Opposition in the current Parliament: Canada Without Poverty and partners will continue to advocate for

its passage into law as perhaps the single most important piece of anti-poverty legislation ever introduced in Canada;

- **Goal 3:** A national conversation is growing about social security in Canada, influenced by such factors as the ageing population and the need for greater security in retirement years. An architecture for social security – encompassing children, youth, working-age adults and seniors – is becoming manifest, at least in terms of its broad policy outline. Canada Without Poverty is working with partners on aspects of this architecture, such as the possibility of an expanded system of guaranteed income, building on the guaranteed income pieces already in place for children and seniors.

Dignity for All is a multi-faceted initiative, involving policy research and analysis, pan-Canadian public outreach and engagement, pan-Canadian mass communications, government consultations and political advocacy. To date the campaign has received financial support from about 30 organizations, all of them between \$100 and \$10,000, except a single legacy gift of \$1,000,020 over five years (to January 2015) from an institutional donor who wishes to remain anonymous.<sup>5</sup>

Additional campaign capacity is required to achieve the campaign goals. Some of this capacity is needed to enhance Canada Without Poverty's leadership and management roles and the CWP Advocacy Network's ability to directly lobby MPs and Senators for goal support.

**Target funding goal for 2011/12: \$140,000**

**(\$100,000 for Canada Without Poverty; \$40,000 for CWP Advocacy Network)**

Funding to support campaign co-ordination, campaign communications, campaign outreach/travel support across Canada, and lobbying

**2) Ethno-Cultural Outreach and Engagement**  
**(Canada Without Poverty)**

*All humans are human and not one is more important than the other.*  
**Canadian Senator Roméo Dallaire**

Growing from the Dignity for All Campaign, Canada Without Poverty began an initiative in 2010 to reach out to a wide range of ethno-cultural communities in recognition of two realities: (1) that Canada is undergoing significant demographic transition in major part because of immigration from the global South, with large first or second generation populations from there, and (2) that recent immigrants constitute a rising number and percentage of those in poverty in Canada. In its early months, this initiative involves identifying over 100 ethno-cultural groups for outreach, a survey of these groups to help understand poverty issues in their communities, and policy-focused workshops building on survey findings. The principal outcome is to realize greater immigrant engagement and leadership in anti-poverty action generally, and within the Dignity for All Campaign specifically, including in policy-making processes and in political advocacy.

**Target funding goal for 2011/12: \$50,000 for Canada Without Poverty**

Funding to support initiative coordination and management, contractor support in Vancouver, Calgary and Toronto, workshops in 2011 in Vancouver, Calgary and Toronto (e.g., venue, travel, honorarium costs)

<sup>5</sup> This legacy gift is being allocated equally among Canada Without Poverty and two partners.

### 3) Economic and Social Rights Education for Canadian Youth (Canada Without Poverty)

Civil, political, economic and social rights are enshrined in the Universal Declaration of Human Rights and related international law. However, while civil and political rights in Canada are well established and protected, the same cannot yet be said for economic and social rights – even though all human rights are meant to be indivisible (i.e. equal in status) under law. A major reason for this is simply lack of public awareness and understanding of economic and social rights.



It has been said that “human rights only become meaningful when they gain political content...they are rights that require active participation from those who hold them.” Towards such participation, Canada Without Poverty intends to develop on-line resources and workshops for youth on poverty and economic and social rights; educate young Canadians about poverty and about Canada’s human rights obligations, particularly respecting economic and social rights; and seed the founding and coordination of a growing national network of Canadian youth engaged, from a human rights basis, in poverty solutions. A learning curriculum will be developed in collaboration with youth and educators, while web-based programming will be developed in collaboration with youth and technology experts. The initiative will be piloted with a number of schools and youth organizations, and promoted through on-line social media and traditional media. Enrolment and completion rates will be evaluated by on-line data collection; on-line and workshop participants will also complete pre- and post-knowledge tests and their own subjective evaluation forms.

#### **Target funding goal for 2011/12: \$100,000 for Canada Without Poverty**

Funding to support initiative coordination and management, curriculum development, web site design and development, travel and workshop costs



### 4) “Poverty in the Classroom” Video (Canada Without Poverty)

“Poverty is poison” to infants and young children, so wrote Nobel Prize-winning economist Paul Krugman, drawing on recent research on the links between impoverishment and brain development.

With this in mind and drawing on our in-house filmmaking expertise and connections, Canada Without Poverty aspires to produce *Poverty in the Classroom*, a short, powerful film on how poverty impacts children – their ability to learn and their social inclusion – and how educators and educational systems can help address these challenges. To be set within the context of the Vancouver elementary school district and developed in collaboration with the Vancouver Elementary School Teachers Association, the film (to be available in several languages) will contain information and messaging of value to those in any part of Canada who care about the critical connections

between poverty, early learning and social inclusion. The target audience includes teachers, parents of young children, school administrators and public policy makers. The film is intended to move viewers to action, for example advocating to politicians to reduce and eliminate poverty as a strategy for improving both learning and health outcomes of young children.

**Target funding goal for 2011/12: \$25,000 for Canada Without Poverty**

Funding to support project management and coordination and all pre-production, production and post-production video expenses (planning, technical, translation, distribution)

**5) Poverty & Punchlines Awareness and Fundraising Events  
(Canada Without Poverty)**

Canada Without Poverty has conceived and is organizing “Poverty & Punchlines” awareness and fundraising events. The idea is to use the winning medium of comedy to draw more and more Canadians into poverty issues and Canada Without Poverty’s circle of supporters and activists. There is potential to trademark this concept and annually hold multiple events across Canada.



Poverty & Punchlines features highly experienced professional comedians delivering an evening of laughter, with periods in each event for comments from Canada Without Poverty representatives concerning the issues and our work. Pre- and post-show periods also provide opportunity for attendees to visit CWP displays, talk with staff or volunteers, become first-time or repeat donors, sign on to the Dignity for All Campaign or other initiatives etc. A silent auction can be part of a given event’s offerings.

The inaugural Poverty & Punchlines was held in October 2010 in Ottawa, with 450 people in attendance. Poverty & Punchlines events are being planned in 2011 for Whitby, ON, Montreal and Vancouver (dates to be announced). Each event requires approximately \$12,000-\$15,000 in funding to cover costs (comedians at discounted rates, venue, marketing, travel etc.). Each event is intended to net at least \$10,000 in support of Canada Without Poverty and the CWP Advocacy Network. Such gains are only made possible if the events receive advance financial support and sponsorships sufficient to cover costs as noted above. Significant corporate, organizational or institutional co-branding opportunities are associated with this initiative.

