





**Overcoming Poverty Together**  
**2014 – 2019 Progress Report**  
February 2018



Toll Free: 1-888-295-4545  
Reception: (506) 444-2977  
Fax: (506) 444-2978  
Email: [esic-sies@gnb.ca](mailto:esic-sies@gnb.ca)

Community Resources Website:  
[Smallacts.ca/resources](http://Smallacts.ca/resources)

 @optevp  
 @esic\_sies

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## Overcoming Poverty Together 2014 – 2019



### 28 Priority Actions

20 Ongoing  
7 In Progress  
1 Completed



### Advisory Committees

Rural and Urban Transportation  
Living Wage and Pay Equity  
One-Stop-Shop

## Community Inclusion Networks

**91,181**

Number of People Mobilized

**\$25.2 Million**

Value of Projects in Communities  
(including ESIC's funding)

**\$5.57 for each \$1 invested**

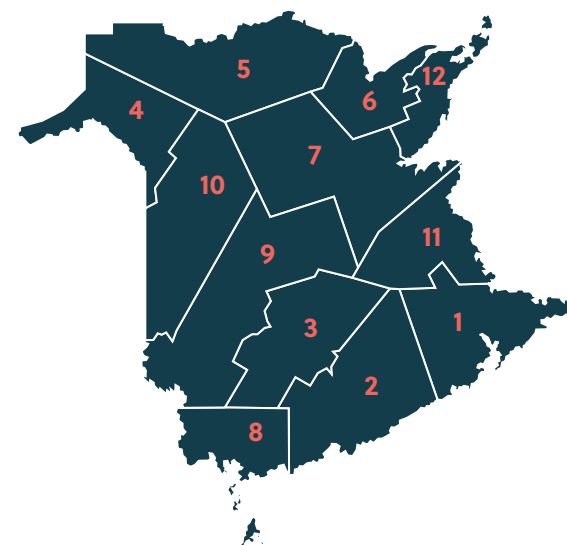
Return on Investment

**\$19.2 Million**

Value of Leverage by Communities

**77%**

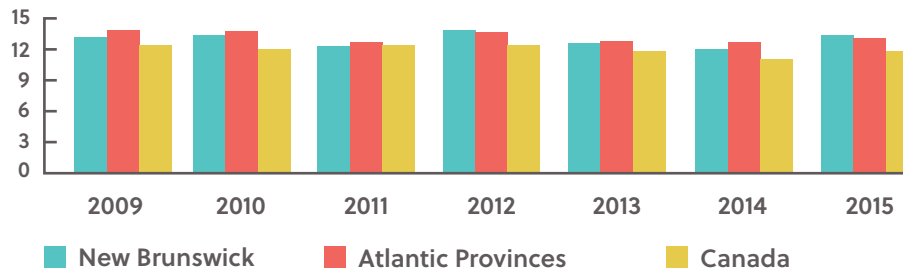
Percentage of Investment by  
the Communities



## Percentage of New Brunswickers with income below the MBM poverty line compared to the Atlantic Provinces and Canada, 2009 – 2015

The percentage of New Brunswickers with income below the Market Basket Measure poverty line compares favorably to the Atlantic Provinces and Canada in 2009 – 2015.

Source Text: Statistics Canada (2017c)



## Introduction

Overcoming Poverty Together: The New Brunswick Economic and Social Inclusion Plan, 2014 – 2019 is a roadmap for the province to move towards and foster economic and social inclusion for all. The purpose of the plan is to build a favorable environment that creates a culture shift which empowers communities and stakeholders to maximize the use of local and regional assets, to reduce poverty and to improve the quality of life of New Brunswickers.

The New Brunswick Economic and Social Inclusion Act defines poverty as “the condition of a person who lacks the resources, means, opportunities and power necessary to acquire and maintain economic self-sufficiency or to integrate and participate in society.” The plan has the unique approach of bringing together four sectors – citizens, non-profit, business and government – to work in collaboration with 12 Community Inclusion Networks, their partners and stakeholders in a collective effort to reduce poverty across the province.

This Progress Report is divided into 3 sections:

1. Impact of the plan in the communities

This section provides stories that take place in New Brunswick and have an impact on New Brunswickers. Community Inclusion Networks, community organizations, individuals, businesses and government.

