



Spark Advocacy Grants – REPORT FORM

Please complete all sections in full. Please submit final report to Vonnie Barron at vbarron@hsf.on.ca

A) Applicant Contact Information	
Applicant ID (<i>HSFO Internal Use Only</i>)	
DATE: January 31, 2012	
REPORT COMPLETED BY (Name): Joan Stonehocker	
1.) Please provide the following contact information for your organization	
Group/Organization Name	York Region Food Network
Project Name	AAA Project – ADVOCACY: AWARENESS TO ACTION
Contact Person	Joan Stonehocker
Mailing Address	510 Penrose Street
City	Newmarket
Postal Code	L3Y 1A2
Phone Number	905-967-0428 New Number as of Jan 31 st 905-841-3101
E-Mail Address	joans@yrfn.ca
Organization Website	www.yrfn.ca
2.) Name of organization that is serving as trustee for the fund	York Region Food Network
3.) Reporting Period (01/11- 01/12)	Date you received the Spark Community Advocacy Fund grant: January 2011 Reporting Period (January 31 for January 2011-January 2012) :
B) Funding Information	
4.) Type of grant received	<input type="checkbox"/> Advocacy Development Grant (up to \$5000) <input type="checkbox"/> Community Action Grant (up to \$25,000, or up to \$50,000 for 2 years)
5.) Total amount of HSFO funding received	\$25,000

<p>6.) Did your organization undertake any activities to recognize the funding you received from the Heart and Stroke Foundation of Ontario?</p> <p>If <u>yes</u>, please check all that apply.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Acknowledged HSFO support in publications and promotional materials. * <input type="checkbox"/> Recognized HSFO support on website. * <input type="checkbox"/> Provided link to HSFO website. * <input type="checkbox"/> Used HSF logo in print and promotional materials/website link. * <input type="checkbox"/> Displayed signage in a public location. * <input type="checkbox"/> Gave verbal acknowledgement of HSFO funding (eg. during public presentations). * <input type="checkbox"/> Other, please specify:
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C) Project & Results Summary

<p>7.) Who did you partner with on your project? Please check all that apply.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> School councils <input type="checkbox"/> Teachers <input type="checkbox"/> Community organizations * <input type="checkbox"/> Health care providers * <input type="checkbox"/> Faith groups * <input type="checkbox"/> Parks and recreation <input type="checkbox"/> Local businesses <input type="checkbox"/> Other (please specify)
<p>8.) In 100 words or less, please summarize your project.</p>	<p>ADVOCACY: Awareness to Action was formed with the emphasis on Action and developing strategies to engage more people in the general public, as well as to engage people who were already on side with the issues but weren't clear on what they could do to effect change (ie. poverty advocates, agency board members, volunteers) Ultimately we want to expand our influence at the provincial level on MPPs and Ministers/the Premier by informing and supporting citizens/voters from all walks of life with actions they can take to influence them. ultimate decision makers. Our project aims to address the huge gap between awareness of issues and awareness of actions that people can take to effect change. We aimed to <i>highlight</i> and make accessible:</p> <ol style="list-style-type: none"> 1.) Ways to get involved. 2.) Resources to aid advocacy efforts, and 3.) Processes which are most effective. <p>The Goal of the project was to develop strategies and mobilize people with actions that they could employ to put the Healthy Food Supplement specifically, and the need to address</p>

	<p>poverty more broadly, on the public agenda as we head into the October Provincial Election.</p>
	<p> <input type="checkbox"/> Achieved all project objectives <input type="checkbox"/> Achieved most project objectives *** <input type="checkbox"/> Achieved some project objectives <input type="checkbox"/> Did not achieve any objectives </p> <p> As in any community development project, your activities are wedded to the priorities of the groups you are working with and you are also working within a political climate that dictates what is possible at the time. The political landscape in Ontario has not changed significantly since the election but the time frame in which we were carrying out the project was not as conducive to gaining public interest as we had originally hoped. While our campaign to increase the rates of individuals on social assistance operates in a broader framework of social change that we are advocating for, it is still a single issue that is not as successful at capturing the attention of a broader audience, particularly at a time when everyone is concerned about their own economic well-being and less interested in supporting a smaller group of individuals who they don't see themselves as relating to. As a result of this, we chose to focus our attention not so much on the broader public but to target our awareness that would lead to action, to groups that were more familiar with the issues and the needs, who didn't necessarily need to be "sold" on the increase to SA recipients, but who were largely in the dark about the kinds of efforts they could engage in to raise this issue at a higher level and attract awareness to it. These target groups came to include Boards of Directors, Municipal governments, and Volunteers. </p> <p> While we had also originally planned to reach out more to MPPs directly, we decided to focus largely on creating opportunities for our Target Group(s) ie. Boards of Directors, Municipal Governments, and Volunteers in the Emergency Food Sector to send their message and direct their actions at MPPs. To send our same poverty activists to revisit the MPPs in YR at this point when our ASK hasn't changed in any way, was not appealing to our planning table members or new advocates. The community spoke and we re-directed our efforts to the target groups and relied on our letter writing strategy and petition to direct the public message to MPPs. </p> <p> Also, as much as letters are a great way to send messages to MPPs because staff have to respond and register the receipt of these letters/inquiries/questions, people are reluctant to follow-through on letter writing. I suppose they think it's old hat and doesn't make a difference. We continued with this aspect of the action as we explained that it was one part of an overall strategy, one action that would influence the MPPs as it was an indication of public support. The letter writing campaign that we engaged in with our Advocates at the Inn from the Cold in Newmarket and the Self-Advocates Group in Richmond Hill/Markham were most successful because we set up letter writing clinics engaging individuals on low-income talking with others in the same position, and in the case of the Community Living Advocates they took this on as their main strategy and generated 60 letters to be sent to their respective MPPs across the south end of YR. </p>

