

# Social Planning Council *of Winnipeg*

IBS 1-895752-70-1

#300—207 Donald Street  
Winnipeg, Manitoba R3C 1M5

Phone: (204) 943-2561  
Fax: (204) 942-3221  
E-mail: [info@spcw.mb.ca](mailto:info@spcw.mb.ca)  
[www.spcw.mb.ca](http://www.spcw.mb.ca)



Social Planning Council  
*of Winnipeg*

## 2010 Annual Report



creating a **just, caring, inclusive and responsive** community

06/13/2011



Social Planning Council  
of Winnipeg

## A Dynamic Past

The Social Planning Council of Winnipeg (SPCW) was founded in the social upheaval preceding the Winnipeg General Strike of 1919. A group of citizens came together to identify and address the problems of a society undergoing rapid change.

They formed the Community Welfare Council, precursor of the SPCW and one of the first social action groups in Canada created to come to grips with unprecedented change in a major city. Today, Winnipeg and SPCW face new tensions and needs.

Falling social assistance rates, child and family poverty, inner-city education, housing and homelessness, mental health and disability issues, and crime prevention and social development are only some of the challenges that the SPCW is addressing in the second decade of the 21<sup>st</sup> century.

Non-partisan, rich in social science and human resources, the SPCW is ideally situated as a vehicle for citizens to explore and assess controversial issues, bring new information into public debate and help form a public consensus around progressive solutions.

Retired Executive Director Wayne Helgason 1994-2011

## SOCIAL PLANNING COUNCIL OF WINNIPEG Summarized Financial Statements Year Ended March 31, 2011

STATEMENT OF FINANCIAL POSITION			STATEMENT OF OPERATIONS AND CHANGES IN FUND BALANCES		
	March 31			March 31	
	2011	2010		2011	2010
<b>ASSETS</b>					
CURRENT			REVENUE		
Cash	\$ 289,793	\$ 359,762	Special projects	\$ 374,454	\$ 1,376,844
Accounts receivable	31,207	131,217	United Way of Winnipeg	301,300	301,300
Prepaid expenses	2,286	4,194	Affiliation fees	1,044	1,272
	<u>\$ 323,286</u>	<u>\$ 495,173</u>	Special funding - salary recovery	33,162	-
			Other	25,275	7,966
				<u>735,235</u>	<u>1,687,382</u>
<b>LIABILITIES</b>			EXPENSES		
CURRENT			Special projects	328,246	1,314,279
Accounts payable	\$ 29,208	\$ 55,229	Salaries and wages	290,956	281,219
and accrued liabilities			Office and maintenance	76,549	47,510
Current portion of deferred			Technical upgrades	502	722
rent incentive	3,970	-	Administration	56,482	58,955
Deferred Special				<u>752,735</u>	<u>1,702,685</u>
Projects revenue	177,622	321,868			
	<u>210,800</u>	<u>377,097</u>	DEFICIENCY OF REVENUE OVER		
			EXPENSES FOR THE YEAR	(17,500)	(15,303)
DEFERRED RENT INCENTIVE	11,910	-			
	<u>222,710</u>	<u>377,097</u>	FUND BALANCES		
			BEGINNING OF YEAR	118,076	133,379
<b>FUND BALANCES</b>					
REVENUE STABILIZATION	60,000	60,000	FUND BALANCES		
TECHNOLOGY REPLACEMENT	5,000	4,498	END OF YEAR	\$ 100,576	\$ 118,076
RESEARCH	11,000	11,000			
UNRESTRICTED	24,576	42,578			
	<u>100,576</u>	<u>118,076</u>			
	<u>\$ 323,286</u>	<u>\$ 495,173</u>			

### APPROVED BY THE BOARD

*Linda Leach* President  
*Cindy Hibraf Price* Treasurer

A complete set of financial statements and Independent Auditor's Report may be obtained from the Council.





Deloitte & Touche LLP  
360 Main Street  
Suite 2300  
Winnipeg MB R3C 3Z3  
Canada  
Tel: (204) 942-0051  
Fax: (204) 947-9390  
www.deloitte.ca

## REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS

To the Members of  
Social Planning Council of Winnipeg

The accompanying summary financial statements, which comprise the summary statement of financial position as at March 31, 2011, the summary statement of operations and changes in fund balances for the year then ended are derived from the audited financial statements of Social Planning Council of Winnipeg for the year ended March 31, 2011. We expressed an unmodified audit opinion on those financial statements in our report dated June 7, 2011.