**Target funding goal for 2011/12: \$90,000 for Canada Without Poverty (includes ticket fees)**

Funding to support event planning and marketing, venue and comedian costs, travel

*If you can find humor in anything, even poverty, you can survive it.*  
**Bill Cosby**

**6) 40<sup>th</sup> Anniversary Commemorative Events**  
**(Canada Without Poverty)**

Canada Without Poverty has been a leading NGO tackling the structural causes of poverty since 1971. Hundreds of people have contributed to the mission and work. There have been policy and legislative successes (and disappointments), and overall a legacy of which to be proud.

The storied 40-year history of Canada Without Poverty and its enduring commitment to social justice will be commemorated in 2011. Two major evening events are scheduled. The first, to be held at Carleton University in Ottawa on September 29, will feature a keynote address on economic and social rights, by one of Canada Without Poverty's Honorary Directors, the Hon. Louise Arbour, with panel remarks from among our other honorary directors. Preceding their interventions will be a retrospective on poverty and anti-poverty activism from 1971 to the present, and testimonials of the work of Canada Without Poverty – formerly the National Anti-Poverty Organization – since its founding.

The second event, on September 30 in Ottawa, in the magnificent sanctuary of the Dominion-Chalmers United Church, will be a music benefit featuring the celebrated, Grammy Award-winning guitarist, composer and music producer, William Ackerman (founder of Windham Hill Records). Mr. Ackerman's unique, deeply emotional music, and that of accompanying artists in the same genre, will nicely fit the desired tone and atmosphere for commemorating Canada Without Poverty's 40<sup>th</sup> anniversary year – dignity, endurance and resilience.

The 40<sup>th</sup> anniversary commemorative events are expected to mark a major milestone in Canada Without Poverty's history. They are expected to provide significant public and media exposure.

**Target event funding goal: \$65,000 for Canada Without Poverty** (includes attendance fees)  
Funding to support event planning and marketing, venue and musician costs, travel



Today, poverty prevails as the gravest human rights challenge in the world. Combating poverty, deprivation and exclusion is not a matter of charity, and it does not depend on how rich a country is. By tackling poverty as a matter of human rights obligation, the world will have a better chance of abolishing this scourge in our lifetime. Poverty eradication is an achievable goal.

***Louise Arbour, Honorary Director and former UN High Commissioner for Human Rights***

## **Additional Initiatives Requiring Support**

The six strategic initiatives identified above represent major undertakings for Canada Without Poverty, and require additional or new funding to significant levels. A number of other actions by Canada Without Poverty and the CWP Advocacy Network are currently underway or are undertaken year to year. Most of these also require additional support. A dozen current and ongoing actions are summarized below to help expand the picture of work being undertaken.

- 1) **Alternative Federal Budget participation**: Canada Without Poverty contributes to the content of the Alternative Federal Budget (AFB), an annual presentation (led by the Canadian Centre for Policy Alternatives) of fiscally sound budget options for economic development, social security and environmental sustainability. New funding (**\$10,000**) will enable a more prominent role for Canada Without Poverty in the 2012 AFB development and release.
- 2) **Research project on disability and poverty**: Canada Without Poverty is a “community partner” in a major, funded research collaborative, led by the Council of Canadians with Disabilities and currently in year 4 of 5. It will lead to a number of policy prescriptions for addressing the significant vulnerability to poverty of persons with disabilities.
- 3) **Financial literacy project**: Canada Without Poverty is a partner in a one-year funded project, led by the Centre for Equality Rights in Accommodation, providing ~100 low income adults with the opportunity to share their financial literacy skills, to learn how others who are similarly situated have successfully managed household and personal finances, and to help inform the delivery of financial literacy programs.
- 4) **Conference on social assistance reform**: Canada Without Poverty is contributing to the planning of a November 2011 conference on social assistance reform in Canada. The conference will help to launch the new Centre for Studies in Poverty and Social Justice, at Carleton University. New funding (**\$10,000**) will support the conference attendance of our Directors, in turn helping to ensure contributions from people with experience of living on social assistance.
- 5) **Basic Income Canada and conference on basic income**: Canada Without Poverty is contributing to (a) the founding of a new non-profit, Basic Income Canada, which will help focus attention on basic income as part of the solution to poverty; and (b) the organizing of a spring 2012 international conference (tentatively to be in Toronto) on basic income. New funding (**\$20,000**) will support staff time to make a significant contribution to the launch of Basic Income Canada and to thorough planning of the 2012 conference, as well as to support the conference attendance of our Directors.
- 6) **Federal housing strategy**: Canada Without Poverty and the CWP Advocacy Network are significantly engaged in public education and political lobbying efforts, respectively, to secure a federal housing strategy (rooted, critically, in recognition of the right to housing), mandated by legislation. New funding (**\$10,000**) will support staff time in support of the Red Tents Campaign ([www.redtents.org](http://www.redtents.org)) and related pro-housing efforts.