However, the learning that took place for us was that people/ advocates want to be involved in advocacy efforts that are more creative, are simple to do, are visually stimulating and that attract more attention. That is why several of our PFIB campaigns at the provincial level which generated the most interest and led to visible actions and events that drew more interest, were more successful on all scores. Examples of these included the Valentines for Dwight Duncan Campaign In February 2011. The Christmas Cards for Dalton McGuinty in December/January 2011-21012 and the two initiatives that our AAA Project were primarily responsible for – the Endorsement of Municipal governments across Ontario and the Freedom 90 project which has mobilized volunteers, mostly seniors, in emergency food programs across Ontario, to “unionize” and ask the provincial government to eliminate poverty so that they can “retire” by age 90 from their volunteer posts. This campaign, involves our Song – Fifty ways to Leave your Foodbank, Endorsements of the \$100 Healthy Food Supplement, Union Membership, a Charter, and upcoming website and postcard campaign. The Launch is planned for Spring this year. The group started meeting in Newmarket June 2011 as part of the AAA Project.

10.) In the table provided, please describe:
a.) The main steps or activities that your organization undertook to complete your project.
b.) The results from your project. Please be as specific as possible, and quantify results where possible.

A.) Activities		B.) Results	
Planned	Implemented	Planned	Achieved
1.Planned meetings of the Do the Math Working Group	The York Region Do the Math Working Group met monthly as planned.	To evolve a strong organizing group that would be in a position to carry out the AAA Project as well as be in a position to consult and provide education on the impact of poverty and advocacy efforts that could be taken locally, regionally and provincially.	*The group has become known for its efforts across the region and we are regularly consulting to the Region Staff and the SPNYR re: issues and strategies to educate and mobilize people around poverty. *We also advised and informed the Children, youth and their Families Forum (YR) on an advocacy plan prior to the Provincial Election and shared the lessons learned from our AAA project and the video with them.
Continued Involvement in and Cooperation with the Provincial PUT FOOD IN THE BUDGET CAMPAIGN	I regularly attended monthly meetings of the PFIB provincial network and I served on the Executive Group. Other members of our DTM and AAA group attended larger events together.	Planned and carried out advocacy initiatives aimed at raising public awareness and involving citizens in smaller campaign within the larger campaign, such as the postcard and Valentines Day card	