The summary financial statements do not contain all the disclosures required by Canadian Generally Accepted Accounting Standards. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Social Planning Council of Winnipeg.

*Management's Responsibility for the Summary Financial Statements*  
Management is responsible for the preparation of a summary of the audited financial statements.

*Auditor's Responsibility*  
Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements."

*Opinion*  
In our opinion, the summary financial statements derived from the audited financial statements of Social Planning Council of Winnipeg for the year ended March 31, 2011 are a fair summary of those financial statements in accordance with Canadian Generally Accepted Accounting Standards.

Chartered Accountants

Winnipeg, Manitoba  
June 7, 2011

## A Dynamic Future

Social planning seeks to improve the living circumstances of individuals and communities through research, engagement, and action.

**Research** involves generating knowledge, through data collection, surveys, consultation, and observation. Our research involves not only the accumulation of numbers or statistics, but also the gathering of individual and community viewpoints. We give concrete voice to how individual experience poverty or social exclusion. Our analysis helps empower people so they can control their lives.

**Engagement** means bringing together people to reflect, dialogue and debate the issues important to them and to their communities. We facilitate productive collaborations. We host community forums or convene roundtables of stakeholders so they can learn, plan and act.

**Action** results when research and engagement is effective. Action is intended to improve the living circumstances of individuals and raise the quality of life of communities. Mobilizing communities to address an issue, undertaking advocacy and promoting government policy changes assures sustainable and healthy communities.

There are many organizations in Winnipeg that work very hard delivering social services or advocating for their clients. The SPCW is committed to supporting them and taking on issues that are of common interest to our community.

Executive Director Dennis Lewycky



**Vision**

A just, caring, inclusive and responsive society.

**Mission Statement**

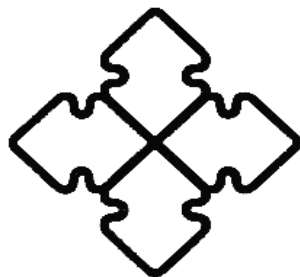
The Social Planning Council of Winnipeg is a membership organization in the voluntary sector committed to providing leadership in social planning and effecting policy changes. This involves working with diverse communities in identifying and assessing community issues, needs, and resources; and working with policy makers, funders, service providers, ethno-cultural and Aboriginal groups, and the general public in Winnipeg to respond to those issues and needs in a manner consistent with its fundamental principles of human service planning.

The Social Planning Council of Winnipeg plays a unique role in the community by:

- Identifying and defining social planning issues, needs, capacities, and necessary resources in the community
- Developing and promoting policy and program options to policy-makers
- Supporting community groups and the voluntary human service sector
- Raising community awareness of, and providing voice to, social issues and human service needs, social policy options, and service delivery alternatives
- Facilitating communication and collaboration with government, business, labour, the voluntary sector, and grassroots communities

The work conducted by SPCW is based on the principles of participatory planning, community capacity building, and community development. The organization achieves its goals by facilitating and participating in the following activities:

- Coalition building
- Community consensus building
- Inter-organizational cooperation
- Organizational incubation
- Data purchase coordination
- Hosting community workshops and forums
- Hosting election forums and debates
- Producing reports
- Providing internship and mentoring opportunities
- News media advocacy



**Membership**

SPCW membership is broad based and includes agencies, groups, and individuals who are representative of the interests of Winnipeg’s various communities.

Members join to have a voice in deciding research priorities or simply to help our community evolve in a progressive way.

**The Benefits of Membership**

Over 200 individuals and organizations are members of SPCW. They are working in businesses, non-governmental organizations, government and in every field of endeavor. One thing they have in common is a deep concern for the health of Winnipeg and the Province of Manitoba.

