



POVERTY IS REAL

IN ELGIN—ST. THOMAS

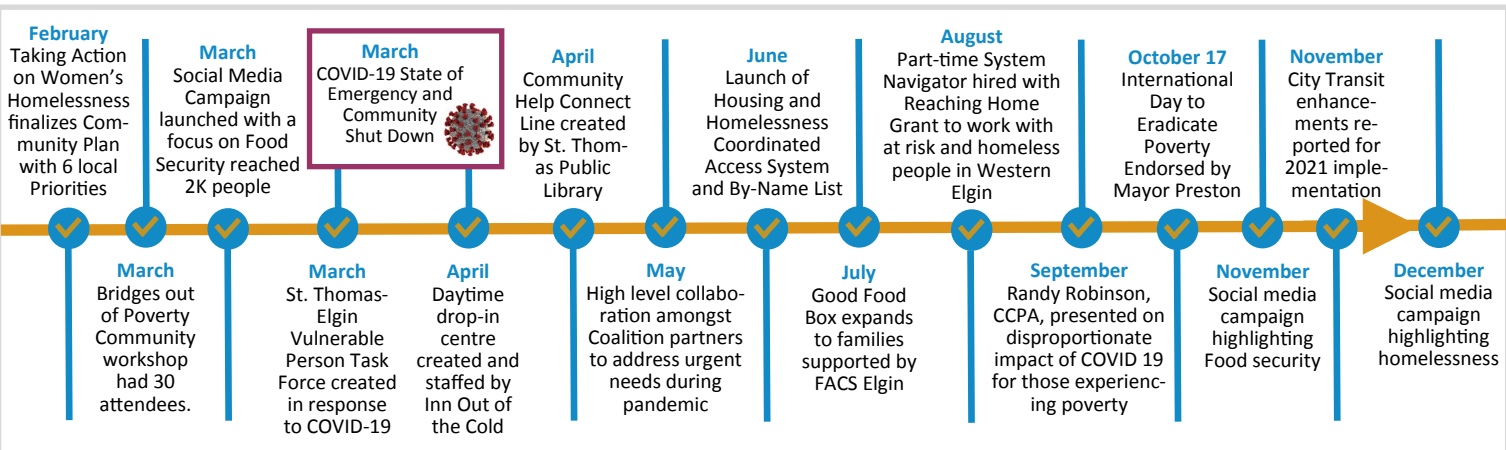
12,515 people are living below the poverty line in our community. This number is more than the population of Aylmer, West Lorne, Port Stanley and Port Burwell combined.

OUR STRATEGY

Poverty to Possibility

VISION No person in Elgin—St. Thomas will live in poverty

MISSION To address the root causes of poverty



WORKING TOGETHER

The Coalition to End Poverty is made up of Elgin St. Thomas citizens, agencies, businesses and government representatives. Our plans and projects align with the good work that's already being done in our community.

OUR FOCUS



Housing

Everyone can find and maintain a safe and affordable place to call home.



Transportation

Everyone has access to safe, reliable and affordable transportation options.



Food Insecurity

Everyone has access to affordable, accessible, sufficient and nutritious food.



Income Security

Everyone has access to a Living Wage and Employment Resources.

VISION



ADVOCATE



EDUCATE

WHAT'S BEEN HAPPENING

COVID-19

When COVID-19 hit our community, people living in poverty lost access to public spaces that provided shelter, washrooms, and warmth. COVID 19 has a disproportionate impact on individuals living in poverty – they are more likely to acquire the disease for a number of reasons including living in crowded housing, the inability to take time off work if they are unwell and the lack of income to afford some of the protections others can. Job loss due to the pandemic has impacted marginalized populations resulting in more individuals struggling with poverty.

Living Wage

In 2020 the Living Wage Committee recognized Oegema Turkey Farms & Turkey Shoppe as a living wage employer.

Poverty Awareness Campaign

During 2020 the Coalition implemented a communication campaign incorporating meaningful statistics and impactful photographs. Although the social media campaign was interrupted in March with completing pandemic related news, we were able to showcase paid advertisements during March, November and December. This campaign will be extended into 2021 with the goal to raise awareness across Elgin County and ignite opportunities for positive change.

International Day for the Eradication of Poverty

On October 14th coalition members joined Mayor Joe Preston with other city officials at city hall for a declaration from the Mayor. A social media blitz was shared by the Coalition and community partners along with road side signs identifying "1 in 5 live in poverty".



Elgin—St. Thomas Coalition to End Poverty

WORKING TOGETHER FOR CHANGE

For more information contact www.povertycoalition.ca

