

2013 Annual Report

Social Planning Council Kitchener Waterloo

Equality

Future Legacy

Compassion

Community of Voices



Shared values
drive our action!

From: What Drives Your Community Action? Forum, 20-02-13

**47 years
Committed to
social
development!**

**We work to ensure
that all people living
in Waterloo Region
are able to live well.**



Our Supporters in 2013

City of Kitchener
Region of Waterloo
Industry Canada
Province of Ontario
Ontario Trillium Foundation
K-W Community Foundation
Human Resources and Services Canada
Google
The Waterloo Region Record
Memberships & Donors

Thank You!



President's Report

I have had the privilege of serving as President of this fine organization for another year, and I continue to be proud of what we have accomplished.

We are accustomed to meeting challenges head on and, in so doing, we stay relevant and responsive to the community we serve. Our mission and vision have not changed in the least, but thanks to our Ontario Trillium Foundation funded resource development project, we are developing a compelling value statement to express what we do to a wider audience.

Waterloo Region is fortunate to be an industry and world leader, yet the struggle to attain equity for the entire population is not easy. We are striving to raise awareness on various issues important to ensuring we have a prosperous region, despite the difficulties we face in doing so.

As a Board, we have seen the addition of some incredibly talented individuals and have lost some great ones as well. There is, however, good news on the horizon: 2013 has given us the foundation we need to rebrand ourselves, to further our ability, and to help everyone who interacts with us more efficiently.

Respectfully submitted, Fahima Anwar



Executive Director's Report

In 2013, we sought to communicate to people so they could get informed and be involved in the community. We created even more self-help options for accessing the information we maintain and publish, and we made it a priority to continuously re-fresh our web content. We created many opportunities to discuss and act on important social issues. These discussions and working groups have helped us to implement projects and give input on significant policy issues.

Our contacts, forums and working groups help us stay anchored in the reality of people's day to day lives and to better understand how policies influence our community, particularly those who are most vulnerable. This knowledge helps us stay alert to what is needed so we can be better prepared as a community to respond to changing and emerging needs.

I thank our staff, Todd Turnbull, Aleksandra Petrovic and William Reyes for their continued commitment. We said farewell to Nancy Cherry, Kevin Cogliano Diane Scott and Neelu Mehta during the year and welcomed to our team Susan St. John and Gillian Veitch. Our summer students, ConnectKW youth workers, student interns and other volunteers have been invaluable in providing information and digital inclusion services as well as supporting community outreach and engagement. We aim to have our workplace be a learning environment so as to provide mutual benefit. I truly value the contribution made by each of our staff no matter how long or short their time is with us.

Our Board helps steer our organization and sustain our mandate. This group is diverse, talented, and a pleasure to work with. I thank President Fahima Anwar for her energetic leadership, all members of the Board for their commitment, and acknowledge retiring board members, particularly Brad Ullner, who has been a steadfast champion for ensuring we are inclusive in all areas of our work.

Respectfully submitted, Trudy Beaulne

We Support Community

Our goals are to:

- Increase understanding of the social resources, assets, issues, needs and context of the local community.
- Increase citizen participation in the social, economic and political life of the community.
- Build social cohesion through relationships, collaboration and community action.
- Reduce inequitable access to knowledge resources resulting from emerging technologies.
- Develop the social infrastructure of the community – people, organizations, services and policy.

The principles that guide our work are:

- Community
- Accountability,
- Independence
- Knowledge-based action
- Inclusion
- Collaboration
- Effectiveness
- Efficiency

We stay informed about the social, economic and political life of the community and share this knowledge with others in order to help them to meet their day-to-day needs, help them in times of crisis and support action to increase the full participation of all citizens in the community.

We provide resources for

- Community leaders,
- Community organizations,
- Community service professionals,
- Individuals and families, and
- Communities.

Support is available through

- One-to-one counselling to individuals (phone, walk in and more),
- Resource Centre with access to internet, computers and a range of information
- Print and electronic publications,
- Specialized information and communication services – contact service, communication broadcasts, electronic data options - database lease/licensing for multiple user access, tailored information and data products,
- Mobile knowledge options e.g. training and presentations,
- Planning, development, and leadership for community forums and initiatives, and
- Facilitation and consultation on information, research and community needs.