- 7) **Tax Benefits Day**: Canada Without Poverty is developing the concept of Tax Benefits Day, a day to closely follow the questionable idea of “Tax Freedom Day” championed by the Fraser Institute and usually falling in early June. Tax Benefits Day will draw public attention to (a) the benefits Canadians receive from the taxes they pay and (b) the need for rebuilding tax fairness in Canada. New funding (**\$10,000**) will support staff time on the concept and to recruit other partners to collaborate on the execution of Tax Benefits Day activity.
- 8) **Poverty & Parliament newsletter**: Poverty and Parliament is currently a brief, occasional newsletter, co-published by Canada Without Poverty and the CWP Advocacy Network, and focusing on action (principally by the federal government) on poverty. The newsletter is sent to every CWP supporter who wishes to receive it and every federal parliamentarian, and is electronically shared with the Canada-wide network of CWP. New funding (**\$20,000**) will enable (a) newsletter expansion to 16 pages, with more in-depth information and articles as well as better design, and (b) greater Canada-wide distribution.
- 9) **CWP web site (www.cwp-csp.ca)**: The CWP web site is currently undergoing significant redesign, with the URL to be a portal to two sub-sites – one for Canada Without Poverty and one for the CWP Advocacy Network. The Canada Without Poverty site will be rich with content including an extensive resources section. The CWP Advocacy Network site will focus particularly on current policy and legislative issues with calls to action. New funding (**\$20,000**) will support greater staff time on content input to both sites.
- 10) **Legal and regulatory challenges**: Over its history, Canada Without Poverty has been involved in a number of legal and regulatory challenges relevant to people in poverty. The principal challenge at present is to the City of Winnipeg’s 2005 panhandling by-law, with the case proceeding in the Manitoba Court of Queen’s Bench and being handled *pro bono* by the Winnipeg-based Public Interest Law Centre. A number of telecommunications regulatory challenges are also underway and being handled *pro bono* by the Ottawa-based Public Interest Advocacy Centre.
- 11) **Voices-Voix Coalition participation**: The CWP Advocacy Network joined this national coalition in 2010, with the coalition formed to respond to the Government of Canada’s recent, egregious record of affronts to Canadian democracy, e.g., withholding information that ought to be in the public domain, misleading Opposition parliamentarians and the public, unwarranted proroguing of Parliament, personal attacks on whistleblowers. New funding (**\$10,000**) will support ongoing engagement of the Advocacy Network in efforts of the Coalition to inform Canadians of these issues and to directly, respectfully protest those practices.
- 12) **Canada Without Poverty Champions and Chapters**: Within its revised structure, Canada Without Poverty provides opportunity for a cross-Canada network of volunteer Champions and local and provincial/territorial chapters to evolve. New funding (**\$20,000**) will support the founding of one or more chapters in 2011/12 and the coordination and networking of Champions (individuals who represent CWP on issues and at events etc. in their communities, provinces or territories).

## **A Short History**

In 1969, the National Council of Welfare (NCW) was constituted as an advisory group to the Minister of National Health and Welfare. In January 1971, in Toronto, the NCW held the first national *Poor People's Conference* from which a resolution was unanimously passed to form a national organization representing those who are poor. Later that year, in Winnipeg, the National Anti-Poverty Organization (NAPO) met for the first time and formally adopted its name.

NAPO's first brief was on excessive costs of essential foods and the resulting impact on nutrition and health for those on low incomes. It was presented in February of 1973 to the House of Commons' Special Committee on Trends in Food Prices. This marked the beginning of many briefs and presentations to governments on numerous issues that affect those who are poor. NAPO's history shows its unwavering concern for human rights and dignity. Research and publications contributed to its credibility. This "credible voice" has spoken in Parliament, in courtrooms, before the United Nations, and in many places in-between.

### **The 1970s**

During this decade, NAPO helped thousands of people receive money and access to programs to which they were entitled (e.g. veterans allowances, old age pensions). NAPO advocated against Bell Telephone's proposed increase in rates, won the retention of the 10-cent pay phone, won changes in credit collection procedures, fought for a low-cost or life-line service, and helped other groups initiate similar actions in areas served by other telephone companies.

NAPO also campaigned for protective legislation to stop exploitive income tax rebate discounters. Legislation to control discounters was tabled and passed in April of 1978 by Parliament. The NAPO publication, *Out of Work*, was considered to be the best and most up-to-date reference on the federal Unemployment Insurance Program. Many law clinics, private practice lawyers, and unions ordered copies.

Through the 70s NAPO became recognized as (1) the coordinating national umbrella organization for poverty and low income groups in Canada; and (2) the mechanism through which its constituents could approach the federal level of government for discussion and action on issues of concern to those living in poverty.

### **The 1980s**

NAPO's parliamentary submissions in this decade addressed issues on health care, housing, unemployment insurance, job training, the tax system, pensions, family benefits, financial services and phone rates. The Canada-US Free Trade Agreement and constitutional change introduced new issues that extended through the decade. NAPO embarked on a research project in 1989 to examine the strengths and weaknesses of job training programs from the perspective of social assistance recipients. NAPO worked with community-based organizations in nine provinces to identify a cross section of participants to be interviewed. Their voices are heard throughout the report:

*At one point I was contesting not receiving enough money for books. This one welfare agent said, "You're making a mountain out of a molehill." I said, 'Listen, it might be a molehill to you, but twenty-five bucks to me is worth a week's groceries. So you call it a molehill, I'll call it a mountain.*

That report was appropriately titled *You Call it a Molehill, I'll Call it a Mountain: Job Training for People on Social Assistance*. It served as source material during consultations for a federal Labour Force Development Strategy.

### **The 1990s**

The 90s was a busy decade, marked in the initial years by NAPO research on the connections between literacy and poverty: a 1992 research report also was authenticated by the voices of those interviewed.

In 1993, NAPO (represented by former Director Sarah Sharpe, of Newfoundland and Labrador) and the Charter Committee on Poverty Issues (CCPI, represented by Bruce Porter, who remains a close working colleague) appeared before the UN Committee on Economic, Social and Cultural Rights to give testimony on Canada's economic and social rights performance. This was the first time any non-governmental organizations had appeared before this Committee, the customary presenters being national governments. The Committee's concluding observations reflected the concerns reported by NAPO and CCPI, as well as those of the federal government.

Also in 1993, NAPO brought more than 120 delegates to Ottawa for the *Nation-Wide Poor People's Conference* – the first since 1971. The conference brought together anti-poverty groups' representatives to share their recommendations, ideas and experiences. The conference produced some striking insights into social programs across the country, in particular that those who were poor continued to face genuine problems in accessing social programs.

In 1994 the federal government issued a discussion paper, *Improving Social Security in Canada*, which included the option of major reforms to the Canada Assistance Plan (CAP). As the direction of the coming reforms became apparent, NAPO spoke out on behalf of low-income Canadians. Nonetheless, CAP was dismantled by the government, resulting in the loss of legislated national standards that gave some protection to those who were poor. CAP's demise opened the way for cuts to welfare across the country, which NAPO monitored with increasing alarm. The most drastic cut to social assistance was in Ontario, where welfare allowances were cut by nearly 22%.

Fighting for the economic and social rights of Canadians became *the* dominant issue of the decade. NAPO campaigned to reinstate national standards for welfare. In 1995 and again in 1998, NAPO returned to speak before the UN Committee on Economic, Social and Cultural Rights with concerns over the loss of CAP and national standards. At the provincial level NAPO made submissions to the Ontario legislature in response to the *Tenant Protection Act* that, in effect, eroded tenant rights. NAPO also sought, with some success, revisions to punitive municipal panhandling by-laws. As NAPO became more aware of the practice of making people in poverty the scapegoats for society's social and economic problems, NAPO campaigned against "poor bashing" – the demonizing of vulnerable, disadvantaged people.

