



**July 4, 2011**

**To: Faduma Mohamed  
Toronto and York Region Labour Council**

We are writing to ask for a donation of \$3,200 to support the website and social media person for the **York Region and Toronto South Riverdale Put Food in the Budget [PFIB] Campaigns** from now until the provincial election in October. The PFIB Campaign is a coalition of community-based organizations in thirty communities across Ontario with its own provincial website at <http://putfoodinthebudget.ca> The Toronto and York Region chapters have been instrumental in developing their own local campaigns and in taking leadership at the provincial level.

**Campaign Demands:**

The campaign's objective is to compel the McGuinty government to increase immediately the monthly amount given to every adult in Ontario receiving social assistance by \$100. This is only a small first step towards income adequacy for them. Our second demand is that the McGuinty Government provide people on social assistance with the means for a life of health and dignity by introducing new social assistance rates that are based on the real costs of housing, utilities, food and other basic amenities of day-to-day life.

**Provincial Election Campaign Activities:**

The campaign has mobilized support in over 30 communities across Ontario in the past year. York Region and Toronto South Riverdale are two of the most active communities and our work is coordinated through the Do the Math Working Group of York Region and the Toronto Health and Strength Action Group.

Our groups strive to maintain the momentum we have achieved so that adequate social assistance incomes are on the provincial election campaign agenda of all three parties. We have a broad base of decentralized support across Ontario and people communicate with each other through our websites and social media. We rely on our very competent volunteers and, in this critical period coming up to the election, want to be certain that there is consistent web and social media support. We want to pay one person \$20/hr for 20 hours per week for 16 weeks for a total of \$6,400. We are asking the Toronto and York Region Labour Council to contribute half of that amount.

Also important to note, the campaign has been very focussed on and successful in building local leadership in communities across the province around issues of income security and equity. In keeping with our mission, we plan to make this position available to a person with lived experience of poverty, who has direct experience with the issues the campaign is seeking to address and also possesses website/social media skills. We want to continue to support our emerging community leaders who will be vital for the upcoming challenges that we will no doubt face in the social and public service sector.

We believe that raising social assistance rates for people with the lowest incomes in Ontario is part of the larger struggle for adequate incomes for all, which is in line with the labour movement's mission.

**We would be happy to meet with you to discuss further this request for the campaign at both the local levels in Toronto and York Region as well as across Ontario.**

**Pat Taylor**

Member, Do the Math Working Group in York Region  
Co-Chair, The Social Planning Council of York Region

**Yvonne Kelly**

Chair, Do the Math Working Group in York Region  
Member, Provincial Coordinating Committee for Put Food in the Budget

**Susan Bender**

Community Engagement Coordinator, South Riverdale Community  
Health Centre (Toronto)  
Member, Provincial Coordinating Committee for Put Food in the Budget