Get Informed!

The ways we, as a community, access and share information continues to evolve...

Direct Enquiry Contacts

Providing information directly to people is valued and necessary to meet people's needs. People access the information services available in our Resource Centre in several ways:

- 6,514 requests came via telephone, walk-in, mail, and email
- 3,262 copies of print publications were distributed
- 169 participants took part in training workshops

Evaluation feedback was received from 1,051 enquiry contacts (see Table 1). These responses were highly positive with 90% stating they had more information and options after their contact with us and 80% reporting they would act on the information provided.

Responding to Complex Needs

Information requests cover a broad range of needs. We were able to record specific needs for 1,051 of our contacts. The most common areas of need are presented in Table 1.

Table 1: Needs for Recorded Enquiry Contacts (N= 1,051)

Need	2012	2013
Health Care	23%	20%
Information Services	15%	13%
Individual, Family and Community Support	14%	12%
Arts, Culture and Recreation	11%	11%
Housing/Utilities	10%	9%
Other Government/Economic Services	9%	5%
Transportation	8%	5%
Volunteers/Donations	5%	5%
Clothing/Personal/Household Needs	5%	4%
Food/Meals	0%	4%
Income Support/Assistance	5%	4%
Legal, Consumer and Public Safety	0%	3%
Education	0%	2%
Mental Health/Addiction	0%	2%
Employment	0%	1%
Disaster Services	0%	<1%

**multiple needs possible*

People accessing our Resource Centre need help to navigate complicated service systems such as government and health care. We track the complexity of needs and in 2013, 58% of our total recorded enquiry contacts requested information beyond a basic level, compared to 41% in 2012.

Online Information Access

Our readiness to provide online information is proving invaluable as the number of people accessing our information through the Internet continues to grow:

- Online public directories 460,309 views *
- SPCKW website: www.waterlooregion.org 117,466 unique views

**These figures do not include accesses through our extensive data sharing partnerships across the province of Ontario. A 'view' is a direct request for a particular webpage not including 'bots' or all hits on the sites.*

Digital Inclusion is Essential – Ongoing Local Access Not Certain

The use of the network of ConnectKW public computers remained high in 2013 with 45,646 unique views recorded, not including all City or library sites. The ConnectKW network partners have continued to provide this vital community service. Unfortunately without sufficient resources, the network is at risk. As equipment gets older and needs replacing, individual partner organizations will need to do this on their own and we may not be able to maintain a standard of access for our community that the network provided.

From a sample of 969 surveys of ConnectKW site users, we found that sites are used by slightly more females than males (Table 2) and that the age of site users covers a wide range from under 9 years to over 50 years, with 36% of users 50 years and older (Table 3).

Table 2. ConnectKW Site User Profile (N=969)

Sex	Female	53%
	Male	41%
Age	< 19 Years	13%
	20-29 years	29%
	30-49 years	20%
	50 years +	36%

Table 3. Services Accessed by ConnectKW Site Users (N=969)

Service	Number of Users
Internet access	711
Email	330
Job search	252
Community information	209
Government services	138
Printing / photocopying / scanning	127
Health information	94
Software applications (e.g. MSWord)	89
Other	217

Internet and Computer Training

From January to March, 41 people took part in computer training provided by our ConnectKW youth workers. Participants in these sessions continue to be primarily older adults and newcomers to Canada. In November, intensive planning began for a new 2014 winter workshop series on internet literacy and how to search for local community information.



In 2013, we continued our partnership with the Out of the Cold Program at First United Church. Each Friday evening starting in early November, we provided computer access to guests of the program via our mobile computer lab. Individual instruction was available as needed.

Building Local Information Support for Newcomers

Working with provincial and local Waterloo Region partners, this project develops local information resources for newcomers and training tools for other information services across Ontario. Led by InformOntario and funded by the Ontario Ministry of Citizenship and Immigration, our first Waterloo Region resource, an online searchable directory, was available in September. In July, as part of the project, we

delivered a live streamed webinar and were a test site for another live streamed workshop in December. Local collaboration is the key to the success of this project.

