

# FUTURE FOCUS

PREPARED BY THE BOARD AND STAFF OF THE  
SOCIAL DEVELOPMENT CENTRE WATERLOO REGION  
JUNE 2018



Social Development Centre  
— WATERLOO REGION —

## LETTER FROM THE PRESIDENT



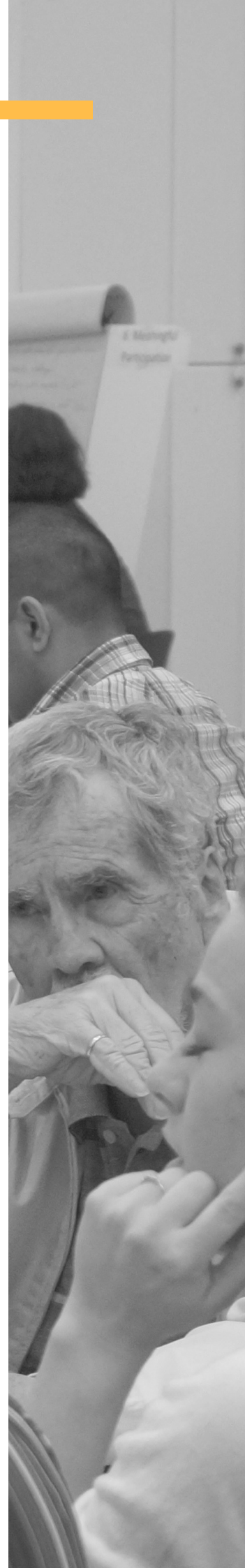
We had an eventful year as we celebrated our 50th anniversary of serving people in Waterloo Region. Some of the participants of the first drop in from the 70s organized a benefit concert "Tunnel In" and even some of the musicians remembered the program. There was a breakthrough in our work with the Traynor-Vanier tenant group during the consultations on the LRT crossing and Traynor Park. We continue to support collaborations and networks especially when there is no support for emerging initiatives. And we continue to play an important role with the City of Kitchener and John MacDonald Architects in supporting and celebrating community through the Festival of Neighbourhoods.

Social Development Centre moved to the Church of St. John the Evangelist in December 2017, keeping us close to the groups and people in the Kitchener core and providing further links to groups also using the church.

The Beginning of 2018 has been a time of great sadness, in losing our beloved Executive Director, Trudy Beaulne, in January. She was recognized for her work in building community by the Leading Women, Leading Girls award from the Ontario Ministry for the Status of Women. In her memory, we continued to work with various groups to ensure that lived experience was an input into the various issues that government is acting upon.

I would want to thank all the people who have made 2017 so successful. Everyone from the Board of Directors have 110% in every action and will continue to do so, as we are working to sustain the Centre in the future, and for the next 50 years.

With all best wishes,  
Carol Motuz  
President, 2017-18



## EVERY PERSON IS VALUABLE EVERY VOICE COUNTS

The Social Development Centre Waterloo Region (formerly Social Planning Council of Kitchener-Waterloo), was incorporated in 1967. With a mission to cultivate community knowledge to advance social justice in Waterloo Region, the Centre keeps the community members informed, involved, and ready to act to make positive social change. With core values grounded in social justice, participatory democracy, community knowledge, diversity and relationship building, we participate in research on social issues, and foster community involvement and information sharing.

Rooted in the history of our community, we stay in touch with common needs and aspirations through input from the citizen action groups we support, numerous partnerships, and public forums. This viewpoint positions us well to stay apprised of the changing community context and to develop networks and relationships to improve the lives of everyone, regardless of their citizen status, income, language, education, authority or ability.



### OUR GOALS

- Increase civic participation
- Draw policy from lived experience
- Build the social infrastructure in neighbourhoods
- Ensure equity and inclusion in all spheres of life



# IMPACT SUMMARY

## Highlights - 2 000 inquiries by phone and email

### COMMUNITY DIRECTORY

We maintained high numbers of users: 209,260 page views & 107,285 users.  
**Most viewed record:** Driver Examination, Landlord and Tenant Board, Apprenticeship Office, Immigration & Refugees, Tax Services.

