

From Ideas to Action:

The four-year implementation plan for the Enough for All poverty reduction strategy

The *Enough for All* poverty reduction strategy is a collaborative community effort involving a significant number of diverse stakeholders coming together and leveraging their efforts to address the root causes of poverty in Calgary.

The *Enough for All* strategy established the directional framework for poverty reduction in our city. The vision, mission, values, aspirational outcomes, and goals set the expectations that are to be achieved through implementation of the strategy.

From Ideas to Action: the four-year implementation plan for the Enough for All strategy translates these directional expectations into specific implementation strategies and focus areas. The implementation strategies, focus areas, and projects outlined in the implementation plan reflect the community's commitments to Enough for All implementation.

It is recognized that the list of projects supporting each area will be dynamic and evolve with community interests, ideas and energy over the time horizon of the plan.

As the backbone organization of the community's strategy, Vibrant Communities Calgary (VCC) is responsible for six roles across all areas of the implementation of the strategy:

- Guide the vision and strategy,
- Measure and report results to the community,
- Build public will,
- Advance policy,
- Mobilize funding,
- Provide coordination and logistics support.



The Vision

A community where no human being is deprived of the resources, means, choices and power to acquire and maintain self-sufficiency while being able to be an active participant in society.

The Mission

To end poverty in Calgary and enhance the well being of all Calgarians.

It will take all of us, all sectors, working together, to realize the goal of significantly reducing poverty in Calgary.

-Franco Savoia, Executive Director, VCC

Everyone in Calgary has the income and assets needed to thrive

From Ideas to Action lays the framework for recognizing the goal that everyone in Calgary has the income and assets needed to thrive through two core strategies, with various focus areas and projects supporting them. They are:

Doing Business Differently:

The objective of this strategy is to generate economic activity that provides strong social benefits. Focus areas identified in this strategy include: community economic development and social business practices.

Financial Empowerment:

Reducing the financial vulnerability among Calgary households is critical to creating a future without poverty in Calgary. Focuses of this strategy include: enhancing savings, increasing access to safe and affordable financial services, financial counseling and exploring ways to increase income.



Poverty is not about income, but it is always about income.

All Aboriginal people are equal participants in Calgary's prosperous future



has been created.

The Aboriginal community is drastically over-represented in low-income and homelessness numbers in the city of Calgary. Enough for All collaborators are working hard towards achieving the goal that all Aboriginal people are equal participants in Calgary's prosperous future by employing the following strategies:

Reducing disparity of Aboriginal income and poverty: The objective of this strategy is to reduce the disparities in income that exist between the Aboriginal population living in Calgary and the rest of Calgary residents.

The initial focus identified to achieve this objective is to implement an Aboriginal poverty reduction strategy. An Aboriginal Advisory Committee

Raising public awareness about the urban Aboriginal experience: The objective of this strategy is to reduce the exclusion and discrimination that Aboriginal people so often face in community life. The initial focus area identified to achieve this objective is Aboriginal and Non-Aboriginal circle building. There is much healing to be done.

All Calgary Communities are strong, supportive and inclusive

From Ideas to Action translates the goal that all Calgary communities are strong, supportive and inclusive into action through the following strategies:

Increasing the understanding of poverty in our community: the objective of this strategy is to increase the understanding of the chronic scarcity faced by many Calgarians, break down prevailing myths, and to reduce the stigmatization of poverty. We are all vulnerable. The initial focus areas identified to achieve this objective are public awareness and engagement of the lived experience of poverty.

Achieving a user-friendly legal system: the objective of this strategy is to reduce the stigmatization and penalization of poverty that so often exists across the legal system through achieving a user-friendly legal system.



Working towards community self-sufficiency: The objectives of this strategy are to:

- Reduce spatial concentrations of poverty
- Increase community capacity and local access to services
- Strengthen personal and family support networks

The initial focus areas identified to achieve this objective are peer support, neighborhood strengthening, and community hubs.