Media and Communication Networks – An Increasingly Important Information Service

We were invited to share our expertise on a diverse range of community issues by local media: radio, television, and newspapers. These are ways to provide information as well as to encourage people to get involved in the various activities we organize. Our internet communications presence has increased dramatically since 2012 – see Table 4.

Table 4. Community Networks and Social Media Contacts

	2012	2013
Email and Google Groups	810	1,250
Facebook and Twitter	1,224	2,436

Building Information Services for the Future

During 2013, we identified priorities for our information services:

1. To explore models and funding options for individual advocacy or system navigation services.
2. To consider ways to directly engage sector specific face to face networking meetings to update agency data records and to keep informed about sector changes.
3. Continuing to build our internal integrated data warehouse that links to and enhances the core community information database we maintain to enable efficient data input and retrieval.
4. Continue to build our website as a central repository of information and resources and use internet communication media to disseminate information.



"In addition to helping to steward SPCKW's finances in a challenging funding environment, I enjoy being part of an organization which is inclusive and working towards positive change for everyone in the community". - Malcolm Waisman, Treasurer

Get Involved!

Getting better informed can inspire and equip people to become involved in the community.

Engaging Community Involvement

Getting involved encourages and enables people to take action in the community in order to address local needs and important social issues. In 2013, we estimate a total of 2,500 contacts got involved across the various activities we led or hosted with partners, not including some of the spin offs from these contacts. Some of the ways we helped people get involved in 2013 include:

- **Poverty Elimination**

We supported Poverty Free Kitchener-Waterloo in conjunction with Poverty Free Waterloo Region and Poverty Free Ontario. 2013 was a very busy year for the K-W group, starting with the January forum on the proposed Ontario social assistance reform report, at which criteria for successful reform that had been developed in previous community discussions were validated and expanded on. An innovative outcome of this was a framework for poverty elimination with 9 criteria which the group worked on developing by applying it to various issues and policy discussion over the course of the year, including the Casino proposal for Kitchener and the 2014 Region of Waterloo budget. The tool has proven to be invaluable and the group will continue to develop it further into 2014.



- **Disabilities and Human Rights Group**

This group continued discussions around snow removal and started planning action on this important access issue. A map was created to show locations of issues and destinations, and a community event was held to learn more about the City of Waterloo snow removal program. The group also made a submission to the Public Consultation on the Ontario Building Code Accessibility Requirements and contributed to the Poverty Free K-W's development of the framework for poverty elimination by giving input on the criteria for dignity and respect.



In recognition of the December 3rd UN International Day of Persons with Disabilities "*Break Barriers, Open Doors: for an Inclusive Society for All*", the group invited stories about dignity and respect and sent out cards of appreciation to those agencies, businesses and individuals that had been named as being inclusive.

- **Kitchener Festival of Neighbourhoods**

2013 was the 20th year for the Festival and the Finale attracted approximately 250 people, all celebrating taking leadership to build neighbourhood connections. Forty-six neighbourhoods registered a total of 116 activities. We estimate that well over 24,000 people took part in these activities that were held in neighbourhoods all across Kitchener. This year we created a web map to present registered activities and capital grant winners over the 20 years of this initiative.

At the finale in October, awards were presented to participating neighbourhoods and





leaders. Once again the Ward Challenge was won by Councillor Dan Glen-Graham, Ward 10 Councillor. As the 20th anniversary of this initiative, a special anniversary award was presented to neighbourhoods with long standing involvement. Tamarack Institute sponsored a new award as well for neighbourhoods that hosted a community conversation.

In addition, the first Mayor's Challenge was issued to invite people to submit Neighbourhood stories, the prize being a neighbourhood walk with the Mayor.

Marie Morneau from Kingsdale was the winner and in November she hosted a walk-about and reception at the Kingsdale Community Centre at which she presented a neighbourhood scrapbook and wish list to Mayor Zehr to bring back to City Hall.



The Social Planning Council sponsored Neighbourhood Connections award was presented to the Traynor-Vanier neighbourhood at the Finale and, in November, discussions were started with neighbours about what was important to them. Further planning and engagement of connections for this neighbourhood will continue into 2014.

