

SOCIAL PLANNING COUNCIL OF OTTAWA

**A CATALYST  
FOR SUSTAINABLE  
SOCIAL & ECONOMIC  
DEVELOPMENT** **SINCE 1928**

**86<sup>th</sup> Annual Report** June 2013 - May 2014

SOCIAL PLANNING  
COUNCIL  
of Ottawa



A Catalyst for Sustainable Social and Economic Development Since 1928

## A Sincere Thanks

The SPC offers sincere thanks to our funders and other contributors, who have enabled us to provide our services to the community.

In particular we would like to thank:

**United Way / Centraide Ottawa** for its very generous support of our Community Research Collaborative and it's major project this year, the Ottawa Neighbourhoods Social Capital Forum.

The **"King`s Daughters and Sons"** for their kind support of the SPC, by providing us with our office space under very generous conditions.

The **Ontario Trillium Foundation**, for its generous support of the Ottawa Ethnocultural Coalition, our Building Greener Futures Together project, Citizens Academy, Kanata Chinese Seniors Support Centre and Club Casa de los Abuelos.

And, of course, thanks to our **members and volunteers** who helped us in more ways than we can say!

## Volunteers

The SPC benefited tremendously from the assistance of **91 volunteers**, working more than **4,969 hours** as supports to administration, research, community forums, or community projects. We offer our sincere thanks to those volunteers who contributed substantial time this year, including:

Fadi Aghnatos  
Raquel Amador  
Darryl Andre  
Branko Baletic  
Gordana Baletic  
Glen Barber  
Kristofer A. J. Bergmann  
Celeste Biggar  
Jonathan Binet  
Jezamine Lee Blomqvist  
Hélène Bouchard  
John Brophy  
Chih Chen  
Paul Chung  
Mariétou Coulibaly  
Meghann Darroch  
Ana Donatis  
Franklin Ebner

Aziz El Jaouhari  
George Emery  
Erica German  
Matthew Gilmour  
Linda Giroux  
Ken Gray  
Ana Guerra  
Maryama Hashi  
Maria Beatriz Hennessy  
Wen Jean Ho  
Mitch Jevtovic  
Dimitry Keller  
Lucas Kenny  
Kurtis Kitagawa  
Sanya Lalovic  
Peter Levesque  
Margarita Lopez  
Shaheen B. Lotun

Alain Roger Maben  
Terrie Meehan  
Salimah Mitha  
Gloria Mukonkole Mbuyi  
Jacky Petrovic  
Alain Price  
Yi Qin  
Tim Ragan  
Patrick Reardon  
Alvara Rivera  
Vanessa Rochette  
Max Ruprecht  
Jean Christian Sampah  
Juliete Semaan  
Jen Simpson  
Alfia Sorokina  
Phil Spencer  
Vildana Stanisic-Keller

**91**  
volunteers  
contributed  
**4,969**  
hours  
in 2013 - 2014

Michael Stephens  
Zoe Poirier Stephens  
Ablajan Sulaiman  
Christine Telfer  
Wei Wei Wang  
Mary Young  
Rob Young  
Elizabeth Zai

## Board of Directors 2013 - 2014

Mr. Rob Campbell, Treasurer\*  
Mr. Howard D. Cohen  
Ms. Jennifer Gullen, President  
Ms. Joan Gullen  
Ms. Carolyn Hunter, Secretary

Mr. Michael Lambert\*  
Ms. Katherine Occhiuto  
Mr. Augustus Reeves  
Mr. Fred Sherman  
Mr. David Spring

Mr. Nityanand Varma  
Mr. Christopher Wilson, Vice  
President  
Ms. Haiyan Zhang, Past President

\* Resigned in 2013/14

## Message from the President

It is a pleasure for me to write this message for the 86<sup>th</sup> Annual Report of the Social Planning Council of Ottawa (SPCO). It is an opportunity for me to highlight the creativity, integrity, commitment and general hard work of the staff and many volunteers within this venerable Ottawa institution and to note its continued importance in the lives of Ottawa residents.

I am proud to give my own volunteer time to the SPCO because of its connection to and respect for Ottawa's diverse communities. As a catalyst for sustainable social and economic development, SPCO's work begins with communities themselves. Communities identify the specific issues that affect the day-to-day lives of their members and the SPCO shares its expertise - in research, planning, coordination and networking – to build the capacity of these communities to address those issues appropriately.

SPCO's work with Ottawa communities covers 4 broad Priority Areas:

- Access to Basics
- Inclusion
- Community Economic Development
- Research and Voluntary Sector Supports

Specific SPCO initiatives often address more than one priority issue as they are successfully implemented. For example, the *Building Greener Futures Together* program provides the supports needed to help youth facing many barriers to finish high school (Access to Education) while also providing them the opportunity to develop marketable skills in the green renovation/construction industry (Community Economic Development).