NAPO also became in the 1990s even more active on the international scene. NAPO was a member of the Canadian NGO Organizing Committee that brought Canadian NGO delegates to the World Summit for Social Development, held in Copenhagen in 1995. The principal commitments of the Summit included the goals of eradicating poverty and promoting social integration by fostering societies based on the protection of human rights, both nationally and internationally. In 1996 NAPO participated in Habitat 2 in Turkey – a United Nations effort to address the growing world gap between those who are housed and those who are homeless. And in 1998 NAPO co-hosted a Poverty Roundtable in Santiago, Chile, concerned with the social and economic rights of all peoples in the Americas.

### **The 2000s**

In 2000 NAPO received honourable mention, from the Canadian Council for International Co-operation, for its international work and contribution to sustainable human development and poverty eradication. Also in 2000, in its ongoing efforts for equity and access to needed services, NAPO made a submission to Parliament for better access to basic banking services. In the same year, NAPO claimed a legal victory when Winnipeg's City Council conditionally repealed the city's by-law against panhandling. NAPO claimed the by-law was unconstitutional and openly discriminated against the poor by distinguishing them from other citizens.

In 2004 NAPO published a major report, *Voices: Women, Poverty, and Homelessness in Canada*, to inform the public about homelessness from the point of view of women who are homeless. The report aided anti-poverty, housing and women's groups to push for greater funding for social housing and services. Shortly after, NAPO also initiated a national campaign called *Make the Minimum Wage a Living Wage*. This campaign, calling for the federal, provincial and territorial governments to raise their minimum wages to a level where someone working full time could escape or avoid poverty, helped encourage living wage efforts in a number of communities.

Other initiatives in the decade included a push for a comprehensive rebate plan from the federal government to help low-income families and individuals cope with rising energy costs, and a national youth poverty initiative called *Our Future Now* to raise public awareness of how poverty affects youth in low income families.

The year 2009 marked a turning point for NAPO when it became renamed as "Canada Without Poverty" – the new name chosen to reflect the end goal and vision. As well, a new logo was adopted, symbolizing the rising above a poverty line towards a brighter and better future. Also in 2009, Canada Without Poverty (with Citizens for Public Justice) founded and launched *Dignity for All: The Campaign for a Poverty-free Canada*, which has subsequently grown into a major national campaign to secure strong, enduring federal leadership on poverty issues.

## Meet Our Board

Canada Without Poverty is governed by a Board of Directors of 16 voting members – one per province and territory and three sitting as Directors at-Large (four of the seats are presently vacant). As a key criterion for board service, all of its Directors must have or must have had personal experience of living in poverty.

A minimum of 5 and a maximum of 7 Directors from the Canada Without Poverty Board are cross-appointed to serve concurrent terms on the 9-seat Board of the CWP Advocacy Network: 2 to 4 seats on the Advocacy Network Board can be filled by people without lived experience of poverty.

Board members of both organizations are appointed for 3-year terms. A third of all positions are elected anew each year to ensure Board continuity.

Board members and Honorary Directors do not receive honoraria or other compensation for their participation. Legitimate travel expenses to attend in-person Board meetings (usually once or twice a year) and other functions are reimbursed. The organizations are audited annually by a reputable accounting firm. The Boards have monthly teleconference calls (except in August).

The following are brief biographies of the 14 Directors currently serving across the two Boards (an \* denotes that the given Director serves on both Boards).

**Cindy Buott\*** (Trent Hills, ON) is a single mother whose experience of poverty was triggered by a car accident. She has worked for years to combat poverty at the community level, by organizing events, delivering workshops and sitting on numerous boards and committees.

**Vilma Dawson** (Calgary, AB) was born into poverty in India and is the eldest of 10 children raised in an extended family. Since 1992 she has been the Executive Director of the Calgary Centre for Culture, Equity and Diversity. She is the recipient of several awards including the Alberta Centennial Medal, recognizing “Outstanding Service to the People and Province of Alberta”.

**Debbie Frost\*** (Saskatoon, SK), President of the CWP Advocacy Network, is a single mother, holds a degree in Aboriginal social work and is one of the leading anti-poverty activists in Saskatchewan. Flare magazine recognized her in 2009 as a semi-finalist for an award recognizing outstanding voluntary contributions by Canadian women.

**Rosa Jamal** (Vancouver, BC), BA has worked for the Dr. Peter AIDS Foundation for the last 10 years. She is the “principal knowledge user” for a study exploring the housing situations of people living with HIV/AIDS, and a member of the Community Advisory Committee for a province-wide study initiated by the British Columbia Centre for Excellence in HIV/AIDS.

**Geraldine King\*** (Stittsville, ON), President of Canada Without Poverty, lived all of her child/youth years and has lived some of her adult years in poverty. She is a single, working mother. Originally from the Gull River First Nation in northern Ontario, Geraldine is in pre-medical studies at Carleton University.

**Seth Klein** (Vancouver, BC) grew up in Montreal and holds degrees in international relations, education and political science. He is the Director of the British Columbia Office of the Canadian Centre for Policy Alternatives, the Co-chair of the BC Poverty Reduction Coalition, on the Advisory Committee for the Metro Vancouver Living Wage for Families, and a frequent media commentator on public policy issues.

**Marc Laferriere**<sup>6</sup> (Brantford, ON) MSW, RSW is a social worker with the Grand River Community Health Centre. He experienced poverty in childhood, as a youth and as a post-secondary student. He has conducted research on aging and health and designed and implemented client-centered research on community development needs for those in affordable housing.

**Ruth MacDonald**\* (St. John's, NL) is a single mother and a Project Associate of Vibrant Communities St. John's, a community-led collaboration of partners from all sectors committed to a long-term action approach to poverty reduction in the community. She is also a Research Assistant in the Lone Mothers Building Social Inclusion Project at the School of Social Work at Memorial University.

**Harriett McLachlan** (Montreal, QC) MSW, has been working as a social worker for over 20 years. Her early life of childhood violence and sexual abuse, and subsequent 33 years of poverty, 17 years as a single parent/ has inspired her to effect positive change within the community sector.