<p>Development of two working Groups:</p> <p>a.)Awareness, Advocacy and Action Group (AAA)</p> <p>b.)Video Production Team</p>	<p>Began meeting in February as well to identify the timeline of activities and resources required for the project and the resource toolkit</p> <p>The Team was selected and began meeting in February to determine the messages and to select a production team that could work with us to create the video.</p>	<p>campaigns sent to Dwight Duncan and Premier McGuinty. Our aim was to evolve a consistent message and set of strategies with the provincial message and plans. As a result, local YR efforts were planned and shared with the provincial network and vice versa, for maximum impact and citizen involvement. The best example of this was our Municipal Endorsement Strategy and our Freedom 90 Strategy aimed at Emergency Food program volunteers as a Target group to influence decision makers. Another angle on this campaign that we used was “VOLUNTEERS ARE VOTERS TOO”</p> <p>The work of the AAA Group was to plan the project activities and time line and also identify and pull together the advocacy resources for the</p> <p>The Video Team had as its sole task to work with a production team and create the video.</p>	<p>*Successfully mobilized 2 smaller planning groups for the AAA Project – one to plan and write the script for the video and the second on to develop the toolkit of resources to accompany the video and establish a time line of activities related to the project</p> <p>**We realized both</p>
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<p>Launch of Letter and/or E-Advocacy Campaign to influence MPPs in YR</p>	<p>We proposed to do either a letter writing campaign to MPPs or a e-advocacy campaign to mobilize and demonstrate support for the Healthy Food Supplement</p>	<p>MPPs will become more aware of the public interest on the implementation of the HFS and raising SA rates in general. They will be advised of all the avenues of support for the HFS that people took part in.</p>	<p>goals in a timely manner, produced the video (more info later) and the resource kit, facilitators' guide as well as a timeline of events for the project</p> <p>We decided to pursue all avenues as people had varying interests in how they wanted to demonstrate their support. Fewer people were interested in letter writing than we had hoped but they were eager to sign endorsements for the HFS and/or sign the petition we did through Go Petition and sent out information out to networks through email.</p> <p><i>-Approximately 140 letters that we know of, were penned, signed and delivered to MPPS across all of YR</i></p> <p><i>- Over 200 Endorsements will have been sent</i> directly to the Premier and Ministers and we will use them send copies or provide them to the Commissioners of the Social Assistance Review during their next round of consultations, one of which might happen in York Region.</p> <p>*We had some technical support difficulties with our Go Petition so without knowing the true number which is likely much higher, there are <i>close to 400 Signatures</i></p>
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<p>Video Development</p>	<p>Produce a video that can be used to inform primarily YR residents about poverty and more importantly what we Can All DO, to effect change and create healthy communities</p> <p>Development of a Facilitator’s guide for use with the Video to guide discussion and get individuals and groups to decide upon an action or actions that they can take afterward.</p>	<p>To complete a video by end of August was our original plan. Hear & Stroke asked us to aim for the beginning of June to allow for more time to disseminate and train using the video. We were able to complete the video by end of June.</p> <p>Video Guide completed and to be used with presentations of the Video. Also to accompany the video for those who access it and want to use it.</p>	<p><i>on the On-Line petition at present and these</i> results are shared with MPPs, the Premier, relevant ministers and of course the SAR Commissioners.</p> <p>We believe the finalized video to be of exceptional quality. We utilized individuals who lived in YR in the production and the final product – children and families from YRFN and the Poverty Action for Change Coalition. The main host of the film and the man who spoke about how poverty had affected his family, were from Newmarket and Aurora respectively. We have used the video in training of advocates, and well over 20 presentations to various boards, community groups, volunteer groups, faith groups and planning networks to assist them in identifying unique ways to become involved in building a healthier community and more specifically, endorsing the Healthy Food Supplement as one small yet important step.</p>
<p>Training of Advocates for the Healthy Food Supplement campaign in the broader context of the social determinants of health and how poverty directly relates</p>	<p>Utilizing the Video and Toolkit of Resources as well as the letter writing and e-advocacy campaigns, individuals were trained to present the video “It’s not Too Late to Change the World” to groups and use</p>	<p>The Goal was to train 12 Advocates for using the video and selected resources/strategies to go into the community and make presentations that would lead to some</p>	<p>We offered two joint trainings for the Heart and Stroke Healthiest Candidate Campaign and the AAA Campaign. The first one we had 5 volunteer trainers and</p>

<p>to poor health outcomes</p>	<p>the newly developed Video/Facilitator’s Discussion Guide to help them identify steps or actions they could take both individually and as a group to send a message to decision makers about the need to increase social assistance rates.</p>	<p>chosen form of action.</p>	<p>the second one we had seven. Key members of the Do the Math Working Group now also known as the AAA Project Team also received training to use the video and tools – and that includes another 6. There are plans underway right now to do a separate training for the Community Living self-advocates group (10) who were not able to participate in training up until now due to changes in their staffing for the group. This will happen in February 2012. * The Training component was delayed somewhat as the video was completed in late June as opposed to early June. Most training didn’t begin until September. Training without the video was happening with various groups as per request, the CYF Forum of YR in May being one example, and then we returned to continue with training once the video was completed.</p>
<p>Video/Advocacy Toolkit of Resources</p>	<p>Developed a toolkit of resources to accompany the video and also to be able to provide a list of options for advocacy actions that individuals or groups could choose from</p>	<p>Pulling these resources and information and suggested advocacy actions as well as examples of other advocacy toolkits and campaigns together to make them more accessible and more</p>	<p>The Resource Toolkit is one that we have used throughout the campaign and have added to as we’ve gone along. Information about it has been on the YRFN website and now we are placing all individual</p>