- ***What Drives Your Community Action Forum***

In February we co-hosted, with FairVote KW and TransitionKW, a forum for social justice, democratic reform and environmental activists. This event featured panelist who spoke on each of these areas and a discovery session for participants on the question of what 'drives their community action'. Over 60 very passionate, committed community members came together and in very short order articulated four values the groups had in common:

- | | |
|------------------------|------------------------|
| 1. Equality and equity | 3. Compassion |
| 2. Future legacy | 4. Community of voices |

Since then, we have referred to these shared values often as applicable to our work and have featured them on the front cover of this report.

- ***Women Building Community Project***

We partnered with Focus for Ethnic Women on the Women Building Community Project, and received funding from the KW Community Foundation, for this project that was started in the fall and will develop training for immigrant women in neighbourhoods to build their capacity to provide information support to peers and to plan community activities that bring people together. The project will culminate in fall 2014 and one key outcome is to strengthen an ongoing partnership with Focus for Ethnic Women.

- ***Community Conversations***

In 2013, we collaborated with the Tamarack Institute's Seeking Community Project and worked with Derek Alton to encourage groups to hold conversations about community. We held our own conversation event in the summer and connected their team with the Festival of Neighbourhoods. In addition, in the fall, we began planning for a Waterloo Region community conversation forum to review input from all local conversations. This event is planned to be held in winter 2014.

- ***Housing Opens Doors Exhibit***

In conjunction with our Annual General Meeting in June 2013, jointly with the Homelessness and Housing Umbrella Group, we sponsored the Ontario Non-Profit Housing Association *Housing Opens Doors* installation at Kitchener City Hall.



Sustaining Our Community Work



We have much to offer the community and it is important that we are able to build a sustainable organization for the future. During 2013, with funding from the Ontario Trillium Foundation, we launched our Resource Development Project and Susan St. John joined us in May to manage the project. A tremendous amount was learned during extensive research done in 2013, and we are keen to develop this learning further as the foundation for our longer term resource development.

Quotes from conversations with Board and Staff in the early stages of the resource development project:

“We are tenacious about contributing to the foundation of underlying questions and their answers.”

“The SPC brings together groups that might not otherwise meet”

“We keep the light on the problem. We keep the knowledge.”

“... there is constant conversation about all issues that brings deeper understanding”

“We take lived experience very seriously and seek people with that perspective with intention to offer insights to discussions.”

“...actively seek to distribute information and insights. We explore to gain insight.”

“We do really great community events/forums with great energy and people report that they feel they have been listened to.”

“Better communities arise when organizations like SPC apply constant pressure to include all citizens in input to issue discussions.”

“We are vigilant to seek out the small problems before they become really big problems.”



OUR COMMUNITY GROUPS

Poverty Free K-W Action Group

Alex Troeger

Barbara Spronk

Brad Ullner

Catherine Stewart-

Savage

Charles Nichols

Elizabeth Clark

Len Carter

Marianne Irvin

Marc Xuereb

Myron Steinman

Aleksandra Petrovic

Hilary Potts

Disabilities and Human Rights Group (first names)

Brad

Clayton

Jeffery

Nina

Behnaz

Byron

Clay

Hazel

Nancy

Myron

Douglas

Natasha

Susan

Clare

Carrie

Heidi

Melannie

Paula

Jan

Kevin

Charles

Gillian

Alijca

Building Code Accessibility Consultation Working Group

Jan Dinsmore-Czechowsky

Joyce Blake

Kevin Young

Mary Pappert

Gillian Veitch

Nancy Cherry

Nina B.

Building Local Information Support for Newcomers Project Advisory Group

Ana- Luz Martinez

Asnake Dabala

Daniella McIntosh

Gillian Veitch

James Swaka

Janice Tuling

What is Social Knowledge?