### WEBSITE TRAFFIC

The waterlooregion.org website attracted 11,297 users & supported 38,634 page views.  
**Most viewed pages:** Home Page News Feed, Giving this Holiday Season, Emergency Food Services, Festival of Neighbourhoods, Volunteer.

### DIRECT SUPPORTS

Ontario Electricity Support Program provided support to 264 households. We also continue to administer the Low-Income Energy Assistance Program (LEAP).

### NEIGHBOURHOOD ENGAGEMENT

Festival of Neighbourhoods - 17,362 neighbours came together in 49 neighbourhoods. Cherry Park forums welcomed 40 neighbours in conversations about engagement strategies. In Traynor-Vanier, we consulted more than 200 residents on the pedestrian crossing over LRT.

### ACTION GROUPS

Disabilities and Human Rights Group engaged in the Photo Voice & pedestrian crossing over ION mapping project. ALIVE Group is hosted at the Centre - 17 members of action groups.



# PROJECTS



## DECENT LIVES

The Decent Lives project focuses on creating opportunities and infrastructure for strong neighbourhoods and people who need local supports. We designed an assessment framework for decent lives through collating data from different sources and defining people-centred indicators. One of the indicators, Responsive Leadership, has been validated at a public forum in July 2017.

## TRAYNOR-VANIER

The fifth year of our work in the neighbourhood kicked off with the engagement of over 200 residents through door to door surveys. With the KW Tenant Group we supported public consultations regarding the pedestrian connection Traynor to Fairway. Collaboration with the City of Kitchener has been successful regarding the reconstruction of the Traynor Park which was removed in 2013 with the LRT construction work.

## COMMUNITY DATA

We continue to support data management and transfer with the HealthLine through financial support of the Waterloo Wellington Local Health Integration Network. We provide information and referral to people that reach out to us in need of different local resources. We also respond to weekly requests outside of the community directory by searching for information for residents who do not have access to the Internet.

## ELECTRICITY SUPPORT

As an agent of the Ontario Electricity Board, we support residents in applying for the Electricity Support Program and share additional information and resources with older adults, international students, newcomers and people on social assistance and low-wage workers.

# COLLABORATIVES



## KITCHENER'S FESTIVAL OF NEIGHBOURHOODS

We celebrated the 24th Anniversary of FON this year and launched the Inclusion Challenge - a tool that can help make neighbourhood gatherings more inclusive. We did outreach in three diverse neighbourhoods - sparks to connections across diversity.

Neighbourhood Connections work continued in Cherry Park and in March we hosted the forum "Unleash the Power of Neighbours" as a way to boost engagement.

## LIVING WAGE WR

In February 2017 we completed the first evaluation of employees' experiences working for the living wage employers. By the end of 2017, we also completed the third round of employer evaluations and created the first Business Case Studies of the implementation strategies in the socially responsible enterprises and organizations.

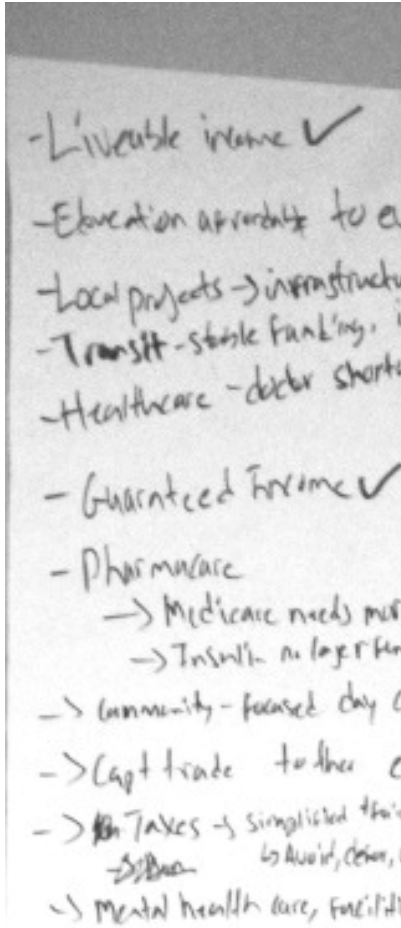
## WELLBEING WR

As we continue to be rooted in lived experiences through Disabilities and Human Rights, Poverty Free KW and ALIVE group, we continue to network through the region-wide initiative Wellbeing Waterloo Region. We have contributed most to the Measurement Group.