<p>Advocacy Teams</p>	<p>Identified Advocacy Team members in the north, central and south end of the Region in addition to the DTM or AAA project team that was directing the implementation of this project at the time.</p>	<p>likely to be used by individuals and groups, was our goal from the start although this was not an objective clearly outlined in our original proposal for this first year of the project</p> <p>Develop 3 advocacy teams of individuals who want to conduct letter writing clinics, go out and speak to other groups, make presentations, and assist with advocacy events such as the Poverty Free Ontario Symposium in June, etc.</p>	<p>pieces on the server in PDF form for people to access without having to contact anyone at the project or YRFN, making it a more accessible resource kit. (in progress)</p> <p>We have also been able to put all of the resources together into one book which will be available on line in an e-booklet form through YRFN shortly.</p> <p>We get many requests for the individual tools and the video/discussion guide, but have not been very good at tracking these requests.</p> <p>We had a very active advocacy group/team in Newmarket made up of largely low-income people many of who were also looking for work at the time. On average, we had 6 – 8 active participants and we held letter writing and advocacy clinics at the Inn from the Cold during the Drop-in Breakfast program there. Advocates also travelled to other meal program in NM to speak to people and get their endorsements of the HFS and engage them in the postcard campaigns of the provincial PFIB. Half of the group either re-located or got back into training and some found work. We</p>
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			<p>continued to work with those who wanted to participate in other advocacy initiatives such as Poverty Free Ontario and several were very involved in button making for this campaign as well as the Do the Math campaign for the HFS.</p> <p>* We also worked with and met regularly with the Community Living York south Self-Advocates group located in Richmond Hill, throughout the project time up until the late summer when they had a staffing change and it was difficult to meet with them from that point on. We are planning another training for this month to pick up with much of the advocacy work they had done including submitting over 60 letters to their MPPs in the south of YR and meeting with one of them twice – Helena Jacek, in her office in Markham as well as at Queen’s Park. Our relationship with this group , while temporarily interrupted is strong and will resume.</p> <p>The group in Keswick was not as successful at getting going at this time. Individuals came together after we had a showing of the movie POOR NO MORE. We need to pick up where</p>
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<p>Presentations and Public Awareness Events</p>	<p>We hosted and co-hosted a number of Public Awareness events and symposiums throughout this past year in York region</p> <p>Larger Public Awareness Events:</p> <p>June – Hunger Awareness Day at IFTC Building in Newmarket. We launched our letter writing campaign with the public on that day. Speakers from various groups were present to talk about the issues of hunger and poverty and what we are not doing and what we could be doing to eradicate it.</p> <p>October 17th – International Eradication of Poverty Day at Fairy Lake Park in NM. Not as well attended as in previous years as it fell on a weekday this year.</p> <p>3 Screenings of the Video POOR NO MORE in Keswick, Newmarket and Richmond Hill in May/June 2011. We showed the movie, talked about the AAA project and</p>	<p>Our plan was to increase and optimize the number of people in York region who would have more understanding of poverty’s links to poor health, of the options available to them to do something about that and the groups they could get involved in to continue with their advocacy efforts.</p> <p>Also to increase the number of endorsements, group and individual, to support the \$100 HFS</p>	<p>we left off with those interested and for some, they became more directly involved in the Food Bank Awareness Strategy Freedom 90, as part of their advocacy efforts. In the case of this group, it was mainly an issue of capacity and time that we had not planned for, which made it difficult to support yet another advocacy group in the region.</p> <p>Over 1,000 people in total were in attendance at the workshops and events held in York Region and as a result became more informed of the links between poverty and poor health and specifically the need to increase social assistance rates for those living in the deepest poverty in our province. Also, because a number of these events were cohosted by other groups such as the Poverty Action Coalition for Change, the Social Planning Council of York Region, the Provincial PFIB, the Social Planning Network of Ontario, and ISARC, individuals in attendance were given more information about ways and groups that they could involve themselves with or learn more about to inform their advocacy efforts.</p>
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<p>Evaluation of the first year of the project</p>	<p>our plans once the video was completed. Also used the movie's discussion guide to engage with film goers about actions they would want or choose to take to address poverty as it's portrayed in the film in Canada.</p> <p><u>Listing of Some of the Larger Presentations of the AAA Project</u></p> <p>Community and Health Services Committee - Jan 2011</p> <p>Children Youth and Their Families Forum of YR - May and October 2011</p> <p>OMSSA –(Ontario Municipal Social Services Association) June 2011</p> <p>Social Planning Network of York Region – November 2011</p> <p>Community and Health Services Staff Training and Development Day December 2011</p> <p>Occupy Newmarket Group – January 2012</p> <p>To review the success of various strategies, report numbers, contacts, media involvement and actions/influences on decision makers</p>	<p>We had planned to capture the increase in the number of groups endorsing and taking action on the HFS and the number of groups/individuals wanting to view the Video and the presentation.</p>	<p>**We received Group endorsements of the \$100 HFS by each group we presented to with the exception of the Staff Development Group.</p> <p>**Members of OMSSA also went back to their own municipalities to request council endorsements and at least 2 more resulted after the presentation was made. Several around the table represented municipalities that were already on board.</p> <p>** We held a Review of the project at our December Do the Math – AAA Project Meeting which allowed us to celebrate our successes, or joint work with PFIB (meetings with several ministers over the year0 and identify the gaps in our outcomes. One area to be improved on is how we capture the data to indicate the weight o the work we are doing so</p>
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			<p>that would be a serious discussion to begin next year's work with.</p> <p>As the project continues in various forms and as members of our original working group take the video and resources out to their own groups and pees, we get continued positive feedback and interest in using the video – most recently in the Board of Education which was not an anticipated outcome at this time, yet positive.</p>
<p>11.) If there were any unintended results (positive or negative) from your work, please describe them.</p>	<p>Positive</p> <p>The success we had had in the previous years of cultivating good working relationships with the Region following from the ISARC Audit and their endorsement of the YR Report and the \$100 HFS set us up in ways that we couldn't have anticipated for furthering our work at a different levels. The Grant that we received this past year built upon the success of that those ongoing relationships. A few significant developments are notable to mention:</p> <ol style="list-style-type: none"> 1.) The Region joining us in the Presentation by Social Planning Network of Ontario, of Poverty Free Ontario in June 2011. Approximately 15 Regional Staff and council members attended and Regional Councillor John Taylor co-hosted with Co-Chair of the Social Planning Network of YR – Patricia Taylor. 2.) The Region participating in the Launch of the province wide Poverty Free Ontario Campaign for YR in Newmarket, ON in September 2011 3.) The Community and Health Services Department Committee and subsequently YR Council endorsing our YR Social Audit Report – Behind the Masks – Those marginalized by Poverty, including an endorsement of the \$100 Healthy Food Supplement with letters going from YR Council and Chair to the Premier, MPPS and relevant Ministers involved at the time (Brotten, Meilleur and Duncan) 4.) Community and Health Services Dept. Staff also attached to the Human Services Planning Board taking up our request of them (and consulting with us on this) to submit an input paper to the Social Assistance Reform Commissioners re: their support for the \$100 HFS and their own recommendations re: overhaul of the current social assistance system. 5.) Commissioner of the Community and Health Services Committee, Adelina Urbanski, who was also Chair of OMSSA at the time (Ontario Municipal Social Service 		