Passionate + Great = Best
Members Management Communities
EVER↑

Our Members Are:
Subject Matter Experts
Influencers among Friends
Problem Solvers

'Never doubt that a small group of thoughtful, committed
citizens can change the world. Indeed, it is the only
thing that ever has.'
-MARGARET MEAD

Jenny Flagler

Mary Chivers-Harkins

Nancy Cherry

Pari Karem

Priscilla Jam

William Reyes

OUR COMMUNITY PARTNERS

Kitchener—Waterloo

- Canadian Federation of University Women - KW
- City of Kitchener
- City of Waterloo
- CKWR FM – Community Radio
- Conestoga College Career Centre
- FairVote Canada (KW)
- House of Friendship
- Homelessness Awareness Week
- John MacDonald Architect Inc.
- K-W Access-Ability
- Kitchener-Waterloo Multicultural Centre
- Kitchener- Waterloo YWCA
- K-W YMCA Ontario Early Years
- Kitchener-Waterloo YMCA
- Out of the Cold (Fri site)
- Mennonite Coalition for Refugee Support
- St. Mark's Lutheran Church
- Transition KW
- Volunteer Action Centre KW & Area

ConnectKW Partners:

- AIDS Committee of Cambridge, Kitchener, Waterloo & Area
- Anishnabeg Outreach
- Anselma House
- City of Kitchener
 - Breithaupt Centre
 - Centreville-Chicopee Community Centre
 - Country Hills Community Centre
 - Doon Pioneer Park Community Centre
 - Downtown Community Centre
 - Forest Heights Community Centre
 - Mill-Courtland Community Centre
 - Rockway Seniors Centre
 - Stanley Park Community Centre
 - Main Branch
 - Albert McCormick Community Library
- Victoria Hills Community Centre

Kitchener Public Library

- Main Branch
- Country Hills Community Library
- Grand River Stanley Park Community Library
- Forest Heights Community Library
- Pioneer Park Community Library
- K-W Access-Ability
- K-W Multicultural Centre
- Mennonite Coalition for Refugee Support
- Our Place Family Resource Centre
- Reaching Our Outdoor Friends (ROOF)
- St. Mark's Community Ministry
- Waterloo Public Library
- YWCA Mary's Place

Waterloo Region

- Access Waterloo Region
- Alliance for Children and Youth Waterloo Region
- Waterloo-Wellington Community Care Access Centre
- ED Networking Group

- GreenRocket
- Independent Living Centre of Waterloo Region
- Julia White, Cooperators Insurance
- Mennonite Central Committee
- Opportunities Waterloo Region
- Reception House Waterloo Region
- Region of Waterloo Income and Employment Support Department; Social Services, Public Health

- Regional Municipality of Waterloo
- Waterloo Region Social Data Consortium
- Waterloo Region District School Board
- Waterloo Region Housing and Homelessness Umbrella Group
- Waterloo Regional Labour Council
- Waterloo Regional Police Services
- Waterloo Region Immigration Partnership

Beyond Waterloo Region

- 211 Niagara
- Alliance of Information and Referral Systems(AIRS)
- Canadian Association for Advanced Practice Nurses
- Canadian Centre on Disability Studies
- Canadian Centre for Policy Alternatives
- Canadian Council on Social Development
- Findhelp Services

- Imagine Canada
- InformCanada
- InformOntario
- Mennonite Central Committee -Ontario
- Ontario 211 Services
- Ontario Non-Profit Housing Association
- Poverty Free Ontario
- Social Planning Network of Ontario
- Tamarack Institute



2013 Annual Social Development Awards presented at our 46th AGM at Kitchener City Hall: Janice Ouellette, City of Kitchener; Elizabeth Clarke, KW-YWCA; John Wilson, Ontario Non-Profit Housing Association; Lynn Macauley, Homelessness and Housing Umbrella Group; Mark Hildebrand, City of Kitchener pose with Executive Director, Trudy Beaulne and President Fahima Anwar.