As you read through this Annual Report, you will see numerous examples of how the work of the SPCO builds the capacity of communities to enhance the lives of their members in many different ways. We continue to move forward on our mandate, making efficient use of the resources currently available.

I would like to thank the staff of the SPCO for their hard work and dedication over the past year. As is the case with so many voluntary sector organizations, the SPCO runs a very lean ship, with very little core funding. The creativity, flexibility and commitment of staff are so important to our continued success. A special thank you is due to Dianne Urquhart, our Executive Director, whose tireless efforts and remarkable talents are the heart of this organization.

I would also like to thank the Board of Directors for their hard work and dedication over the past year. It has been a pleasure working with all of you. To our outgoing Board members – Michael Lambert, Katherine Occhiutto, Nityanand Varma and Haiyan Zhang – I extend a special thank you and wish you the best in your future endeavours.

Finally, thank you to SPCO's many volunteers and supporters. Your continued contributions, of both time and money, allow the SPCO to continue its work to improve the quality of life of all Ottawa residents.

Jennifer Gullen  
President

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## ACCESS TO BASICS

- **Health:** Previous research by the SPC has highlighted unequal access to the resources for health and well-being, particularly by immigrant and low income households. In response, we provided resources for six community partners to provide health promotion programs for their community members, including health education and peer mental health supports.
- **Education:** In collaboration with the Ottawa Carleton District School Board, we had the opportunity to assist 15 young people to acquire credits through work placements, several of whom graduated from high school and secured employment as a result of the initiative
- **Civic Engagement:** SPCO is pleased to sponsor the Citizens Academy (C.A.), a local volunteer-led initiative offering learning and dialogue designed to give citizens tools, knowledge, confidence and a sense of possibilities so they can make a difference on civic issues that matter to them. See more on [page 7](#) and visit <http://www.citizensacademy.ca/>

## SPOTLIGHT ON: ACCESS TO HEALTHY FOOD

### OUR COLLABORATIVE FOOD PANTRY

Through the Collaborative Food Pantry, residents facing food insecurity participate in a food buying club for non-perishable staples. The Pantry buys low cost non-perishable food staples in bulk – such as rice, beans, flour, pasta and legumes. Small groups of friends or neighbours come together to form a local site. They order the items which they want to purchase and arrange a convenient time for the food to be delivered. By addressing the challenges of cash flow and transportation barriers, the Collaborative Food Pantry allows households to stretch their food dollars and increase access to healthy foods.

334

households increased their access to healthy food staples through the Food Pantry (1,336 individuals)

9

neighbourhood distribution points, up from 4 in 2012

13

active volunteers were critical to success



### A PARTNER IN GOOD FOOD MARKETS



Good Food Markets are pop-up markets selling affordable fruits, vegetables and dry staples in communities with limited access to healthy food.

35

markets in 6 neighbourhoods in 2013. 3 new sites starting in 2014

43%

of those who completed an evaluation said they saved \$ at the GFM

2

research and planning projects, including “Growing Neighbourhood Food Security” (for the Community Development Framework)

Active participant in the Poverty and Hunger Working Group – developing concrete solutions to food insecurity.

### RESEARCH AND COLLABORATION



## COMMUNITY ECONOMIC DEVELOPMENT

We create sustainable economic opportunities for groups facing barriers in the labour market, by working on the supply and demand side of the labour market within promising locally based economic niches.

- “Youth Leadership for Change” engages unemployed and under-employed youth in strategic research to improve labour market outcomes and economic development. In 2013, the “Youth Leadership for Change” team completed a research report “Youth Employment, Unemployment and Under-Employment in Ottawa” which they presented at a community meeting of 70 participants. As a result, we will be working with community partners in 2014 on a community plan to improve opportunities for youth in Ottawa.
- Our “Timebank” portal enables members to exchange skilled services and assets with agencies and organizations on an hour-for-hour basis. The project was designed to support the goals of the French ethnocultural coalition (PMEF), to increase employability of their members by providing Canadian experience and exposure to diverse networks.

### SPOTLIGHT ON: BUILDING GREENER FUTURES TOGETHER

Building Greener Futures Together (BGFT) is a community economic development initiative that expands quality employment opportunities in the environmentally friendly home renovation sector, particularly for people facing labour market barriers. We are creating good “green” jobs, while strengthening the economic vitality of a local, sustainable employment sector. BGFT is delivered in partnership with the EnviroCentre, the Ottawa-Carleton District School Board and several local home renovation companies.