Association) invited me as the staff person for the AAA Project, to present at their June Meeting last year. I presented the project and the \$100 HFS, obtained their endorsement as a group, their agreement to urge other municipal social service associations to inform their elected councillors about the need to raise social assistance rates. And subsequent to this, others around that table were able to persuade their own municipalities to endorse the HFS. Currently we have 16 municipalities across Ontario who have endorsed the HFS with the province.

6.) Staff at HSPB invited us (myself and Pat Taylor another member of the DTM working group and AAA Project) to consult with them on the work to be done to require the HSPB to take on as their first act of advocacy as a working committee, to advocate with the SAR Commissioners re: the review and the implementation of the \$100 HFS. We requested that together the staff, the HSPB members and community groups such as ours and other grassroots agencies/members, work together to host a public consultation for the SAR commissioners in YR. As result, Chair Fisch penned a letter to invite the Commissioners to YR to hold one of their next series of consultations which could happen in February at this point. Nothing has been decided, but the Region is working closely on this with us, to that end.

7.) Advocacy Partnership the Community Living Self-Advocates Group led to other partnerships of value to both of us.

- a.) Notably the joint purchase of a Button machine that enabled us to create a number of advocacy buttons for the project including: Have you done the Math (PFIB), Working for a Poverty Free Ontario and Food Bank Freedom Fighters. The Button machine was a joint purchase and we can also rent it out to other community groups to help offset the original costs to each of our groups.
- b.) Together the AAA project – CL Self Advocates and Advocates at the Inn from the Cold in Newmarket produced in the area of 1,500 buttons for the Poverty Free Ontario Campaign province wide. We recouped the cost of the materials, and the Social Planning Network of Ontario was able to disseminate with our help buttons to social planning councils all across Ontario, who purchased the buttons and then recouped their costs by getting donations from people who wanted the buttons. A win-win-win all round. And we still have the button making machine for further endeavours.
- c.) The relationship with CL has expanded to them providing volunteers for our Good Food Box Program at YRFN which is another great offshoot of this developing relationships around advocacy.

Negative

Timing in an Election(s) Year

Our project occurred in a federal and provincial election year – both elections happening

	<p>during the time frame of the project. On one hand, it meant that issues and political talk were more common and on the minds of the public/voters, etc. On the other hand, it seemed that people had had enough of issues following from the federal election and it was not as easy to interest them/engage them over the summer months and leading into the provincial election time as we had hoped. Therefore, any use of the video and materials developed really began more after the second week of September when people were back into work and school mode. Again the political agenda and interests of people were more focussed on themselves, making it somewhat more difficult for them to see beyond their own needs to the needs of others. Since the election is over now, and also ironically with the onset of the OCCUPY movement and issues of income inequality on people’s minds more, we have received more requests for the video and presentations than throughout the earlier days of the project. This is also due to word of mouth and more time has passed, meaning more people have seen the video on our website and are aware that it exists and it is generally very well received by its audiences.</p> <p>Technical Limitations – Social Media</p> <p>We did not have the technical support that we required to make better use of social media opportunities. This had been part of our plan and without putting more resources towards that it was not nearly as successful as we had hoped. What we learned was that many people would like to partake in this but it would need to be built into a project in a much more pragmatic way that recognized the need for dedicated staff time and/or resources to pull in the people with experience to work with and train others in how they can advocate using social media, beginning with very simple and realistic expectations. We made our on-line petition accessible – one way of people showing their support and encouraged people from our site to Tweet about the subject.</p>
<p>12.) Please describe in concrete terms how these results (expected and unexpected) led to progress made towards the development or implementation of policies to increase physical activity in elementary school aged children. (Maximum 300 words)</p> <p>(COMMUNITY ACTION</p>	<p>NA</p>