**Bonnie Morton** (Regina, SK) was raised on a struggling farmstead, experienced poverty as a single parent with a child with muscular dystrophy, and overcame various other disadvantages to pursue university education and become an anti-poverty leader in Saskatchewan. She works for the Regina Anti-Poverty Ministry of the Wascana Presbytery of the United Church of Canada, is nearing completion of a Master's in Justice Studies and has received many awards for her activism including the International Helen Prize, recognizing certain women for the boldness of their humanitarian work.

**Sharon Murphy**\* (Halifax, NS) is a retired social worker whose extensive volunteer service was recognized with the *Volunteer of the Year Award* for Nova Scotia for 2006. Sharon is the former Chair of the Cumberland County Poverty Action Committee and is the current Chair of the Social Justice Committee of the Nova Scotia Association of Social Workers.

**Regena Russell**\* (Charlottetown, PE) experienced poverty in the 1980s as a young single mother on welfare. Returning to school, she earned several law degrees, with a thesis on the implications of welfare reform for women and children, and then practiced law for 12 years. Since then, she has been acting as a family mediator working to facilitate agreements between spouses. Regena is the 2000 recipient of the P.E.I. Advisory Council on the Status of Women's Lifetime Achievement Award for the advancement of equality for women.

---

<sup>6</sup> On leave of absence from the Canada Without Poverty Board for the duration of the 2011 federal election

**Reanna Sutton\*** (Whitehorse, YK) endured poverty in childhood and as a post-secondary student and young adult, including motherhood. Reanna has studied early childhood education and criminology and is close to completing a degree in social work. She is currently working in health promotion for the Yukon Government, and is also active with the Yukon Anti-Poverty Coalition.

**Catherine Wirt** (Winnipeg, MB) has survived on low paying jobs in the past, student loans, unemployment insurance, and income assistance. She worked for a number of years with Winnipeg Harvest (Manitoba's largest food bank) and is now working for the Manitoba government on legal aid assistance.



**Directors Geraldine King (left) and Harriett McLachlan speaking at the inaugural *Poverty & Punchlines: Laughter with a message* event, Ottawa, October 15, 2010**

## Introducing Our Honorary Directors

Canada Without Poverty appointed Honorary Directors starting in the summer of 2009. Honorary Directors lend their names to the organization, with the expectation that each will contribute at least once annually to the success of a fundraising event. The following eminent Canadians are the first five Honorary Directors.

### The Right Hon. Charles Joseph (“Joe”) Clark

Born in 1939 in High River, Alberta, Mr. Clark has led a life of achievement as a student, politician, statesman, businessman and professor. He became active in politics while in university where he earned Bachelor’s and Master’s degrees in political science.



First elected as a Member of Parliament in 1972, representing a largely rural western Alberta riding, Mr. Clark won the leadership of the federal Progressive Conservative Party in 1976, becoming, at age 36, the youngest leader of any major federal political party in Canada’s history.

Three years later, on June 4, 1979, Mr. Clark also became the youngest Prime Minister in Canada’s history, leading the Progressive Conservative Party to a minority government victory over the Liberal Party, then led by Pierre Elliott Trudeau. His minority government was soon after defeated on a motion of non-confidence and, in the 1980 federal election, the Liberal Party regained the government.

Mr. Clark served with distinction, prominently in foreign affairs, as a senior Cabinet minister in the Progressive Conservative government of 1983 to 1993, under Prime Minister Brian Mulroney. After a period from 1993 to 1997 out of political office, he made a comeback in 1998 to once again lead the Progressive Conservative Party before its eventual dissolution, serving a final term in Parliament from 2000 to 2004.

Since 2004 Mr. Clark has been a scholar, university professor, president of his own consulting firm and a widely travelled and highly respected statesman.

Under his leadership, the Progressive Conservative Party in 2000 issued a report of its National Caucus Task Force on Poverty. As Mr. Clark wrote in the preface to this report:

*The ever increasing incidence of poverty in Canada is a national disgrace. Poverty is a cause for despair among our disadvantaged, while the threat of poverty is a source of insecurity for our middle classes. There are tremendous economic and societal costs associated with poverty in Canada....it is incumbent upon a national government to show leadership and develop concrete solutions to the problems facing the poor and homeless in Canada.*

**Hon. Louise Arbour**

Ms. Arbour has, since July 2009, been the President & CEO of the International Crisis Group, headquartered in Brussels. Crisis Group "is an independent, non-profit, non-governmental organization committed to preventing and resolving deadly conflict."



Prior to joining Crisis Group, Ms. Arbour blazed a distinguished career as a lawyer, academic, judge and diplomat. Her career has included being Associate Professor and Associate Dean at Osgoode Hall Law School of York University; a Supreme Court of Ontario Justice; a Court of Appeal for Ontario Justice; and a Supreme Court of Canada Justice (1999 to 2004). In addition, she has served as a Commissioner to conduct an inquiry into the Prison for Women in Kingston, Ontario; as the United Nations' Chief Prosecutor for the International Criminal Tribunals for the former Yugoslavia and for Rwanda; and, from 2004 to 2008, as the United Nations High Commissioner for Human Rights.

In the latter capacity, on the occasion of International Human Rights Day 2006 Ms. Arbour stated that:

*Today, poverty prevails as the gravest human rights challenge in the world. Combating poverty, deprivation and exclusion is not a matter of charity, and it does not depend on how rich a country is. By tackling poverty as a matter of human rights obligation, the world will have a better chance of abolishing this scourge in our lifetime. Poverty eradication is an achievable goal.*

Ms. Arbour has received honorary doctorates from some thirty universities, along with numerous medals and awards, recently including the Colombian Order of National Merit, Grand Cross class. In 2008, she was made an Honorary Fellow of the Royal College of Physicians and Surgeons of Canada and Companion of the Order of Canada. In June 2009, she became Grande Officière de l'Ordre national du Québec and in 2010, she was named Commander of the French Legion of Honour.

**Hon. Monique Bégin**

Hon. Monique Bégin is a distinguished former Member of Parliament and a leading Canadian expert on poverty as a social determinant of health.

Dr. Bégin was born in 1936 and raised in France and Portugal before immigrating to Canada at the end of World War II. She earned a Master's in sociology from the Université de Montréal and undertook doctoral studies in social sciences at the Sorbonne (University of Paris), before serving as Executive Secretary of the Royal Commission on the Status of Women (1967-70).



