

## **Week of Action Against Poverty 2009**

The icestorm that hit during the week of action resulted in the rescheduling of several events but did not deter the spirit that drives this uniquely Kenora event.

This year's keynote event was the release of Journeys of Hope. The first printing of 100 copies was sponsored by Kenora Patricia Child & Family services. Because of demand, we will be doing a second printing to accommodate requests for copies of this inspiring sharing of life stories.

The youth continue to lead in actions against poverty. Pope John Paul II. St. Thomas Aquinas Annex, St. Marguerite Bougeois, and St. Louis – all Catholic system schools-- schools led in student participation. Although the public school systems were also contacted prior to the week, none participated. The Band of Awesome returned and raised \$200.00 for the Minto Family Resource Centre. Grade 5 and 6 classes at St. Louis and St. Marguerite raised just under \$1,000 (\$315 & \$650). This money was specifically dedicated to the first build of the revolving house trust.

Participation in Wear Red Day on February 14 was reported by 1,014 citizens. People First made and distributed another 200 ribbons to the community at large. Participation included the city library, the MP's office, Market Square offices, Hook, Seller and Lundin, Kenora Court house, the Northwest Health Unit and LOWDH Community Programs, ODSP and OW offices, BISNO, LAO Area Office, MHCSS and Kenora Community Legal Clinic.

Local businesses supported winterwear drives and food bank donations. Colthing collections took place. The business community wasn't far behind our youth. WalMart held a successful donations drive to benefit the local food bank. The TD Bank selected the school breakfast program as their targeted action. Scotiabank, CICB, HoJo's, Gardewine and Chicken Chef also participated in their own activities. Making Kenora Home newsletters were distributed through 9 local businesses. Staff at Canadian Tire, KCLC and Walmart did fundraisers their selected charities.

"Up from the Streets" featuring seven local artists was held at Sunset Gallery, The popular show was held over for a second week as public interest remained high. The key attractions were two original works by Norval Morriseau that were painted in Kenora in the early 1970's. All of the featured artists had lived on the streets of Kenora or had been close to someone on the streets. It was a display of talent, dreams and

reality that reflected the diversity of those who found themselves homeless in Kenora. Gallery staff estimated that 125 individuals came through the doors to view the show.

The Kenora Ministerial Association held Prayers Against Poverty on February 10 and sponsored an interdenominational volleyball tournament on February 16. Bodyworks held a meditation on leadership with regards to poverty issues. Community conversations took place at the New Horizons Senior Centre-Keewatin, the Baptist Study group, Bethesda Lutheran Lenten services and at Sharon's birthday party. Food drives also were held by KACL and the Campbell Clan.

The Kenora Sexual Assault Centre (KSAC) committed to the sponsoring of a single parent family and KCLC will be donating a community meal at the Fellowship Centre as part of their 30<sup>th</sup> anniversary celebration. Making Kenora Home flipped pancakes to live music at the community breakfast held on February 14 at the Fellowship Centre. Shaw cable aired the award winning documentary on homelessness, Invisible People, through out poverty week.

The week of action is always exciting. It reveals the heart of Kenora

## REPORTED ACTIVITY

### Community Events

- |   |   |             |
|---|---|-------------|
| 1. Food Bank Drive<br>-2 large bins<br>-staff cupcake sale  | Walmart                                       | Feb.10-16   |
| 2. Pancake Breakfast<br>-50 persons<br>-13 volunteers   | Making Kenora Home                            | Feb.14      |
| 3. “Up From the Streets” Art Show<br>-7 artists displayed<br>-25 pieces<br>-approximately 125 visitors  | Making Kenora Home<br>Sunset Art Gallery      | Feb.12 – 27 |
| 4. Red Ribbon Campaign<br>-200 ribbons<br>-raised \$56.06   | People First                                  | Feb. 14     |
| 5. Family Day Celebration<br>-\$20.00 to Triple Play  | Healthy Babies, CDC<br>KAHAC, Anishinabe-Kweg | Feb.15      |
| 6. Newsletter Distribution<br>-300 copies<br>- Ted’s Restaurant; Southview On Second; Uptown Café; HoJo’s; Second Street Bakery; Vet’s Confectionary; George’s Restaurant; Zellers Restaurant | Making Kenora Home                            | Feb.11 & 12 |