GRANTS ONLY)	
<p>13.) Please provide a brief summary of the key things you learned, what contributed most to the success of your initiative, any barriers you experienced, and what, if anything, you would do differently next time. (Maximum 300 words)</p>	<p>Key Learnings. – Lessons Learned</p> <p>a.) As usual, we learned that we had been very ambitious with our project goals and outcomes to say the least. The deadline for video completion which was a core component of the project activities, was originally slated for end of Summer. We were requested by the funder to aim for video completion by beginning of June. That was fine except that with the other activities also geared for that earlier time frame from March - May (development of toolkit, training of advocates and a slate of 6 other major community outreach events from May-June) it meant more time went earlier on into video development and other pieces were delayed until summer months when there was more time. Changing the time frame while important did have consequences for the project and had we not had such an ambitious amount of activities set for the first 3 months, I believe this would have enabled us to more easily speed up the time frame.</p> <p>b.) While summer is a good time for community workers because a lot of other activities come to a halt, it can be a much more difficult time to do outreach and engage people in any activities including advocacy that would lead to action. Ideally, summer months would be used for more for research and development and accumulation of resources with a goal to hit the ground running in the third week of September. In this scenario, a June-June funding timeline would work perfectly but that's not likely the case.</p> <p>c.) When educating people on issues such as poverty and the connections with health, keeping the messages absolutely simple and concrete while trying to provide new and valuable information, is critical. A key document that helped us in finding the right language for discussing the determinants of health in laymen's terms was A New Way to Talk about the Social Determinants of Health. It was based on research done as to how people with various political and philosophical leanings take in and accept information about poverty, equality and health. It enable us to really educate individuals as to how this is done successfully without putting people off. We are very used to talking about issues in our rhetoric and simply expecting others to accept and believe what we're saying because it makes sense to us and it doesn't to them. Being emphatic about the need for them to care and to "get it" rarely works. Being able to advocate in a smart and strategic way requires understanding the mindset of the persons we are reaching out to, finding what motivates them and then being passionate about the outcomes, without being pushy.</p> <p>d.) This sounds cliché – but all good things take time. As I'll point out time and again, it's largely about the relationships and trust we've gained with our colleagues, the region and the community at large, that has put our project in a position to consult and influence other key players that have more influence than us on the provincial scene, and even here at a regional level. This doesn't happen over-night and the successes we've had this year, could never have happened without the pre-work we'd been engaged in since June 2009 and the Heart and Stroke Grant we received in 2010 to do our work to promote the Healthy Food Supplement and work along-side the Provincial PFIB. The success of the \$100 HFS campaign across Ontario in terms of putting this policy item on the agenda, has been a cumulative effort. Our efforts in engaging at the provincial level have been as important and critical as all of the objectives and goals we set for ourselves at the local level in YR. This included</p>

many of the meetings with Key Ministers including Duncan, Meilleur, Broten and more recently John Malloy and Eric Hoskins at the release of their annual Poverty Reduction Strategy Report in December that we were part of as a result of our close alignment and work with PFIB provincial.

Success Factors?

- a.) Without a doubt, the previous working relationships we were able to develop with the Region, other community groups including faith groups, organizations and their boards, schools etc, has led to them inviting us to bring our project to them and trust that we are ready to take action, not just talk about it. Our affiliation with the Provincial Put Food in the Budget coalition and the campaigns we've been involved in at that level have also built up our credibility.
- b.) *The people involved – we have a tremendous group of advocates from all sectors of the community who enjoy working together and look forward to working together on these initiatives. We don't always have the largest group and from time to time we lost members to other work roles and due to retirement (we lost 4 key players in this year alone) not because they didn't feel the work was important but due to retirement and in 3 cases, job relocation. All in all, we know that a big part of our success is due to the fact that we've grown connected, enjoy each other and make our work fun and our times together productive so that people feel engaged and look forward to doing things together. We invest as much in the relationships as the objectives which I believe is a key determinant of success in any community development project.*
- c.) Success breeds success. Even building on the success of our first hunger awareness workshop in June 2009, we have gathered members, enthusiasm and the trust of many and this has snowballed.
- d.) We take chances and try new things – the purchase of the button maker was a bit of a risk but it has allowed for us to advocate in new ways, involved people at different levels and engage volunteers more efficiently. It is a small scale socio-economic enterprise that has potential. It provides an entry level opportunity and action for those who want to be involved but aren't ready to take risks or speak publicly.