2. Comparable data for years 2009 – 2015

- Definition of poverty measures
- NB Data on poverty
- Comparable data – Atlantic Canada/Canada

3. Status of the plan's 28 Priority Actions



.....  
**Overcoming Poverty Together 2 is not a how-to plan but rather, a what can be done plan.**  
.....



## Message from the Minister

The Economic and Social Inclusion Corporation and the 12 Community Inclusion Networks play a leading role in the implementation of Overcoming Poverty Together: The New Brunswick Economic and Social Inclusion Plan.

Since their creation more than six years ago, the Corporation and the CINs have teamed up with various organizations to improve the lives of New Brunswickers, build stronger families, and promote economic and social inclusion.

I want to congratulate ESIC, the CINs and their partners for their continued dedication to the betterment of our fellow citizens. I encourage my fellow citizens to support and engage in this vital initiative.

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**Poverty is a major challenge facing New Brunswickers today. Nearly 13 per cent of our neighbours, co-workers and friends live in poverty.**

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A handwritten signature in black ink, appearing to read 'J. Ames'.

Honourable John Ames,  
Minister responsible for  
the Economic and Social Inclusion Corporation

# Overcoming Poverty Together

## Vision

Through the collaboration of governments, business and non-profit sectors, persons living in poverty and individuals – all men, women and children in New Brunswick – shall have the necessary resources to meet their basic needs and to live with dignity, security and good health. Furthermore, all New Brunswickers shall be included as full citizens through opportunities for employment, personal development and community engagement.

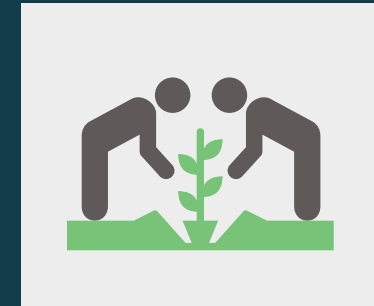
## Global Objective

Fostering economic and social inclusion of all New Brunswickers and reducing poverty through increased community capacity and collaboration of all four sector partners. Ongoing emphasis will be placed on reducing income poverty by 25% and deep income poverty by 50%.

## Our Mandate

ESIC was established to:

1. Ensure the implementation of OPT and the development and adoption of any other economic and social inclusion plan;
2. Co-ordinate and support the Community Inclusion Networks (CINs) in developing their plans and in reaching objectives of the provincial plan set out in their regional plans;
3. Administer the Economic and Social Inclusion Fund established under section 29 of the Economic and Social Inclusion Act;
4. To exercise the other functions or activities authorized or required by this Act or the regulations or as directed by the Lieutenant-Governor in Council.



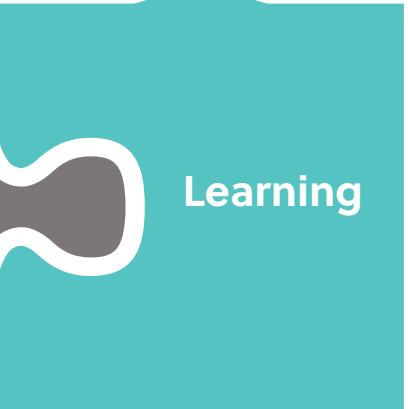
# Pillars and Themes

- Support for Community Development
- Communication and Networking
- Volunteerism



- Food Security and Healthy Food Availability
- Housing
- Transportation

- Participation in the Labour Market
- Business Activity



- Child and Youth Education
- Adult Education, Training and Preparation to Work

## Overcoming Poverty Together 2014 – 2019

Overcoming Poverty Together: The New Brunswick Economic and Social Inclusion Plan 2014–2019 builds on the momentum of New Brunswick’s initial Economic and Social Inclusion Plan, launched in 2009. It places emphasis on community capacity-building. The plan recognizes that each individual and community has a role to play in fostering economic and social inclusion and suggests that communities be empowered to tackle poverty reduction and other issues in New Brunswick. The plan includes 28 priority actions, divided into four pillars.

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**95% of the 22 Priority Actions of the first plan (2009 – 2014) were completed or are still ongoing.**

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### **Pillar 1: Community Empowerment**

Community empowerment is a process whereby communities gain control over the factors and decisions that shape their existence. Community empowerment seeks to strengthen individuals and groups of people by building on their assets and capacities and mobilizing them to effect change in the community.

#### **Theme – Support for Community Development**

Through the mobilization of community assets brought by the four sector partners, initiatives will be designed to reflect the values of individuals that make up these communities.