#### EMPLOYMENT OPPORTUNITIES FOR YOUTH

<b>22</b>	<b>29</b>	<b>81%</b>
youth received training and work experience in green renovations (paid and unpaid)	credits earned towards secondary school diplomas	of youth hired on or returned to school after the program



#### SUPPORTING A LOCAL EMPLOYMENT SECTOR

<b>5</b>	<b>14</b>
workshops for the private sector, on “greening” their renovations work	new companies participating for a total of 46 since 2011

#### CONSUMER EDUCATION

<b>201</b>	<b>11</b>
visitors in the popular Green Homes Showcase	homeowners opened their doors to share their experiences with green renovations



## CREATING INCLUSION

We continued to support 24 ethno-cultural groups in two coalitions (the Ottawa Ethno-cultural Coalition <http://ethnoculturalottawa.ca/> and the Projet maison ethnoculturelle francophone <http://pmef.ca/>), to increase their capacity to provide a range of services to their respective communities. By increasing the capacity of the two Coalitions as umbrella organizations and the capacity of the individual groups in five areas, we have increased access to a range of services for children, youth, seniors and families.

### SPOTLIGHT ON: CAPACITY BUILDING WITH ETHNO-CULTURAL GROUPS

#### INCREASED RESOURCE CAPACITY

Through us, 17 ethnocultural groups and the two Coalitions received \$102,173 for their activities and for shared services such as bookkeeping and grant writing.

3 other groups received \$90,915 which we managed for them.



#### STRONGER ORGANIZATIONAL CAPACITY

11

ethno-cultural groups were provided with a paid bookkeeper to set up or help maintain their financial records

#### Custom Websites

and website support for 5 grassroots ethnocultural groups, including training on how to update and maintain websites

16

workshops on a range of topics and promising practices

#### GREATER PROGRAM CAPACITY

1,184

youth, seniors and families participated in programs provided by the groups through resources via the Coalitions

7 research projects

to support developing new programs or public education on the issues affecting their members



#### IMPROVED NETWORKING CAPACITY

#### Formal Partnerships:

6 groups assisted to negotiate formal partnerships to increase their ability to serve their community

#### Stronger Public Education Capacity:

Groups were supported to clarify their key messages and to participate in relevant public discussions.

## RESEARCH & VOLUNTARY SECTOR SUPPORTS

- The Community Research Collaborative is the SPC's innovative approach to fulfill our historic research mandate within the realities of the voluntary sector's funding environment. We are increasing the research and evaluation capacity of agencies and residents in support of action on social and economic issues, including the creation of new community based research, support for action research projects, skill building activities on research and evaluation topics, development of tools and templates and research mentoring. With our talented and committed research volunteers, we produced or supported ten strategic social research projects and a series of fact sheets. <http://www.spcottawa.on.ca/publications>
- Our Ottawa Region Data Consortium provides extensive cost-effective data to consortium members on a range of topics (<http://www.spcottawa.on.ca/research-voluntary-sector-supports>)
- Our Community Information and Mapping System (CIMS) is a membership based initiative providing on-line tools for CIMS members to combine their own data with government data to understand the social and economic issues important to them – through maps, charts and tables.

## SPOTLIGHT ON: THE OTTAWA NEIGHBOURHOOD SOCIAL CAPITAL FORUM

The Ottawa Neighbourhoods Social Capital Forum (ONSCF) was established in 2011 to support the building of strong and vibrant neighbourhoods, by:

- Involving residents in neighbourhood community development projects
- Creating changes in programs, policies and systems to address neighbourhood issues
- Evaluating progress and sharing learning

The SPC, through our Community Research Collaborative, is responsible for building the capacity for collective evaluation and research within the ONSCF. [www.onscf.ca](http://www.onscf.ca)

### EXPANDING PARTNERSHIPS IN THE COLLECTIVE EVALUATION

**20+**

neighbourhood community development partners involved – with the Community Development Framework partners joining the ONSCF partners in the evaluations.

**29**

neighbourhood initiatives use our common evaluation tools and framework



### CREATING RESOURCES FOR EVALUATION

#### Data gathering:

A new custom on-line data gathering/reporting system for real-time reports, shared across partners.

#### Case studies:

5 case studies annually, plus a series of short videos

### BUILDING UNDERSTANDING

#### First

annual cross - neighbourhood thematic report in 2014 – on neighbourhood food security.