OUR MEMBERSHIP

2013 membership in the Social Planning Council included 63 organizations and individuals and includes a wide spectrum of the community:

- Child and youth services
- Citizen leaders
- Community and family services
- Counselling and support services
- Culture and Recreation
- Education
- Employment and support services
- Libraries
- Professionals and business
- Volunteer services
- Voluntary organizations
- Ethno-cultural diversity and settlement supports
- Environmental groups
- Government civil servants and Elected Officials
- Health care services and professionals
- Housing
- Human rights groups
- Prevention services

OUR HUMAN RESOURCES

Board of Directors

President: Fahima Anwar
Past President: Brad Ullner
Secretary: Nathan Pike
Treasurer: Malcolm Waisman

Directors:
Daniella McIntosh
Arlene Garrick
Christine Brown
Maja Veletanlic (to Apr)
Nicole Papp (to June)
Jeff Waugh (from June)
Sepehr Manocchery (from June)

Staff

Trudy Beaulne	Executive Director
Todd Turnbull	Information Systems Lead
Kevin Cogliano	Information and Technical Specialist (to May)
Nancy Cherry	Operations and Project Management Lead (to Dec)
Aleksandra Petrovic Graonic	Community Planning and Development Lead
Diane Scott	Administrative Coordinator (to May)
Gillian Veitch	Knowledge Management Specialist (from Oct)

Contract Staff:

Susan St John	Resource Development Project Manager (from May 2013)
Neelu Mehta	Project Associate (Mar-Aug)
William Reyes	Resource Associate (summer student/ConnectKW worker Jan-Mar; Sept -Dec)
Musa Nldovu	Festival of Neighbourhoods Animator (summer); ConnectKW (Sept-Dec)
Tatjana Popovic	ConnectKW worker (to Mar)
Robin Crank	ConnectKW (to Mar)
Hillary Potts	Community Animator (summer)
Alicja Kulik	Community Animator (summer)
Sydney Atwood	ConnectKW worker (from Nov)
Erin Rose	ConnectKW worker (from Nov)

Contracted Services:

April Bartlet, Bookkeeper, *Office for Hire* (from April) Denis Henderson, Technical Support, *Peaceworks*

Student Interns:

Gillian Veitch, Renison College BSW Program (to Oct)
Narine Dat Sookrum, Mohawk College, Social Service Worker Program

Resource Centre Volunteers:

