

Peter

I'm going from memory as I left my notes at work, but here are the commitments we're prepared to make from the YR Do The Math Working Group

1.) We feel we can serve as the central organizer and clearinghouse for information on the campaign activities and invite other groups, networks, interfaith groups, and organizations to join in with us on the Campaign.

2.) We can direct other groups that want to participate on specific things they can do ie. the SPCYR we will ask each of their members from different municipalities/ridings to identify the best and most visible spots for signs which will have the most exposure in each riding. They can also plan their own media event in individual ridings once locations are identified and individuals are chosen to plant the signs.

3.) We will liason with larger networks like the Children, Youth and Families Forum along with UNITED WAY YR who are doing their own ONE VOICE campaign leading towards the election. We will ask for their endorsement/involvement as both campaigns complement each other and also distribute reverse canvassing brochures and window signage to their network via email.

4.) We Will make a special appeal to the Human Services Planning Board (HSPB) many of the people you and Marvin spoke to on June 7th, to support the campaign in ways that fit for them and circulate information to their membership which represents all aspect of YR. I am also asking them to do a submission to the SARCommission based on their Making Ends Meet Document for YR which is really quite an excellent report.

5.) YRFN summer student and Katimavik Student will compile email contact lists of all social service, health agencies, and faith groups in YR, (because big surprise, that doesn't exist already) in order that they can all be sent information about the campaign as well as the campaign leaflet and signage.

6.) We Will issue a press release the week before September 13th announcing the various sign locations and a prime location where media can come to do an interview -a small launch event for PFO campaign in YR. We are right now trying to identify a key or key, well known person(s) to actually put the sign into the ground at that location - maybe Charles Beer, Chair of UWYR or John Rogers who was one of our

rapporteurs for the Social Audit along with Charles Beer, and who was formerly the Mayor of Georgina - also sits on the LHIN. "Rooting the Signs - to Uproot Poverty!!"

7.) Plan and execute a PFO campaign launch on the 13th at one location TBD and get signage up all across the region on that day.

8.) Invite all groups, organizations and individuals to attend the launch.

** Which brings us to our question of how many signs can we receive and when will they arrive so we can plan how and when to distribute them out to the various locations and groups who will be putting them up on the 13th? I think we could take 20 but would want no fewer than 7, one for each riding.

** How soon do you want the Reverse canvassing brochure and window signage to go out ahead of the 13th so people can be ready to also put their own window signs up on the same day as the larger signs?

There is a lot of enthusiasm for this campaign, especially following the presentation on the June 7th so we expect to get some of the less usual suspects involved and putting up their own signs.

Thanks Peter. If you have any questions, please contact myself or Pat Taylor.

Yvonne