As a member, you enjoy the benefits of community ties, research resources and active involvement in affecting positive change in the community. SPCW members;

- Influence the direction of projects and campaigns spearheaded by the SPCW
- Have the opportunity to participate in the work of one of our committees
- Participate in workshops and seminars held by the SPCW
- Support research on social policy alternatives
- Participate in community advocacy efforts
- Ensure that community leaders of the future have place to learn

The SPCW is a registered non-profit charity that relies on the support of members and its major funder, the United Way.

If you wish to support our work in the civil sector, become a member or donate today.

Thank-you for your support

June 2011





SPCW Staff left to right standing

Dennis Lewycky, Christina Maes, Donna Downie, Kayla Westgate,

seated left Rhonda Gordon Powers, and Helen Burston

### SPCW Staff

Dennis Lewycky—Executive Director

Donna Downie—Office Manager

Rhonda Gordon Powers—Communications Coordinator

Kayla Westgate—Administrative Assistant

### Former Staff



David Cavett-Goodwin



Donald Benham



Rob Marriott

We would like to thank our former staff members Donald Benham and Rob Marriot for their important personal and professional contributions to SPCW.

David Cavett-Goodwin is on an interchange assignment with the federal government.

Our contract staff and students have supported, promoted and developed programs and initiatives instrumental to the wellbeing of our community. Thank-you. Contract staff were Sue Hemphill—Poverty Advisory Committee, Paul Rabliauskas - Communications Intern

Hired in 2011 were Christina Maes—Policy Analyst and Helen Burston—Resources/Event Planner.

## The President's Report



### Change is inevitable and a constant in our lives and for the organizations we work in.

The Social Planning Council has been a case study in change over the past year or so. Although challenging at times, most of these changes have been positive and necessary for our continued growth as an organization.

In analyzing the past twelve months, it is helpful to consider that there are various kinds of change, it can be planned and deliberate or spontaneous, or even a haphazard response to unanticipated

externally imposed conditions.

Change can also be 'developmental' or natural, as in growth and aging.

As an organization we have experienced both planned and unplanned changes. Our unexpected notice to move from our McDermot site was initially an unplanned change as were staffing changes in our Communications and Policy positions.

Planned changes occurred in our board structure as we updated our by-laws and reduced the size of our Board of Directors from 24 to 15 members.

The retirement of our well respected and long time Executive Director, Wayne Helgason, can be viewed as a developmental change, as Wayne moved on to a well deserved retirement and to explore other endeavors.

Each major change was accompanied by a whole host of smaller changes and adjustments. Staff, board members and committees have adjusted to new office facilities, a different location, new neighbours, a smaller Board with a different meeting schedule and new leadership, to name just a few.

Perhaps the most significant of these is the hiring of our new senior manager, Dennis Lewycky, to the position of Executive Director.

Dennis brings a strong community background and the skills and experience in many of the areas we were seeking in an Executive Director. He has taken on the role with enthusiasm and insights that will well serve our work of renewal and take us into the future.





New staff and new leadership are providing the opportunity for a fresh perspective and renewed energy for the work of the Council. These are vital for identifying new approaches for addressing persistent social problems such as poverty and housing and as well as for recognizing new and emerging issues.

They are important for ensuring that as an organization we are able to change in response to the changing needs, issues and resources in our community. All organizations need to find a balance between change and stability. Too little change means

stagnation and too much can produce a sense of insecurity.

As I enter my last year as Board president I see an organization that has achieved much and survived many changes over its 90 years. Currently SPCW is experiencing a sense of renewed purpose and energy.

I want to thank the Executive Committee (Paula, Glenn, Marileen) for their hard work and time, and the Board as a whole, for their wisdom and support during the many challenges of the past year.

My thanks also go to the staff for their patience and dedication. To each individual Board and staff member, I thank you for your continued commitment to the Social Planning Council and the principles of social justice that it continues to stand for and that guide all our work for our community.



President, SPCW Board of Directors



### SPCW Board of Directors

Sandra Gessler, President

Glenn Michalchuk, 1st Vice-President

Paula Keirstead, 2nd Vice-President & Poverty Advisory Committee Chair

Cindy Gilroy—Price, Treasurer

Sid Frankel, Campaign 2000 Chair

Glenn Cochrane

Marianne Cerilli

Harold Dyck

Darlene Prince

We would like to deeply thank our past Board members for their important personal and professional contributions to SPCW. We appreciate their dedication and enduring support to ensure poverty in Manitoba is eliminated.