#### **Theme – Communication and Networking**

The opportunity to better communicate and share information about community activities was highlighted throughout the OPT2 public engagement process.

#### **Theme – Volunteerism**

The effectiveness of efforts to reduce poverty relies heavily on the commitment of citizens who volunteer their time and skills to create vibrant communities and help non-profit organizations provide opportunities to individuals and families with a modest income. It is essential to recognize the value of volunteering and to strengthen support for these efforts.





## Pillar 2: Learning

Learning, education and training are essential for individuals and communities to reach their full potential, to promote economic and social inclusion and reduce poverty. There are many groups and organizations dedicated to the delivery of education and learning programs.

### Theme – Child and Youth Education

Working together to ensure that resources are available to support our childrens' education so that they become well-rounded individuals who contribute to their community. Strengthening capacity in public schools to address specialized learning requirements of all children and youth.

### Theme – Adult Education, Training and Preparation to Work

Programs in post-secondary education, adult education, literacy, financial literacy, skills development and workplace preparation should be provided at a local level in learning-friendly environments, to reach people in the community where they live. Currently, a number of communities deliver these programs through a multi-sectoral approach.



## Pillar 3: Economic Inclusion

Priority actions need to be implemented to ensure economic inclusion of all New Brunswick citizens. As such, the annual indexation of minimum wage, the adoption of more inclusive pay equity legislation, the promotion of inclusion in the workplace and the support of local businesses and social enterprises have been identified as key elements to facilitate economic inclusion.

### Theme – Participation in the Labour Market

As a result of the first economic and social inclusion plan, New Brunswickers took important steps to work together to increase minimum wage. This plan is committed to continuing efforts in this area. The next step is to ensure that minimum wage is subject to review and indexed annually. In addition, the concept of living wage has been put forward in several jurisdictions; this concept is being explored to determine if it could be implemented in New Brunswick.

### Theme – Business Activity

Nurturing entrepreneurship is the first step in promoting the creation of local businesses and establishing connectivity between these businesses and their community.



## Pillar 4: Social Inclusion

Social inclusion means that everyone, regardless of challenge or ability, is given the opportunity to participate, feel welcome and be heard.

### Theme – Food Security and Healthy Food Availability

As a society, we are acting collectively to implement sustainable measures addressing the challenges of food security. The priorities in this area are intended to not only overcome the problems of food insecurity, but also as long-term solutions.

### Theme – Housing

To create sustainable housing, partners from all sectors need to work together to develop and support innovative solutions that meet the long-term needs of individuals, families and communities.

### Theme – Transportation

Lack of access to transportation poses significant challenges for many New Brunswickers. Whether creating barriers to employment and training, limiting participation in sports and community activities, or restricting access to health and other essential services.



## Pillar 1: Community Empowerment

Empowering communities to implement ideas through the provision of resources and support will result in a more economically and socially inclusive New Brunswick. New Brunswickers are genuinely willing to engage and be part of the solution.

The Community Empowerment pillar contains seven priority actions, divided into three themes: Community Development, Communication and Networking and Volunteerism.

### Theme – Support for Community Development

1. Foster community development through community asset mobilization.
2. Foster an entrepreneurial spirit to promote economic and social inclusion.

### Theme – Communication and Networking

3. Share and communicate information to improve coordination of community activities and regional initiatives that foster economic and social inclusion.
4. Support creation of a “one-stop shop” to inform people about government and non-profit organization programs related to economic and social inclusion.
5. Celebrate communities’ best practices and success stories.

### Theme – Volunteerism

6. Promote the spirit of volunteerism in our communities.
7. Support the alignment of community volunteer organizations and initiatives.



# Impact Stories on Community Empowerment

## Community Empowerment



### Around the Block

Around the Block is a community newspaper that provides community information and shares positive stories from five priority neighbourhoods in Saint John. It is also an entry into writing, advertisement, graphic design, publishing and printing for an expanding pool of contributors. The reach of the paper is growing, helping residents across Saint John connect and celebrate with their own community. Around the Block helps breaking down the isolation of living in poverty and keeps everyone better informed. It helps people build their skills while learning a new way to relate to their friends and neighbours.

The paper is published six times a year, is hand-delivered to 5,500 residents of the five neighbourhoods across the city and is available in digital reading format. It is financially supported by the City of Saint John and the Saint John Human Development Council.