Barriers?

- a.) As always, time presents a barrier. While we were rolling out the project, the demands to be involved in many other initiatives focusing on poverty particularly in the ramp up to the election, were pressing. Several of us did spread ourselves a bit thin over several initiatives and while all of them supported the goals of the AAA campaign, there was never enough time to meet all of the requests. In any true community development endeavor, you are constantly hit with new opportunities and demands. In this case I can safely say we went overtime on the project to take advantage of these key opportunities, particularly where the region and their involvement and endorsement were concerned because the outcomes were so fruitful and had the potential of yielding significant influence on key players at the provincial level such as the Social Assistance Review commissioners, but it may have been a barrier to

reaching out more broadly to the public because there only was so much time. It's constantly a judgment call. Time was a barrier, but we applied more time in general to the project than the project allowed for (I can say this with much certainty) and achieved outcomes that came our way sometimes at the expense of not fulfilling all of the stated deliverables to the extent we had originally planned.

- b.) Lack of experience and knowledge in social media. Many expressed an interest in more training and skills development in this area as it is a key way to send messages and build your support and also take action.

What would we do Differently?

- a.) I would have allowed more time and resources for the Training of Advocates and put that later on in the course of the project, aiming for summer as opposed to early spring. As it was, we did need to shift this training to summer/early fall when the video was ready and people were around and interested in taking the time for this. I would have also built this in as a component that would clearly carry over to the second year. Obviously it should and will continue, should we receive our second year of funding. But we put a great deal of pressure on ourselves at the beginning of the project to organize ourselves, pull together the planning groups, produce all of the resources and the video while at the same time holding numerous events to engage residents, organizations and councilors and prepare the advocates to hit the ground running with presentations in the summer months.
- b.) Given our learning above re: the lack of knowledge among our advocates of ways to advocate and mobilize people using social media, I would want to make this more of a priority in future projects and resource this aspect of the work well. We could have optimized our results and our impact much better had we had a more established and well resourced plan to engage people using social media tools. We made attempts at this but didn't find the right fit with anyone to provide us with this kind of support.

14.) How will the work of this project be sustained?

It is the hope that the work of this project would be sustained by a second year of funding from Heart and Stroke to continue with the three project components that are making the most impact at this time:

- 1.)Dissemination and continued presentations of the AAA Video Titled: "It is Not Too Late to Change the World." We continue to get requests for the link to the video as well as presentations by our advocates.
- 2.)Dissemination of the Advocacy Tool Kit which is available on-line and in e-book form from YRFN.
- 3.) Development of the Freedom 90 Campaign which has captured the attention and imagination of emergency food bank volunteers across Ontario which recognize that food banks and meal programs are on a continual increase to meet the need and are not a viable