Dr. Bégin became, in 1972, one of the first women from Québec ever elected to the House of Commons. Re-elected three times, she was twice appointed by Prime Minister Pierre Trudeau as Minister of National Health and Welfare. Besides creating in 1978 the Refundable Child Tax Credit (now the Canada Child Tax Benefit), she remains best known for the Canada Health Act (1984).

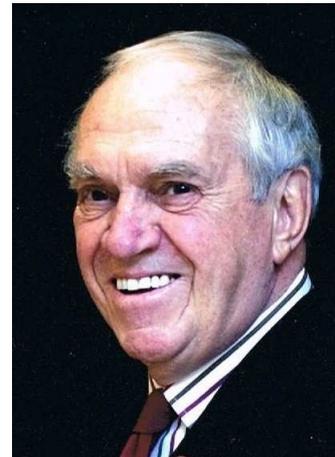
Following elected office, Dr. Bégin joined the University of Ottawa and Carleton University in 1986 as the first joint Ottawa-Carleton Chair of Women's Studies. From 1990 to 1997, she was the University of Ottawa's Dean of the Faculty of Health Sciences. She has continued to teach at this university as a Professor Emeritus.

Dr. Bégin also co-chaired the 1993-1995 Royal Commission on Learning of Ontario. She served on the International Independent Commission on Population and Quality of Life. Her academic and political career included distinguished service, over 2005-2008, as a member of the international Commission on Social Determinants of Health, convened by the World Health Organization to give support in tackling the social causes of poor health and avoidable health inequities.

A Fellow of the Royal Society of Canada, Dr. Bégin has received several honorary doctorates in recognition of her contribution to human rights and to public policies. In 1997, she was made an Officer of the Order of Canada. She is currently serving as Vice-Chair of the Canadian Index of Wellbeing Advisory Board.

### **Hon. Ed Broadbent**

Ed Broadbent's distinguished career has spanned academia, civil society and politics. Born in Oshawa in 1936, Mr. Broadbent graduated first in his class in philosophy at the University of Toronto in 1959, undertook postgraduate studies at the London School of Economics, and obtained his doctorate in political science at the University of Toronto in 1966. As an undergraduate at the U of T, he obtained his commission as a member of the RCAF reserve. He has lectured at, and/or been a Fellow of, many universities including McGill, Harvard and Oxford, is currently a Fellow in the School of Policy Studies at Queen's University, and is the recipient of a number of honorary degrees.



First elected to Parliament in 1968, Mr. Broadbent became Leader of the federal NDP in 1975. Under his leadership through 1989, the NDP reached record party popularity and, for the party, a record number of seats in the 1988 federal election. Following a 14-year absence from elected office, Mr. Broadbent returned to Parliament in 2004-2006 for the riding of Ottawa Centre. An expert on economic and social rights, Mr. Broadbent was the founding President of the International Centre for Human Rights and Democratic Development (now Rights and Democracy). He was made a member of the Privy Council in 1982, an Officer of the Order of Canada in 1993 and a Companion of the Order of Canada in 2002.

### **Ovide Mercredi**

Ovide Mercredi is a Cree who currently serves as the Chief of Mispawistik Cree Nation in northern Manitoba, the community of his birth in January 1946.

A graduate of the University of Manitoba with a Law degree, Chief Mercredi practiced criminal law and later specialized in constitutional law as an advisor to Manitoba Chiefs. He has worked tirelessly for the rights of First Nations people throughout Canada. He is known as a First Nations leader that speaks eloquently with great passion and clarity.



In 1989, he was elected Regional Chief of the Assembly of First Nations for Manitoba. He became a key strategist for the Assembly during the time of the Meech Lake Accord constitutional reform discussions. He also had a strong leadership role in helping to resolve the Oka Crisis in 1990.

Chief Mercredi was elected as National Chief for the Assembly of First Nations in 1991. During his first term he led the negotiations for the First Nations in the Charlottetown Accord. He was re-elected in 1994 and served as National Chief until 1997. He addressed the United Nations in Geneva and New York. He led a human rights delegation of Canadians to the troubled area of the Mexican state of Chiapas.

In addition to serving as a lawyer and politician, in 1993 he co-authored, with Mary Ellen Turpel-Lafond, *In the Rapids: Navigating the Future of First Nations*. He has contributed articles to other publications.

Chief Mercredi is an advocate of non-violent methods for change and travelled to India when he was nominated for the Gandhi Peace Prize. He has received honorary degrees from Bishops University, St Mary's University, The University of Lethbridge and Athabasca University. In 2007 he was appointed Chancellor of The University College of the North in Manitoba.

Chief Mercredi is also the National Spokesperson for Treaties 1 to 11, having been chosen in a traditional and customary manner in the summer of 2006. As National Chief he worked closely with Elders from all regions of Canada. As a Treaty Spokesperson, he has continued his practice of seeking the advice and support of traditional Elders.

Chief Mercredi is a strong believer in a positive future for all First Nations communities and recognizes the inherent strength and talents of First Nations people. He has made hundreds of speeches in different venues. He has always maintained that his people possess the answers to their needs and aspirations. To him healing can be accomplished by the simple application of traditional values such as respect and kindness.



*Infant and children sleeping next to mould on wall*



**Housing conditions, Cross Lake First Nation, Manitoba**

*The truth is that our country is so wealthy that it manages to mask the reality of food banks in our cities, of unacceptable housing, of young Inuit adults' very high suicide rates.*

**Hon. Monique Bégin**

## Meet Our Staff

Canada Without Poverty is currently staffing five positions:

- Executive Director (based in Ottawa)
- Director, Education & Outreach (based in Vancouver)
- Manager, Media & Special Events Development (based in Montreal)
- Program Assistant (based in Ottawa)
- Administrative Assistant (based in Ottawa)

The Executive Director is also, formally, the Executive Director of the CWP Advocacy Network, thus helping to ensure operational synergies between the two organizations. The Executive Director's salary, however, is currently provided solely by Canada Without Poverty.

Canada Without Poverty and the CWP Advocacy Network aspire to grow their combined staff complement to at least an 8.0 and optimally a 12.0 full-time equivalency. Over the 2011/12 and 2012/13 fiscal years the aspiration is to add the following priority positions:

- Director of Partnerships and Marketing
- Director of Development
- Director of Research and Policy
- Manager, Communications
- Events Planning Assistant

The following are summary biographies of the Executive Director and the next three most senior current staff.