Everyone in Calgary can easily access the right supports, service and resources

From Ideas to Action harnesses the collective wisdom of the community from the Enough for All strategy, and propels this goal into action through the following strategies:

Service Delivery:

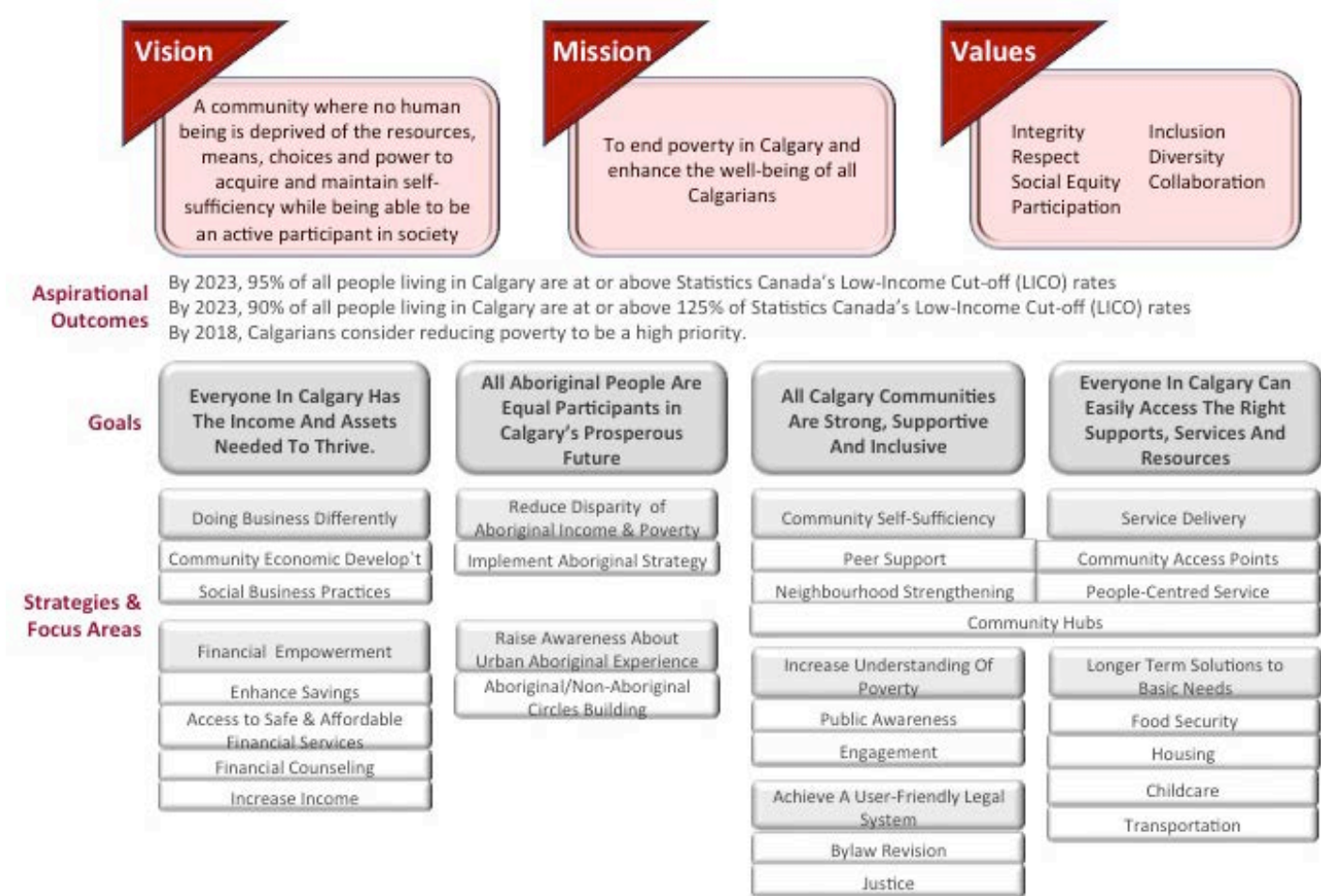
The objectives of this strategy are to increase access to the existing programs, services and resources that exist in Calgary to enhance their effectiveness. The initial focus areas identified to achieve this objective are establishing community hubs, community access points, and encourage people-centered service.

Looking at longer term solutions to addressing basic needs:

It is critical to identify and nurture more sustainable, longer-term solutions to the basic challenges of day-to-day life for those living in or at risk of poverty. The initial focus areas identified to achieve this objective are food security, housing, childcare and transportation.



Overview of From Ideas to Action:



Do you or your organization want to be a part of the implementation of the Enough for All poverty reduction strategy? Do you have questions, comments, concerns, or ideas about what you see in *From Ideas to Action*? If so, we want to hear from you! Please feel free to contact Vibrant Communities Calgary at info@vibrantcalgary.com.

enough for all

