

# **Week of Action Against Poverty**

Feb.11-17, 2007

## **Activity Report**

Based on tallies supplied by participants, 6.3% of the community participated in some activity around town. Since this number was self-reported, there were many others who did not report individualistic commitments such as reading the newspaper insert, viewing the Poverty Line presentation on the cable station or taking the time to join a community conversation on the issues of poverty in our community. The week began with prayers within local congregations.

The “wear red” campaign was very successful. Entire organizations and schools joined the activity wholeheartedly. Red was seen at the Kenora Court House, Northwestern District Health Unit, Kenora Association for Community Living, Scotia Bank, Legal Aid Ontario, Kenora Community Legal Clinic, City of Kenora, People First and others. Local social housing providers wore red carnations at a workshop reviewing the new tenancy legislation. Red carnations were also reported at the Toronto Dominion Bank. Walmart staff added Making Kenora Home badges to their red uniforms. Canadian Tire staff added the MKH wristbands to their red attire. Keystone Lock & Safe staff kept their red discretely under their uniforms.

Food is central in human life and several activities used food to draw donations or as a sharing strategy. Making Kenora hosted a community pancake breakfast at the Fellowship Centre to encourage interpersonal sharing between socio-economic divisions. There were two cupcake bake-off fundraisers. The Kenora Association for Community Living organized several lunch and snack projects including Garfield’s White Linen Lunch, the A La Carte Snack Tray and the Mystery Lunch Raffle to raise money for the food bank. Tins for the Salvation Army food bank were also gathered by Northwest Independent Living Services, Keewatin Public School, Walmart, Women’s Place, CMHSS, Evergreen Grade 8 Travel Club and local church groups.

Winter clothing was a focus for the Kenora Association for Living’s ESIL program as well as the Interdenominational Volleyball Tournament. Both groups chose to supply winter outerwear to the Making Kenora Home’s Donations Depot.

Awareness activities were organized around the community. A grade one student and his mother made a presentation to fellow classmates on

poverty at St. Louis School. Participants in the literacy program at KACL held a study session and presented their report on the need to help to the local newspaper. Saakate House released stories of poverty from their residents and clients. A video, Poverty Line, produced by the Thunder Bay Social Economic Justice Committee was shown by Shaw Cable over a two week period. The Young Women and Real Power group held an awareness booth at Beaver Brae Secondary School. The Northwestern District Health Unit held a Celebrity Budget Countdown that was educational and well covered in the media. Making Kenora Home produced a 4 page insert on local actions that was distributed through the Enterprise. Radio interviews on community action were aired through CBC Northwest and Mix FM.

### Impact

The participation rate itself reflects the commitment of our community to face poverty and develop pro-active responses. The week had been planned as an awareness exercise but exploded into actions that rippled out. As noted in the donations tally, to the date of this report \$5,182.15 was generated to the benefit of local organizations who are working with low-income individuals.

As a direct result of the donations received by the food bank, the Salvation Army has expanded their hours of operation and will now be able to supply food more frequently and in greater variety than they were able to do previously. Heartened by the community's generosity, their next plan is to develop a store type distribution which will allow recipients to shop for the items they need using vouchers to promote empowerment.

### Recommendations

The Poverty Week activities were organized within a short time frame. Many in the community expressed disappointment that they were not able to plan activities due to time constraints. The success of the week would indicate that it should become an annual event in the community. Adequate lead-in time would allow for more extensive planning by potential partners.

In addition, the tallying exercise was a self-report. There was little information provided to the public on the reporting mechanism. With better planning, there could be more centralization which would allow for more effective follow-up on activities. The tallying itself is a useful measure of community involvement and commitment and needs to be part of the planning process.

# Stimulated Donations to Community Charities

## **Cat Shelter**

(to Minto Family Resource Centre)

Pet supplies (est. value) **\$25.00**

## **CJRL**

(supporting Poverty Week)

Advertising **\$517.80**

## **Interdenominational Volley Ball Tournament**

Canned Goods (est. value) **\$ 50.00**  
(to Salvation Army Food Bank)

Clothing Donations (est. value) **\$150.00**  
(to Making Kenora Home Depot)

## ***Kenora Association for Community Living***

### **CMHSS**

(to Salvation Army Food Bank)

Canned Goods (est. value) **\$ 50.00**

### **ESIL**

(to Making Kenora Home's Donation Depot)

Winter clothing (Toque to You Project) (est. value) **\$400.00**

## **Job & Community Placement**

(to Salvation Army Foodbank)

Garfield's White Linen Luncheon fundraiser **\$ 87.00**

## **RTC**

(to Salvation Army Food Bank)

A La Service fundraiser **\$150.00**

Mystery Lunch Raffle **\$171.00**

## **Kenora District Services Board-Housing Services**

(to Salvation Army Food Bank)

Canned Goods (est. value) **\$ 50.00**

## **Keewatin Public School**

(to Salvation Army Food Bank)

Canned goods (est. value) **\$400.00**

Cash Donation **\$112.15**

## ***Lake of the Woods District Hospital***

### **ASK-Youth**

(to Salvation Army Food Bank)

Cash donations **\$117.20**

### **Morningstar Centre**

(to Salvation Army Food Bank)

Cash donations **\$ 87.00**

## **Making Kenora Home**

(supporting the Fellowship Centre)

Pancake Breakfast  
Donated food & supplies (est. value) **\$ 75.00**

Cash donations (to Making Kenora Home) **\$116.00**

Report to the Community  
Insert Sponsorship

**\$800.00**

## ***Market Square Offices***

### **Brunch Draw**

(to Making Kenora Home)

44 tickets sold at \$1.00 per ticket

**Proceeds     \$ 44.00**

Winning Ticket

**Michelle Lang**

### **Cupcake Bakeoff**

(to Making Kenora Home)

Sales

**\$119.00**

## ***Miscellaneous Donations***

Peter & Katherine Olson (for food)

**\$100.00**

## **New Beginnings Word of God Church**

(to Making Kenora Home)

Cash Donation

**\$250.00**

## **Northwest Independent Living**

(to Salvation Army Food Bank)

Canned Goods

(est. value)     **\$25.00**

## **Wal-Mart**

(to Salvation Army Food Bank)

Canned Goods (est. value) **\$600.00**

## **Womens Place (Young Women & Real Power)**

(to Salvation Army Food Bank)

Canned Goods & produce vouchers (est. value) **\$ 300.00**

## **Quilt Raffle**

(to Salvation Army food bank)

Quilt donated by Quilter's Quarters

207 tickets were printed

45 tickets were unsold

162 tickets were sold at \$2.00 per ticket **Proceeds** \$324.00

Extra donations made to raffle (unticketed) 62.00

Total Proceeds for event **\$386.00**

Winning Ticket **Wendy Sutherland**

Drawn 5:15 pm February 23, 2007 at Quilter's Quarters by Pastor Tony Gosse

**TOTAL** **\$5,182.15**

Submitted by

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**Nan Normand**  
**14 March 2007**