The evaluation and research are used to develop action plans, attract resources, advocate for infrastructure & educate on the impact of neighbourhood community development



## Partnerships for Greater Impact

As times have changed, so has the way the SPC delivers on our mandate. While we continue our traditional role of incubating new services, we also provide **strategic supports or shared administration services to other initiatives working on our historic priority issues:**

- Ottawa Child and Youth Initiative “Growing Up Great” for whom we coordinated and wrote “**Charting Outcomes: Community Actions for Healthy Development of Children and Youth In Ottawa**”, along with an innovative complimentary mapping portal (see <http://www.growingupgreat.ca>)
- **Kanata Chinese Seniors Support Centre**, a hub for the well-being and integration of Chinese seniors, through programs to overcome language, knowledge barriers and to help seniors gain a better understanding of the Canadian society, customs and values. See: <http://www.kcssc.org>
- **Club Casa de los Abuelos**, offering a safe haven and assistance for the elderly in Ottawa’s Spanish-speaking community as well as a place for the seniors to meet and socialize.
- **Co-opérative Enseignants Pas-à-pas**, a co-operative of Francophone immigrant teachers providing support to Francophone immigrants to be leaders in the school system, to Francophone immigrant families to help their children do well in the Canadian education system, and to students facing academic difficulties. See: <http://cepap.org>



Charting Outcomes:  
**COMMUNITY ACTIONS  
for HEALTHY DEVELOPMENT**  
of Children and Youth in Ottawa

7

### Spotlight on: CITIZENS ACADEMY

The Citizens Academy (CA) offers learning and dialogue programs designed to give citizens the tools, knowledge, confidence and a sense of possibilities so they can make a difference on civic issues that matter to them. The CA’s goal is to create a cadre of informed citizens rooted in all the neighbourhoods across Ottawa and linked together by their Academy experience. In 2013, the Academy offered a Civics Boot Camp to about 40 participants, where they learned how to navigate the City via topics such as governance, budgeting, and land use planning in a series of four workshops. They also tested their ability to translate that learning into civic action by preparing a proposal and a pitch for a new initiative in the community. They then received advice and feedback from a panel of community leaders. The program is free, and financial supports for transit and caregiving are available, as needed.

In April and May, 2014, a second Civics Boot Camp is being offered. Half of the six sessions will be offered online and half will be in-person, including the presentation of proposals for advice and feedback. The Citizens Academy team is planning a related program of Civic Conversations for 2015. The conversations will focus on specific topics important to Ottawa’s future. The intention is to work with local partners to create a safe space where people can work together on intractable challenges. The CA’s programs are designed to complement the civic engagement efforts of other community-based organizations in the Ottawa region and the City of Ottawa. For more on the Citizens Academy visit [www.citizensacademy.ca](http://www.citizensacademy.ca)

The Citizens Academy is enormously grateful to SPCO for its continuing support and assistance.



## The SPC offers sincere thanks to our funders:

In particular, **United Way / Centraide Ottawa**, for its' continuing generous funding of our major services including:

- The Community Research Collaborative
- The Ottawa Neighbourhoods Social Capital Forum

The **Ontario Trillium Foundation** for its generous support of:

- Building Greener Futures Together
- The Ottawa Ethnocultural Coalition
- Citizens Academy (sponsored initiative)
- Kanata Chinese Seniors Support Centre (sponsored initiative)
- Club Casa de los Abuelos (sponsored initiative)

The **Community Foundation of Ottawa**, for support of

- our food programs
- Citizens Academy (sponsored initiative)
- Club Casa de los Abuelos (sponsored initiative)

**Human Resources and Skills Development Canada** for its support of:

- The microgrants to ethno-cultural groups (via SDPP)
- Our summer student (via Canada Summer Jobs).

The **City of Ottawa** for its support of:

- Our support to ethnocultural groups and
- Part of our operational costs

The **Heart and Stroke Foundation "SPARK Grant"** for its' support of our work to increase access to healthy food for children in schools and in neighbourhoods

The **Ontario Ministry of Training, College and Universities** for support through the Ontario Job Creation Partnership Program and an Employment Service Training Incentive Placement Agreement

The **George Cedric Metcalf Charitable Foundation** for its' support of the Citizens Academy

The **Canyon Foundation** for its' support of:

- the Citizens Academy,
- the Collaborative Food Pantry, and
- Co-opérative enseignants pas-à-pas