Shahina Siddiqui Marileen Bartlett

Karen Keppler

Louis Sorin

Dennis Dyck





## SPCW Board of Directors



Sandra Gessler



Paula Keirstead



Glenn Michalchuk



Cindy Gilroy-Price



Glenn Cochrane



Sid Frankel



Marianne Cerilli



Darlene Prince



Harold Dyck

## Executive Director's Report



**If there is one enduring characteristic of Social Planning Council over the years, is its ability to adapt and respond to the social needs of Winnipeggers.**

The organization has continually adapted to the times and needs of the city since 1919.

Over the last year the organization continued to advocate for improved support and living conditions for children living in poverty. The SPCW has continued to collaborate with organizations representing Aboriginal interests and needs. And through the able experience of Wayne Helgason, the former Executive Director, the SPCW was able to contribute to national advocacy on social development.

The Poverty Advisory Committee set up the Bed Bug Task Force which helped coordinate different concerns on how to address the insect infestation. We also worked with the Manitoba Federation of Non-Profit Organizations to launch efforts that will support the performance of agencies working in the voluntary sector. And we continued to support the work of the Homeless Individuals and Families Information System and the Data Consortium.

One of the characteristics of the SPCW and how we have contributed to our community, is our willingness and ability to take on new ideas and new challenges. With the support of the Board members, volunteers, staff and partnerships we have taken on developments that created new programs and organizations where the community defined the need. The SPCW helped start neighbourhood associations, a children's summer program, and formal relations that crossed cultural lines, for example.

Taking on such new ventures also meant facing risks and in some cases not achieving the results needed. But the organization has grown with the lessons learnt from these experiences, and developed strong working relationships with social partners, donors and government. In this regard, the support and funding received from the United Way over the years must be seen as important and deeply appreciated.







Dennis presenting to SPCW membership



Dennis prior to joining SPCW—



Dennis Lewycky with Facilitator David Church—

Today, as poverty and social exclusion persist, and as Winnipeggers continue to be concerned about the declining quality of life in the city, the SPCW is once again facing new opportunities to change, adapt and respond.

To respond effectively to what Winnipeg needs, we need to listen to the community, to each other. We, Board and staff, must know what you the residents are saying – taxpayers, workers, business people, seniors, inner city residents, immigrants etc – about what you need and want of your community. We need to respond to how you see the city growing and changing.

We need to help all levels of government to understand the community and respond in ways that also utilizes the community's strengths and abilities. We need to provide solution to the problems you face and want addressed.

A handwritten signature in cursive script that reads "Dennis Lewycky".

Executive Director



The Manitoba Federation of Non-Profit Organizations (MFNPO) is an umbrella organization for Manitoba's human services sectors, providing supports for community-based non-profit organizations. In the past few years MFNPO has focused on bringing the diverse elements of the sector together to identify strategic directions that MFNPO will undertake

- Labour Market Strategies

Researching and developing specific workforce development strategies to strengthen the skill sets and occupations in the Manitoba Non-profit Sector.

- Occupational Skills Training

A program applying the "Building Better Workplaces" supervisory and leadership curriculum to current employees of the Non-profit Sector to encourage and enable the Sector to 'grow its own talent'. The focus of the pilot program is to hold workshop training events, with organizations that are involved with Aboriginal and immigrant staff, clients or members.

- Shared Services

Engaging with Manitoba Non-profit organizations to develop a range of products and services that reduce operational costs and increase efficiencies within the Sector.

- Integrated Sector Disaster Planning

Developing strategies for the Sector that integrate Manitoba's non-profit organizations into the Provincial emergency planning processes regarding risk management, preparedness, relief and recovery processes through financial and organizational support.

- The Canadian Non-profit Innovators Network

Supporting innovation in the Non-profit Sector through sharing of ideas and experience.

MFNPO and SPCW have been working together to structure a formal management service arrangement to provide administrative and financial management for the Federation. This new formal arrangement builds on a long-term, trusted relationship where the SPCW's mandate of strengthening sector organizations aligns well with the management needs of the MFNPO

Martin Iztkow

Co-Chair MFNPO





## The Homeless Individuals and Families Information System - HIFIS

The Social Planning Council has continued to support local shelter and transition facilities with the information collection needed to support people in need of housing. This project works through partnerships with local agencies, a community capacity building approach, information sharing, and research to facilitate a more efficient operation at the shelter level.