7. “Invisible People” video -2 showings daily	Shaw Cable (CJBN)	Feb.10-16
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Wear Red Day

1. Schools

Confederation College	13
Lakewood	225
SMB	137
St.Louis	110
Pope John Paul II	241
Valleyview	135
Circle of Friends	20

2. Businesses

WalMart	44
Gardewine	6
Mr. George’s	4
CICB	12
Scotiabank	18

3. Organizations & Agencies

NWHU	31 & 50 ribbons handed out
Kenamatewin	17
Adult Learning Line	13
LAO/KCLC	12
KACL	15
OW	10
Grandmothers	5
Lab staff	12
Kenora Court House	11

Community Conversations

1. New Horizons Seniors-Keewatin 12
2. Baptist Study Group 16
3. Sharon's Birthday Party 5

### Group Events

1. Prayers Against Poverty Kenora Ministerial Association Feb.10  
-8 congregations participated with average of 40 per group (320)
2. Souper Monday Womans Place Feb.11  
-lunch for 30, 2 volunteers  
-donated to Fellowship Centre
3. Meditation Bodyworks Feb.11  
-12
4. Lenten Services Bethesda Lutheran Feb.6-March 19  
-poverty themed
5. Bag It Campbell Clan Feb.11  
-11 bags of food  
-donated to Minto Resource Centre
6. Food Drive TD Bank Feb.11-15  
-donations to School Breakfast Program
7. Caring With Cans KACL Feb.11-15  
-donated to
8. Family Adoption KSAC 2008  
-year's commitment to single mom & baby
9. Kindness Wall Valleyview School Feb.11-22  
-over 50 recorded acts by students

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|---|------------------------|-----------|
| 10. Winter Clothing Drive<br>-3 bags of clothing  | Valleyview School      | Feb.11-14 |
| 11. Donation to HOME<br>-\$315.00   | Canadian Tire Staff    | Feb.15    |
| 12. Cupcake fundraiser<br>-\$80 to food bank  | Walmart Staff          | Feb.14    |
| 13. Coffeetime Newsletter<br>-poverty in Kenora factoids  | Mr.George's Restaurant | Feb.11-16 |
| 14. Hawaiian Day<br>-\$80 to HOME<br>-8 participants  | LAO/KCLC               | Feb.15    |
| 15. Jean Day Fundraiser<br>-\$30 to HOME  | CICB Staff             | Feb.15    |
| 16. Interdenominational Volleyball Tournament<br>-themed service<br>-85 participants                          |                        | Feb.16    |
| 17. Band of Awesome<br>-50 attended<br>-\$100 raised & donated  | Six 5 year olds        | Feb.17    |
| 18. Poverty & Literacy Lunch<br>-30 participants  | Kenamatewin & Ken-ALL  | Feb.14    |
| 19. Lakewood Loonies<br>-225 participants<br>-\$113 donated to Children's Coalition<br>-\$112 donated to HOME |                        | Feb.14    |

### Commitments

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|------------------------------|------|---------|
| 1. International Women's Day | KSAC | March 8 |
|------------------------------|------|---------|

-Tins for the Bin

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|--|---------------------|------------------|
| 2. Youth Concert                                   | The Chemical Agents | date & venue TBA |
| 3. Celebrating 30 Years<br>-Fellowship Centre Meal | KCLC                | September        |

## Media Coverage

1. Shaw Cable
  - 2 weeks on Community Announcement reel
  - Northwest Notes Interview Feb.11 (repeated)
2. Thunder Bay TV (McDougal Media)
  - Northwest News Jan.29
  - 10 minute intro to Poverty Week Activities
  - 2 week promo on their regional community activities reel
3. CBC Thunder Bay
  - Ontario Today show Feb.13 (relayed to Manitoba)
  - 15 minute interview
  - promo's of specific events through PSA's Feb.4-11
4. MxFm Kenora
  - 2 interview spots on events (Feb.6 & 11)
  - multiple PSA's through week on specific events
5. Daily Miner News
  - press release not printed
  - no interviews on the week's activities except belated art show
  - coverage of specific events ( 5 photos, 3 stories) do not connect to Making Kenora Home except briefly in the 2 columns and 1 story
6. Wawatay News
  - reporter sent from Sioux Lookout to do story on "Up From the Streets"
  - story to be released shortly