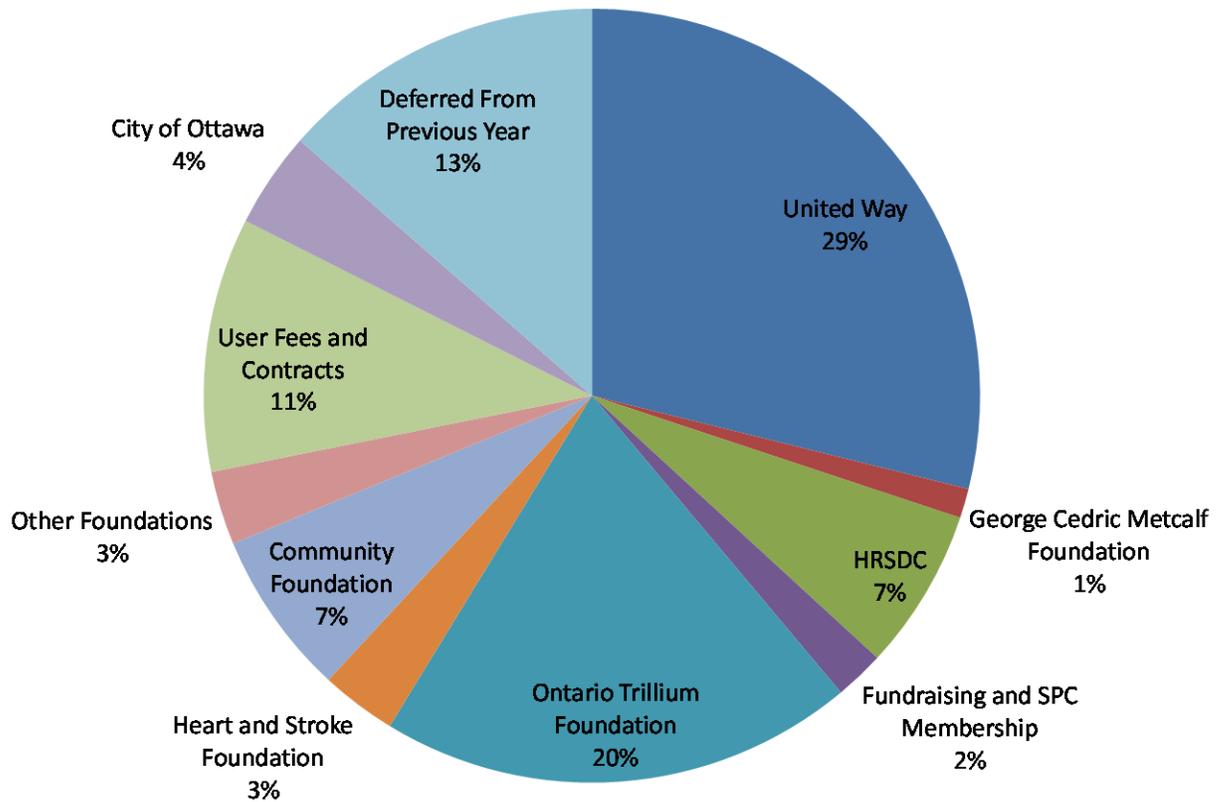
The **RJL Braydon Foundation** and the **Kelly Sample Fund** for their support of "Youth Leadership for Change"

The **Dr. Merrill Stalker Fund** for support to the Collaborative Food Pantry.

The **Audrey Galbraith Memorial Fund for Charitable Causes** for support to the Citizens Academy.



## Total Revenues 2013 (audited)



## Thanks to the SPC Staff

**Darryl André**, Manager, BGFT  
**Alyssa Ferguson**, Project Coordinator, Ethnocultural Coalition  
**Heather Hunter**, Program Coordinator  
**Jean-Berchmans Hatungimana**, Co-ordinator, « Projet maison ethnoculturelle francophone »  
**Clara Jimeno**, Research Director  
**Abdelaziz Mahdjoubi**, Manager, CIMS  
**Dianne Urquhart**, Executive Director

### *Term and Contract Staff*

**Eric Burant**, Community Planner  
**Chih Chen**, Social Researcher \*  
**Mariétou Coulibaly**, Social Researcher \*

**Nathan Engler**, Manager, Community Information and Mapping System \*  
**Cindy Flynn**, Accountant  
**Lindsay Gonsalves**, Geographic Information System Researcher \*  
**Maria Beatrix Hennessy**, Social Researcher \*  
**Wen Jean Ho**, Community Liaison  
**Michelle Hoare**, Community Developer \*  
**Kurtis Kitagawa**, Researcher /Writer \*  
**Stefka Patchova**, Geographic Information System Researcher \*  
**Vildana Stanisic-Keller**, Co-ordinator, Food Pantry  
**Ablajan Sulaiman**, Geographic Information System Researcher \*  
**Jean Marie Vianney**, Co-ordinator of the Ottawa « Projet maison ethnoculturelle francophone » \*

\* Resigned or contract ended in 2013/14