## RENT

This is the third year that our staff serves at the Executive of the R.E.N.T. (Renters Educating and Networking Together). We continued to support tenants' groups and organizations and participated in the creation of the video tools of the Renters Toolkit which is based on the work done with the Tenants Enforcement Information Chart, Bylaw, Fire Safety, Police Services and the WR Community Legal Services.

# INITIATIVES



## DISABILITIES AND HUMAN RIGHTS GROUP

The group has been working together since 2008 with the support of our staff. They remained dedicated to the issues of sidewalk safety and snow removal. In the summer, with the completion of the downtown construction of the LRT, the group created a photo voice submission to the University of Waterloo. They started the mapping and the audit of the pedestrian crossings over LRT.

## STUDENT WELLBEING

With the Social Planning Network of Ontario, we have launched the Equity and Inclusion in Education initiative in the region. Knowledge Exchange Network has been launched at the provincial level, and locally, we started engaging community members, educators, and administrators to reflect on the impact of poverty on students' success and wellbeing.

## SMALL GROUPS NETWORKING

30 groups and organizations, active in the areas of democratic reform, environmental justice, access to technology, healthcare, anti-poverty, families and women, came to the first summit to support each other and identify their common challenges. Mobilization, promotion, and accessible space were among the main challenges. The idea of a Civic Hub was born.

## SYSTEMIC ANALYSIS OF POVERTY

After three years of community consultations, work on the analysis of the vicious cycles at the individual, agency and global level revealed many factors that keep poverty in place. This year we facilitated conversations about the factors that are at work in the broader community level.





# MAIN REVENUE SOURCES & EXPENSES

## 75%

DECREASE IN  
MUNICIPAL  
FUNDING

City of Kitchener  
defunding community  
information services.