The initiative, funded by the federal government, puts in place the tools, training, leadership development and agreements needed to deliver comprehensive data on the homeless population and shelter use in Winnipeg.

The HIFIS Initiative continues to help the Winnipeg community understand the characteristics of homeless people using shelter services, with a goal of maximizing the impact of the community planning process.

Over 200 shelters across Canada are now using HIFIS as a tool to share information on a National level. This data has been used to help secure resources in communities for homeless people. It has helped create public education and advocacy. In Winnipeg, 70% of our emergency shelters are currently using HIFIS to collect data. Locally we also have treatment centres and second stage housing using HIFIS.

There are more than a dozen additional shelters and support organizations waiting to use HIFIS in this next year. Over 200 shelters across Canada are now using HIFIS as a tool to share information on a National level.

This data has been used to help secure resources in communities for homeless people. It has helped create public education and advocacy. In Winnipeg, 100% of our emergency shelters are currently using HIFIS to collect data. Locally we also have treatment centers and second stage housing using HIFIS.

There are more than dozen additional shelters and support organizations waiting to use HIFIS in this next fiscal year and the interest keeps growing.



## Wayne Helgason—Executive Director

1994—2011

As I reflect on the 16 1/2 years that I served as the Executive Director of the Social Planning Council of Winnipeg, I am indeed honoured to have worked with such inspired leadership from the community of Winnipeg.

There are many organizations who rallied with us and the youth serving agencies, neighbourhood women's centres, new Canadian support organizations and Aboriginal initiatives. We shared our passion and notion that the finest 'charitable' work was respectful and empowering to the many individuals and families that rely on our collective responsibility to care for one another. The staff of these organizations, whose commitment, expertise and support tireless effort to achieve social justice, has been an ongoing inspiration.

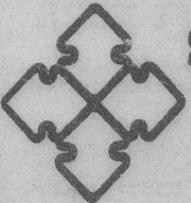
There is no better example of this collaboration, than the community-led Summer Learning Enrichment Program (CSI). The first CSI kids (2005) will be in Grade 12 this year—an outcome that was not probable prior to this innovation.

I move to my retirement (and blissful grandfather hood), rich with friendships and experience which make me very proud and satisfied. Has enough been done? No. This is why I am so pleased that Dennis Lewycky has assumed this important role and that the fine staff are positioned to move to a new era of achieving an even greater standard of social equity and progressive social policy.


Also of profound importance to me is that the Board of SPCW has allowed me, over the years, to play a signature role in the development of the Aboriginal Center of Winnipeg, the Center for Aboriginal Human Resource Development, the Neeginan Institute of Technology and the Aboriginal Council of Winnipeg.

These important endeavors involved winning a landmark legal challenge (and appeal) against the federal government for discrimination against urban Aboriginal people (the Misquadis case). This is consistent with the historic role of the Council as exemplified by its incubation in the mid-fifties of the first Friendship Center in Canada - truly an ongoing legacy in our very special city.

All the best



**Social Planning Council of Winnipeg**



**WAYNE C. HELGASON**

The Board of Directors of the Social Planning Council welcomes Wayne Helgason to the position of Executive Director.

Wayne brings to the Council a wealth of experience in the social services field. His most recent position was Executive Director of Ma Mawi Wi Chi Itata Centre. He is currently President of the National Association of Friendship centres. Wayne was a participant on the City of Winnipeg's social equity committee of Plan Winnipeg in 1992. He is a graduate of Carleton University in Ottawa.

The Social Planning Council of Winnipeg is a membership organization committed to leadership in social planning and effecting social policy changes. Key areas of emphasis include poverty, children at-risk and other at-risk populations, employment and training, economic development, employment equity, racism and discrimination, human rights, and Aboriginal self-determination.