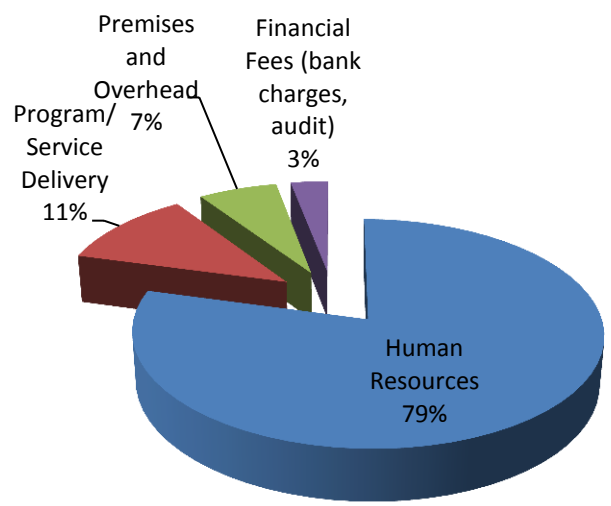
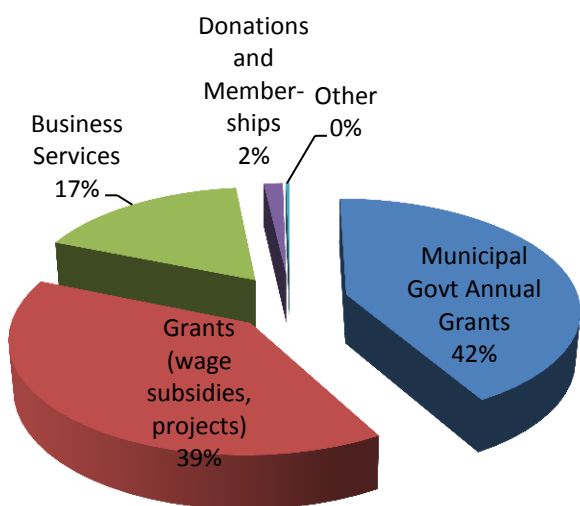
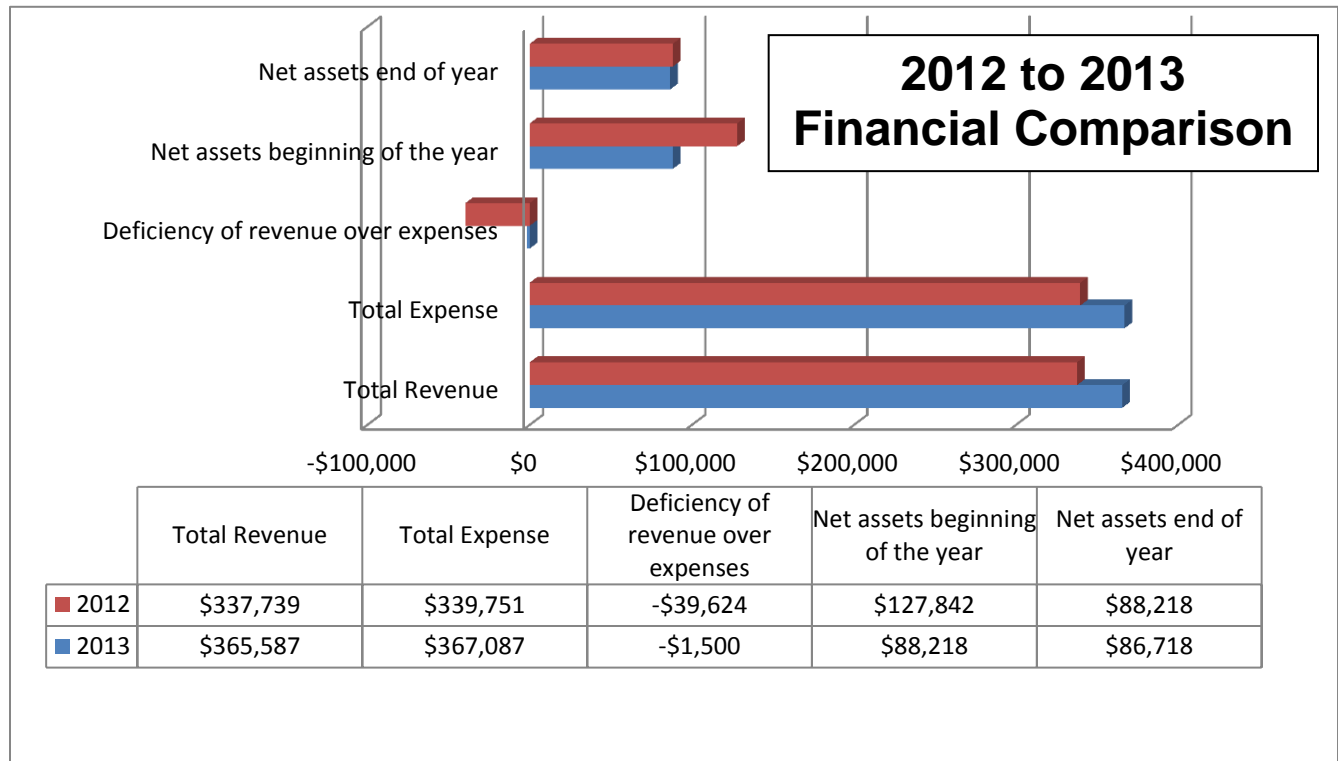
Christina Granados	D. Morton	Ingrid Von Hausen
Le Wang	Sophie Côté	Suzana Delac

Professional service resource: Arlene Garrick Stephen Baetz

Additional volunteers: Festival of Neighbourhoods Outreach and Finale; Community Forums & Projects

2013 FINANCIAL SUMMARY REPORT

Figures used in this report are taken from financial statements audited by KPMG. The 2013 revenue and expenses breakdowns presented in the following charts are composite subtotals taken from the formal statements. Complete audited statements are available on request.





Social Planning Council Kitchener-Waterloo
Community Information Centre Waterloo Region
300-151 Frederick Street, Kitchener ON N2H 2M2
Community Info Line/TTY: 519-579-3800
Toll Free: 1-877-579-3859
Admin: 519-579-1096 Fax: 519-578-9185
Email: admin@waterlooregion.org
Website: www.waterlooregion.org



What's not to like?

f: Social Planning Council of Kitchener- Waterloo
t: @SPCofKW