	<p>and sustainable alternative.</p> <p>4.) Continued training of current advocates for work in the community and peer to peer training for new advocates.</p> <p>** If the project is not funded for the second year to carry out continued work on the above, the Advocacy Calendar and planning of a region wide Summit on the Relationship between Health and Poverty, then the elements of the project that will be sustained include ongoing use of: the website, the tool kit for similar advocacy initiatives, and the Video and Facilitator's Guide, by those who access them from YRFN and the website. The Do the Math Working Group will not be staffed which will reduce the impact of the projects that have been initiated, but a volunteer planning group will continue to disseminate materials that can be used independently. Groups are free to access the Video and materials for example and share in these in their own communities.</p> <p>Project funding enables a staff person to coordinate the work and outreach of Advocates who can go out into the community, make presentations and assist groups in identifying their Action Plan going forward. The work of one coordinator is multiplied when advocates are supported to go out and share the project with others. At this point we could not guarantee the continued work of the Advocates without further support and training.</p>
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<p>15.) In what ways did a) your organization and b) your community benefit from receiving this grant? (COMMUNITY ACTION GRANTS ONLY)</p>	<p style="text-align: center;">A. Your organization</p> <p>The project has significantly raised the profile of YRFN and the organizations we are working with and we are now recognized as a key player in initiating and supporting real social change strategies in YR. The visibility of the work, the training of advocates and participation in all events in the region focused on advocacy for food security and poverty reduction, underlies our key role as an advocacy group on all of these issues. As a committee, York Region Community and Health Services regularly consults with us re: their own advocacy work visa vi the Human Services Planning Board and at our recommendation, YR commissioner Bill Fisch directed a letter inviting the SAR Commissioners to visit and hold their next public consultation in YR. The consultation would be planned and hosted by the HSPB with the involvement of our committee and other community partners and the support of Community and Health Services staff attached to the Human Services Planning Board.</p>	<p style="text-align: center;">B. Your Community</p> <p>The Community has benefitted in so many ways not only from this past year's grant but also by the grant in 2010 that really launched much of our advocacy work. I'll itemize the benefits here:</p> <p>1.) Community groups, advocates and individuals have been provided with a new way to talk about poverty that makes the linkages between health, the social determinants of health and have been exposed to more of the truth about why people are in poverty as compared to the myths and blame that are so prevalent.</p> <p>2.) The community benefits from a project and a planning group that is non-partisan and able to navigate between systems and bring players together that otherwise would not be connected or working together on these issues: Human services Planning Board, the Social Planning Network of YR, Faith and Social Justice Groups, grassroots groups such as the Poverty Action for Change Coalition (PACC). Our commitment and the trust we</p>
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	<p>The York Region Do the Math Working Committee and the AAA Project, with the funding from Heart and Stroke has solidified our group as the main player in planning and initiating region wide events to look at poverty and issues that contribute to that. As a result we co-hosted and coordinated the Poverty Free Ontario Presentation with YR Councillor John Taylor and the Social Planning Network of York Region. We also hosted the launch of the Poverty Free Ontario Campaign in YR in September, hold annual Hunger Awareness Events and continue to support the International Eradication of Poverty Event in October with funding, food, staff and volunteers.</p>	<p>have leveraged with all groups, allows us to work in between and amongst all players and initiate approaches that everyone can be a part of.</p> <p>3.) Grassroots groups see our project and our organization as an ally enabling us to support and build on their work and successes which would otherwise go largely unsupported.</p> <p>4.) The community now has several new Advocates which have been trained not only to use the Toolkit, Video and Discussion guide but individuals who can speak out openly on the issues and educate others about the social determinants of health, the connections between poverty and poor health, the costs to all of us, and the Need to Take Action on this in a variety of ways.</p> <p>5.) Low income residents living in deep poverty that have been involved or even just aware of the AAA Project, have a place to get involved in efforts that aim to increase their chances for a better life. Whenever we approach the individuals at the Shelters, the food banks and the community meals, where many can be found on a regular basis, we are welcomed with open arms and we get a vast majority of people wanting to participate in campaigns like the letter writing campaign, and the postcard campaigns of the PFIB. Individuals have taken on roles to speak to these issues at a variety of events, with our support – at the Poverty Eradication Day, Poverty Free Ontario Day and participate on our Do the Math Committee as well as other new advocacy groups in YR such as OCCUPY NM that recently began in October 2011 following the election. Several of the HFS advocates also participate in these weekly meetings as well – making fairness and adequacy of income a priority for all. I've presented our project and gained their support action (letters and petitions) and endorsement for our work,</p>
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D) Financial Report

Please provide a detailed financial report for your project, listing all grant expenditures. *NOTE: All unused funds must be returned to the Foundation in the form of a cheque made payable to the Heart and Stroke Foundation of Ontario, sent to the attention of Vonnie Barron.*

	<u>H&S</u>	<u>TOTAL</u>
Income		
4080 · H & S Income	25,000. 00	25,000. 00
Total Income	<u>25,000.</u> 00	<u>25,000.</u> 00
Expense		
5000 · Payroll Expenses		
5000 · Payroll Expenses - Other	16,836. 21	16,836. 21
Total 5000 · Payroll Expenses	<u>16,836.</u> 21	<u>16,836.</u> 21
6100 · Purchase of Service		
6120 · Consulting	3,906.6 4	3,906.6 4
Total 6100 · Purchase of Service	<u>3,906.6</u> 4	<u>3,906.6</u> 4
6300 · Office Expense		
6320 · Office Supplies	36.70	36.70
6330 · Printing/Photocopying	244.92	244.92
6340 · Postage/Distribution	335.59	335.59
6350 · Telephone	679.41	679.41
6360 · Internet	226.16	226.16
Total 6300 · Office Expense	<u>1,522.7</u> 8	<u>1,522.7</u> 8
6400 · Program Expense		
6410 · Food	295.80	295.80
6450 · Supplies	811.82	811.82
6460 · Transportation	255.85	255.85
Total 6400 · Program Expense	<u>1,363.4</u> 7	<u>1,363.4</u> 7
6600 · Staff Expenses		
6610 · Travel	550.90	550.90
6620 · Training/Team Development	120.00	120.00
Total 6600 · Staff Expenses	<u>670.90</u>	<u>670.90</u>
6700 · Volunteer Expenses	700.00	700.00
Total Expense	<u>25,000.</u> 00	<u>25,000.</u> 00
	<u>0.00</u>	<u>0.00</u>

buttons, signs, training

<p>13) What other financial support did your group receive to assist with this project?</p>	<p>We did not receive other funds to assist with this project. We did support travel costs to provincial Put Food in the Budget meetings and overages from our General fund.</p>
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