Wayne Helgason and former SPCW President Glenn Cochrane—1996



The Helgason-Hartley Family—left to right, Margaret Hartley, daughter Karla holding son William, daughter Jessica, holding daughter Violet and proud husband, father and grandfather Wayne Helgason



Press announcement, May 11, 1994

Mayoral Forum 2011 Civic Election  
Left to right—Marilyn McGonagall, Aboriginal Council President Damon Johnston, Wayne Helgason

## Winnipeg Census Data Consortium

For each Census Year since 1986, the local Winnipeg Census Data Consortium has organized to purchase custom data.

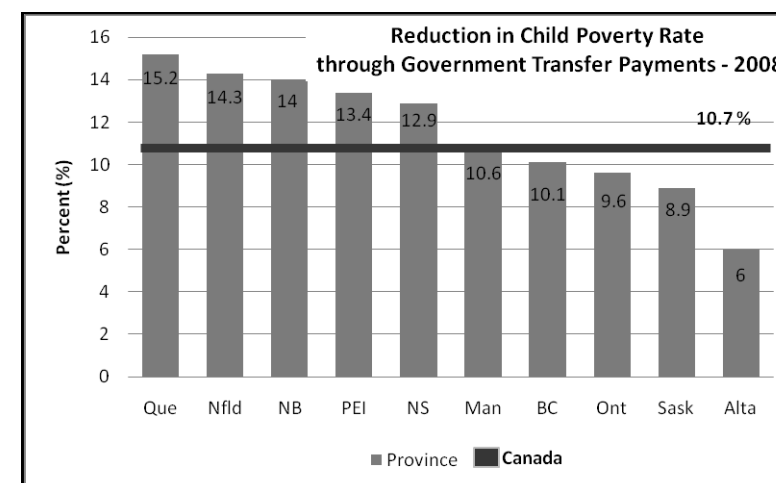
The Social Planning Council is one of 16 members, acting as lead agency for purchasing this data through the Community Data Consortium. The CDC is sponsored by the Canadian Council on Social Development and represents 17 municipal members across Canada.

Between the Census years, the CDC receives Census and other data, as it becomes available. Using its repository website Consortium members are able to download tables they need. This has been a significant source of data at local custom geography levels, not available elsewhere.

The federal government decision last year, to turn the 20% sample long form Census into a 33% sample voluntary National Household Survey, has meant localized data is very much at risk. It could mean localized data is unavailable. It could mean existing data is unbiased. This change may have significant impact on identifying needs of low-income, aboriginal and immigrant groups across neighbourhoods and other localized geographies. Substantial numbers of organizations from across Canada, and across many social policy/planning groups, petitioned the Federal government to re-instate the 'long form' Census, but to no avail.

Therefore, the May/2011 Census returns will become simply a count of households, without much hope for the rich characteristics found by attaching the previous 'long form census' to the base 'short form'.

Nevertheless, the Community Data Consortium will cautiously prepare itself for purchasing local data coming out of the 2011 Census and Survey. It intends to work with Statistics Canada at the national level to secure the best data available for its local Consortium members.







Manitoba Premier Greg Selinger and former SPCW ED Wayne Helgason holding Campaign 2000 Winnipeg Statement



Campaign 2000—releasing the Child Poverty Report Card 1996



Laurel Rothman, the Director of Community Building and Social Reform at the Family Service Toronto and the National Coordinator of the Campaign 2000 National Office

## Ongoing Efforts with Members of Parliament

During the months of August and September, representatives of Campaign 2000 met with seven Manitoba Members of Parliament and discussed how to eradicate poverty and federal policies which have a negative impact on low-income Canadians.

## The Standing Committee on Human Resources, Skill Development, Social Development and the Status of Persons with Disabilities (HUMA)

On November 18, Campaign 2000 hosted a press conference in response to the release of the HUMA report. The report recommendations were favourably received by Campaign 2000 Committee members. A spokesperson said the report by the HUMA report reflected an emerging consensus that poverty must be addressed as a national priority.

## Child and Family Poverty Report Card

On November 24, Manitoba Campaign 2000 released the 2010 Child and Family Report Card with the message "The Challenge for Manitoba's Provincial Government". The Report Card recommended the federal and provincial governments develop proactive strategies, including appropriate poverty eradication targets and timetables.