**Rob Rainer, Executive Director**, joined Canada Without Poverty in November 2006 following 20 years of diverse experience in environmental conservation and sustainable development, including experience at the local, Atlantic regional, national and international levels. He has worked principally in the not-for-profit sector and in senior leadership positions since 1993. Positions have included being the first Program Director for a multi-stakeholder, community-based conservation organization; the first Executive Director of a biodiversity science centre; and Executive Vice-President of a major ecotourism facility.



Rob is one of approximately 125 Canadian Fellows of the international Leadership for Environment and Development (LEAD) network ([www.lead.org](http://www.lead.org)), to which he has belonged since 1997. He has served as a school trustee and as a Director and President of LEAD Canada.

Rob has catalyzed many positive developments at and for Canada Without Poverty including movement to the new organizational name and logo, founding of the Dignity for All Campaign, founding of the CWP Advocacy Network, and recruitment of the inaugural Honorary Directors. He has emerged as one of the leading national NGO voices on poverty issues, well respected by peers from across Canada.

**Megan Yarema, Director, Education and Outreach** began work with Canada Without Poverty in February 2010, and is based in Vancouver. She has responsibility for educational initiatives, the CWP web site, CWP social media (Facebook and Twitter), and for outreach and action in British Columbia. Megan holds a Bachelor's Degree in political science and a Master's Degree in human security and peacebuilding. While completing her Master's, Megan founded the Jabu Bags Project, a social enterprise supporting an income-generating project in the rural areas of Swaziland. Megan has previously worked with the Dr. Peter AIDS Foundation and The Give Store.

**Marc-André Manseau, Manager, Media & Special Events Development** was hired in January 2011. He is based in Montréal and has the lived experience of poverty. Marc-André has key responsibility for conceptualizing, resourcing and producing film projects, as well as major special events that marry the arts with raising awareness of and stimulating engagement on poverty issues.

Marc-André has a background in the music industry, multi-media production, and event production. He is the founder of Tour de Force Media, undertaking video productions, documentary films and multi-platform projects. He received the Best Documentary Pitch Award at the 2009 ImagineNATIVE film and media arts festival, awarded by CBC, CTV, APTN, and Canwest in Toronto. His work has been broadcast on APTN, CanalD & VisionTV. In 2010 he produced three new short film vignettes for Canada Without Poverty, featuring its Board of Directors, Honorary Director Ed Broadbent, and the 2010 Red Tents Canada Day of Action for a federal housing strategy.

**Ashton Starr, Program Assistant**, joined Canada Without Poverty in February 2010. Ashton is graduating in 2011 from Carleton University with a Bachelor's degree in Political Science, Sociology and a minor in Women's and Gender Studies. He has been responsible for co-coordinating the Red Tents Canada Day of Action, building political and group endorsements of the Dignity for All Campaign, and organizing political advocacy with allies of the CWP Advocacy Network.

Ashton has an extensive background in political lobbying and community organizing. His years of volunteer experience includes creating a youth in music program to fundraise for local charities, co-coordinating a community kitchen to bring food security to Carleton University, and working with Carleton students to provide information on labour unions.

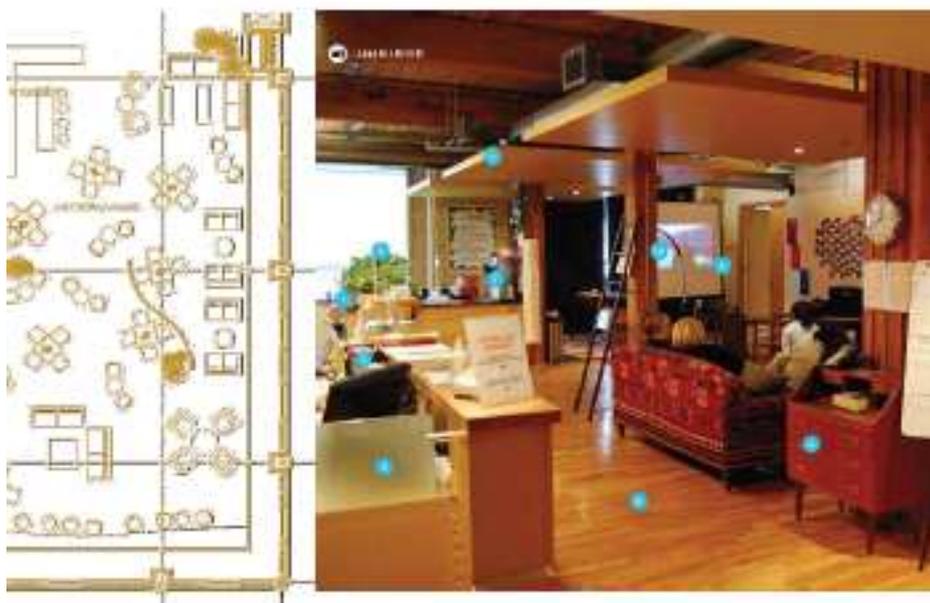
## Where To Find Us

Canada Without Poverty and the CWP Advocacy Network share the same office locations in Ottawa, Montreal and Vancouver. The Montreal office is presently home-based in the residence of Marc-André Manseau. The Vancouver office is a sub-let of the housing NGO, Tenant Resource and Advisory Centre.

The head office is presently at 410-383 Parkdale Avenue in Ottawa, sub-let space with the Canadian Association of Social Workers. This is a temporary arrangement while an opportunity is explored to move into an optimally designed, cost-effective, multi-NGO building with shared space and services. This future space would accentuate further inter-NGO synergies and collaboration – an essential ingredient for success on social justice causes.

The head office location in the nation's capital, within easy walking distance of Parliament Hill, is particularly well suited for the CWP Advocacy Network, given its activities are heavily focused on federal government advocacy. It is, however, less than ideal for advocacy work at other levels of government, which are of additional importance for mission impact. This limitation is somewhat mitigated by the spread of Board members across the country. The appointment of more Volunteer Champions across Canada will also strengthen capacity for in-person contact with other levels of government.

