



POVERTY IN CALGARY

Roughly 1 in 10 Calgarians are living in poverty. That means about 150,000 people are living without enough money for food, shelter and other basic needs.

The Calgary Foundation notes that poverty's yearly toll in Alberta is between \$7.1 billion and \$9.5 billion¹.



ENOUGH FOR ALL

Calgary has a community-driven strategy to reduce poverty, *Enough for All*.

Enough for All is committed to the following four goals:

1. All Calgary communities are strong, supportive and inclusive.
2. All Aboriginal people are equal participants in Calgary's prosperous future.
3. Everyone in Calgary can easily access the right supports, services and resources.
4. Everyone in Calgary has the income and assets to thrive.



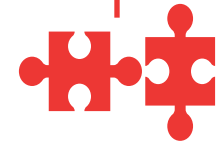
VIBRANT COMMUNITIES CALGARY (VCC)

Vibrant Communities Calgary (VCC) guides the implementation of the strategy — with the community remaining its collective 'owner'. That ownership is currently shared across 20 collaboratives and networks of community members including people with lived experience of poverty, Indigenous leaders and organizations with a focus on reducing poverty.



VCC AIMS TO:

- Strengthen VCC's strategic and coordinated leadership
- Leverage and strengthen VCC staff skills and capacity



VCC WILL MEET THESE OBJECTIVES IN 2018:

1. Advancing reconciliation and healing
2. Increasing financial empowerment
3. Increasing economic participation
4. Increasing social inclusion
5. Improving access to services that meet basic needs
6. Increasing access to supports and services

VCC WILL EMPLOY THESE STRATEGIES:

Support aligned activities and continuous communication

- By piloting a mutually reinforcing action planning process
- By hosting two pan collaborative meetings
- By facilitating cross-cultural learning opportunities

Enable shared measurement

- By implementing a data-sharing and measurement pilot project based on the mutually reinforcing action planning process

Advocate for change

- By developing an advocacy plan

Build public will

- By raising awareness of poverty and the root causes of poverty
- By carrying out the second phase of the public awareness campaign and using phase 1 and 2 communication assets
- By developing a plan to accelerate and sustain continued communication about poverty reduction

Mobilize resources

- By resourcing existing collaboratives more appropriately