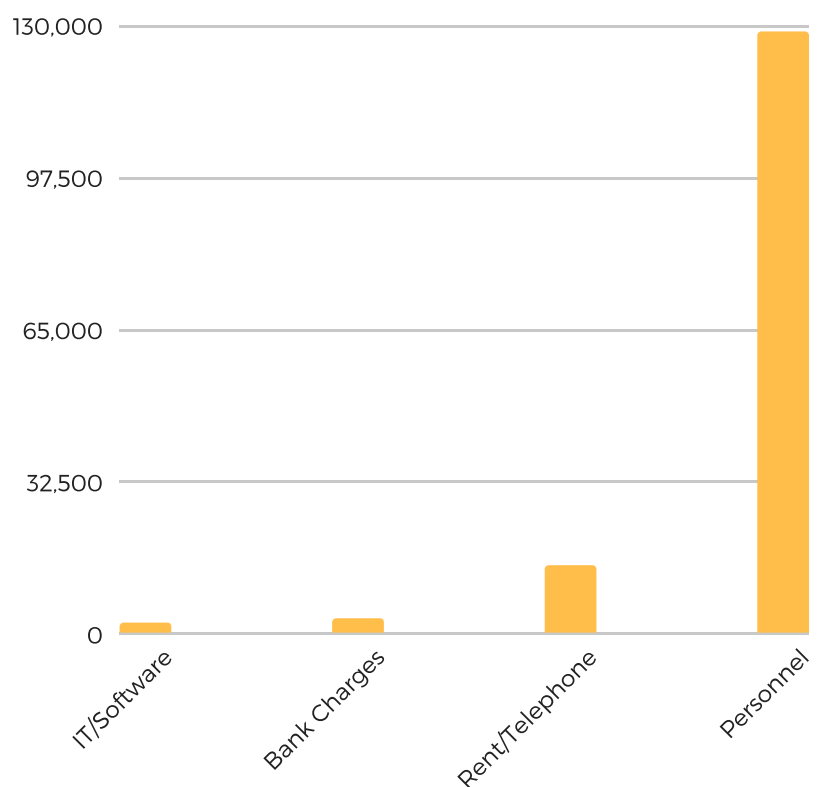
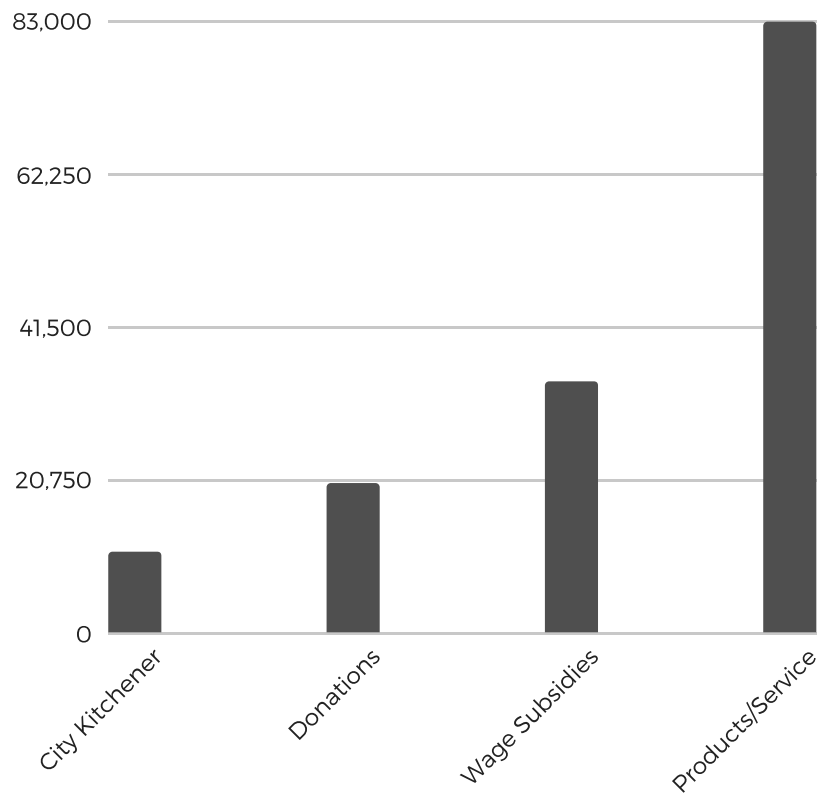
## 20%

INCREASE IN  
REVENUE FROM  
SERVICES

Most of it from WWLHIN  
for data transfer services.

## 60%

DECREASE IN  
EXPENSES FOR  
SUPPLIES AND  
SOFTWARE.



## MEET OUR STAFF AND BOARD

# 4

### PART TIME STAFF

We commend the staff for their extreme dedication and contributions made above and beyond the hours paid for their work.

Trudy Beaulne, Executive Director since 1999.

Todd Turnbull, Data and Information Systems Lead, since 1994.

Aleksandra Petrovic, Community Planning and Development Lead, since 2012

Beth Davies, Social Planning Associate, since 2011

# 3

### SUMMER STUDENTS

# 2

### INTERNS

Sydney Attwood, Social Planning Associate  
Grace Sheele, Social Planning Associate  
Daniel Ajiroba, Community Resource Associate  
Zoe Dunbar, Neighbourhood Engagement Associate

Wendy Ashby, Mowat College  
Chedrak Chembessi, Universite de Quebec

# 5

### BOARD MEMBERS

Dedication  
Experience  
Thoughtfulness

Carol Motuz, President

Nathan Pike, Treasurer

Brad Ullner, Director

Nicole Kinoshita, Director

Prabhjot Sangha, Director

We have worked with over 20 dedicated volunteers during the course of the year who made many of the neighbourhood activities and many events possible and successful. Wholehearted thanks to you all!

---

## OUR FUNDERS



CANADA SUMMER JOBS 2017



---

## CONNECT WITH US



23 Water St North, Kitchener ON N2H 5A4

519-579-3800

[sdcwr@waterlooregion.org](mailto:sdcwr@waterlooregion.org)

[www.waterlooregion.org](http://www.waterlooregion.org)

<https://twitter.com/SPCofKW>

<https://www.facebook.com/sdcwr>



<http://www.waterlooregion.org/give-for-a-better-common-future>