Canada Without Poverty's charitable goals of research, education and the dissemination of knowledge are less restrained by geography given modern communications technology. However more staffed offices in different regions of the country would facilitate the ability to organize and promote workshops, conferences and other events on poverty. It would also build capacity to meaningfully network and foster memberships, partnerships, supporters and donors. The establishment of Canada Without Poverty chapters in different locations is expected to strengthen its work locally as well.



## Our Financial Picture

Canada Without Poverty is primarily and presently supported by individuals and by labour and faith-based organizations. A few small businesses are also among the present donors. While the organization had received significant federal funding up until April 2007 (\$225,000 per year in the final years), it is neither in receipt nor in pursuit of any major government funding at present.<sup>7</sup> Canada Without Poverty issues tax receipts in return for charitable contributions.

The CWP Advocacy Network, founded in 2010, has only just begun to raise funds, primarily from individuals and labour organizations. As a non-charity it cannot issue tax receipts for contributions.

Canada Without Poverty has endured considerable financial pressure in recent years. The loss of federal funding in March 31, 2007, due to the Conservative government's disinterest in supporting national social justice NGOs, represented a loss of about 55% of the annual revenue, which had been about \$450,000 up until that time. Together with evidence of donations dropping because of the 2008/09 recession, Canada Without Poverty had to fully draw upon its cash reserves in order to remain viable over 2007-2010. Expenses were also trimmed considerably, from \$363,212 in 2006/07 to \$258,341 in 2009/10. Nonetheless, deficits were incurred in each of the last three fiscal years (\$110,099 in 2007/08, \$37,903 in 2008/09, and \$26,804 in 2009/10).

The fourth quarter of 2010 marked a change for the better, with the advent of the first tranche (\$100,000) of a \$340,000 institutional legacy gift in support of Canada Without Poverty's work on the Dignity for All Campaign. Four additional funding tranches of \$60,000 each will materialize in January of 2012, 2013, 2014 and 2015. As well, a generous bequest of \$80,000 was given in late 2010, with another \$20,000 forthcoming in 2011 or 2012. Thus, the 2011/12 fiscal year realized a surplus of approximately \$23,000 (audited statements forthcoming).

Canada Without Poverty and the CWP Advocacy Network are proactively striving to increase their financial bases by developing new fundraising streams, with planning and outreach assistance from consultants. Example new streams include an Annual Giving Campaign directed to existing and prospective individual supporters, a business support outreach strategy, foundation grants, and various fundraising events (e.g., Poverty & Punchlines). Revenue deriving from such streams is expected to make it possible for Canada Without Poverty to once again realistically budget for surpluses to rebuild a reserve contingency fund.



***Audited financial statements are available upon request from the Executive Director. Contact the Executive Director with any questions you may have about our financial history.***

---

<sup>7</sup> The focus is to broaden and deepen our non-government funding base so as to never again be dependent on government funding.

## Forecast

Canada Without Poverty and the CWP Advocacy Network are credible and reputable voices on poverty issues that have gotten the attention of key decision-makers. To magnify this influence, they require enhanced capacity. The objective is to move from annual revenues of about \$400,000 in 2010/11 to about \$765,000 in 2011/12 (approximately \$700,000 to Canada Without Poverty and \$65,000 to the CWP Advocacy Network). About 30% of the \$765,000 is secure from known or expected individual, labour and faith group contributions in 2011/12. The remaining funds can be raised through enhanced support from individuals, businesses, foundations and special events (e.g., Poverty & Punchlines, 40<sup>th</sup> anniversary events).

A concerted development strategy is being laid towards attaining this objective. The following table presents the revenue and expense objective for 2011/12. The table shows the revenue and expense targets for (1) the six strategic initiatives identified in Section 5; (2) collectively, the other actions identified in Section 6; and (3) general operations. A year-end surplus of about \$50,000 is targeted, with half or more of the surplus to be redirected into the contingency cash reserve.

2011/2012	Dignity for All Campaign	Ethno-Cultural Outreach	Rights Education for Youth	Poverty in the Classroom	Poverty & Punchlines	40th Anniversary Events	Other Actions	General Operations	
<b>Revenue</b>									<b>Total</b>
Association Partners/Sponsors	10,000	0	0	5,000	0	5,000	5,000	5,000	<b>30,000</b>
Business Partners/Sponsors	25,000	10,000	10,000	10,000	50,000	25,000	25,000	50,000	<b>205,000</b>
Faith Group Partners/Sponsors	75,000	10,000	10,000	5,000	5,000	5,000	5,000	5,000	<b>120,000</b>
Foundation Partners/Sponsors	10,000	10,000	60,000	0	0	5,000	5,000	10,000	<b>100,000</b>
Individuals	10,000	10,000	10,000	0	30,000	20,000	55,000	75,000	<b>210,000</b>
Labour Partners/Sponsors	10,000	10,000	10,000	5,000	5,000	5,000	35,000	20,000	<b>100,000</b>
<b>Total Revenue</b>	<b>140,000</b>	<b>50,000</b>	<b>100,000</b>	<b>25,000</b>	<b>90,000</b>	<b>65,000</b>	<b>130,000</b>	<b>165,000</b>	<b>765,000</b>
<b>Expenses</b>									<b>Total</b>
Contractors	5,000	15,000	40,000	12,500	20,000	0	5,000	12,500	<b>110,000</b>
Events (direct costs)	10,000	10,000	5,000	0	10,000	10,000	5,000	0	<b>50,000</b>
Fundraising (direct costs)	0	0	0	0	0	0	0	15,000	<b>15,000</b>
Marketing (direct costs)	12,500	0	5,000	0	5,000	3,000	10,000	10,000	<b>45,500</b>
Office Occupancy/Supplies	0	0	0	0	0	0	0	45,000	<b>45,000</b>
Other Expenses	2,500	2,500	2,500	2,500	2,500	2,000	2,500	5,000	<b>22,000</b>
Staffing	95,000	15,000	32,500	10,000	10,000	10,000	95,000	87,500	<b>355,000</b>
Travel	15,000	7,500	15,000	0	2,500	15,000	12,500	5,000	<b>72,500</b>
<b>Total Expenses</b>	<b>140,000</b>	<b>50,000</b>	<b>100,000</b>	<b>25,000</b>	<b>50,000</b>	<b>40,000</b>	<b>130,000</b>	<b>180,000</b>	<b>715,000</b>
<b>Surplus (Deficit)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>40,000</b>	<b>25,000</b>	<b>0</b>	<b>-15,000</b>	<b>50,000</b>