*Lid Frankel*

Campaign 2000 Chairperson

Member of the SPCW Board of Directors

## POVERTY ADVISORY COMMITTEE

The Poverty Advisory Committee (PAC) has continued to play an active role in initiating and supporting community action for the elimination of poverty in Manitoba. The Committee has played an important role in advising the Board on the community needs and wants, in regard to social supports.

I want to thank the dedicated long term members of the committee as well as the new members of the Committee for their ongoing input, support and work on poverty and exclusion issues.

We have continued to promote the message of the "Raise the Rates" campaign to all the community and government involved in the social welfare system. Our consistent message is that EIA rates are too low to permit an acceptable standard of living. We call for the provincial government to increase the rates, index them to inflation and adopt a transparent process for setting them in the future.

Members of PAC attended the various community meetings related to this complaint and provided staff support for meetings related to this process. We also participated in different organizational consultations through the year to help define what organizations can do to improve the social safety net for Winnipeggers.

The PAC brought forward strategy ideas and suggested actions on behalf of SPCW to the Make Poverty History Manitoba coalition. Two members of the PAC have been on the Make Poverty History Manitoba executive, and we continue to collaborate with the MPH coalition.





Paula at the Campaign 2000 Summit. Photo below—members of the Bed Bug Task Force

## Bed Bug Task Force

Last fall, PAC pulled a number of stakeholders together to coordinate resources and efforts to control bed bugs. With the partnership of the Professional Property Management Association of Manitoba, the Bed Bug Task Force brought together businesses, government, community, social housing residents and social welfare representatives. We started to share concerns and to prescribe solutions.

We knew that citizens need to know how to identify and report signs of bed bugs, and that they are key to dealing with the increase in bed bugs. This means that tenants, customers, patients, clients, landlords, three levels of government and the public at large had to be part of a bed bug control strategy.

We met a number of times last year to share these concerns and information on control methods. We also advised the government on the public approach needed to seriously address the infestation. Our efforts have led to a strong response and major funding from the Minister for Healthy Living, Seniors and Youth to deal with bed bugs.

There will also be an ongoing government contract for the Task Force and the SPCW to consult low income residents on their needs and suggestions for how to control bed bugs. Part of the contract will involve providing the government with advice and direction on how to inform the public, educate residents and assure stakeholders play their part of a bed bug control process over the long term.

Paula Keirstead,  
Chairperson, Poverty Advisory Committee



## Campaign 2000—Manitoba

Campaign 2000 is a cross-Canada public education movement to build Canadian awareness and support for the 1989 all-party House of Commons resolution to end child poverty in Canada by the year 2000. Campaign 2000 began in 1991 out of concern about the lack of government progress in addressing child poverty. Campaign 2000 is non-partisan in urging all Canadian elected officials to keep their promise to Canada's children.

House of Commons Resolution:

**This House "seek(s) to achieve the goal of eliminating poverty among Canadian children by the year 2000".**

— House of Commons, unanimous all-party resolution, November 24, 1989.

Campaign 2000 Declaration:

**"We are committed to promoting and securing the full implementation of the House of Commons Resolution of November 24, 1989."**

— Commitment by National and Community Partners Campaign 2000, November 24, 1991.

Since its inception, Campaign 2000 has grown to become a vibrant network of national, regional and local partner organizations that actively work on child/family issues from diverse perspectives. There are over 120 national, community, and provincial partners actively involved in the work of Campaign 2000.

The Province of Manitoba hosted the Council of the Federation August 4 -6 2010. To coincide with the Premier's meeting, Campaign 2000, in partnership with the Canadian Council on Social Development, the Council of Canadians with Disabilities, and the SPCW organized a roundtable to discuss poverty eradication.

Involved in the Campaign 2000 event were:

- Laurel Rothman, National Coordinator of Campaign 2000,
- Cindy Blackstock, Executive Director of the First Nations Child and Family Caring Society of Canada,
- Jim Derksen, Council of Canadians with Disabilities,
- Graham Starmer, President of the Manitoba Chambers of Commerce,
- Tom Murphy, Manitoba/Ontario/Saskatchewan Director of the Canadian Auto Workers,
- Peggy Taillon, President and CEO of the Canadian Council on Social Development,
- Damon Johnston, President of the Aboriginal Council of Winnipeg,.