## Networking



### Partnering for Impact

At the “Partnering for Impact” gathering, more than 50 Fredericton and area non-profit agencies came together to explore areas of mutual connection and potential collaboration to better align community organizations and volunteers.

The group identified twelve different areas where efficiencies could be increased and services enhanced. Ultimately the group has formed a new action team dedicated to matching potential volunteers with organizations through an online database that will allow groups to be more efficient and reach more people.

## Volunteerism



### #BeccaToldMeTo

An interesting and touching story has captured the public’s attention and heart in the past year. Rebecca Schofield, an 18-year old girl from Riverview, had been fighting cancer for some time when she learned that she was terminally ill with inoperable brain tumours.

Wanting to leave her mark, she put out a call to her Facebook followers asking them to perform random acts of kindness under the hashtag #BeccaToldMeTo. This personal initiative has had a positive and significant impact and deserves to be commended.

Thousands of people have responded from all over the world, doing good deeds like donating blood, buying coffee for strangers or donating to the SPCA in her name. Her simple wish has turned into a global movement – #BeccaToldMeTo – campaign and is still going strong. The government of New Brunswick has proclaimed the third Saturday in September as Becca Schofield Day, in recognition of her tireless efforts to encourage acts of kindness. More recently, Becky became the first civilian New Brunswicker to receive the Governor General Meritorious Service Decoration.



## Pillar 2: Learning

Literacy starts for a child well before he or she learns to read and write. By playing with books and by recognizing that letters can be found everywhere, like on posters on the walls, in envelopes received by mail or on an electronic tablet, the child develops increasing interest in literacy.

The Learning pillar contains six priority actions divided into two themes: Child and Youth Education, and Adult Education, Training and Preparation to Work.

### Theme – Child and Youth Education

1. Reinforce and build upon capacity of parents, families, caregivers and communities to support children and youth in their learning.
2. Support and promote literacy in early childhood development and education.
3. Extend and strengthen the concept of innovative school models, such as entrepreneurial community schools and community-based school programming.
4. Promote skill-based mentoring and afterschool programming and support participation of children and youth living in low income families.

### Theme – Adult Education, Training and Preparation to work

5. Support community-based initiatives in literacy, financial literacy, adult education, skill development and workplace entry preparation.
6. Support learning initiatives related to career development and employment counselling services for people with low incomes.



# Impact Stories on Learning

## Education



### Expanding Opportunities for Families and Students Across Charlotte Co.

What began as a small project in one corner of St. Stephen has now grown to a county wide movement, increasing literacy and numeracy levels in its wake.

Over the past seven years, 3,866 children and youth have participated in a wide variety of programs and activities offered across Charlotte County. While building literacy, numeracy and social capacities. Most of these students actually increased their literacy level at the summer camps.

This project has had huge impact on the campers; one struggling student from the very first Super, Duper Fun, Fun, Fun Camp in Milltown, returned to volunteer through the Leaders in Training program and let the Principal know that they were going to graduate "on time" in 2018.

## Training



### Experiential Learning and Employment

The Experiential Learning and Employment (ELE) Continuum for Social Development clients is a joint initiative from Department of Post-Secondary Education, Training and Labor, and Department of Social Development to support up to 400 clients over a three year period beginning in 2016–2017. This nine month comprehensive program is designed to address some of the unique needs of participants as they receive both classroom and on-the-job training through employment placement. The desired outcome is to provide Social Development clients in receipt of Social Assistance with the confidence, skills, work experience and supports required for them to re-enter the workforce.

This program has already served 362 to date, and is seeing encouraging results. Within its first year, 63% of participants that completed the ELE Continuum transitioned to full time employment immediately after completing program and 7% were employed part-time.

## Preparation to Work



### Pre-Employability Services

The Pre-Employability Services (PES) Modules is an innovative two-part program offered to small groups of Social Assistance clients through the Career Development Opportunities Program that is meant to assist the participant to move along a continuum to greater awareness and acquisition of life and employability skills. The first module (9 days), titled IN MOTION, focuses on empowerment, motivation and self-discovery with the goal of engaging clients in a change process. The second module (15 days), titled MOMENTUM, extends the development of Essential Skills through the development and implementation of a collective project that either addresses a common need of the group or a need in their community.

These modules have been delivered in all eight Social Development regions since 2015–2016 with great success and have served over 1,600 Social Assistance clients to date.



## Pillar 3: Economic Inclusion

Economic inclusion can be achieved through employment opportunities, income sources, and influence over resources and it can be achieved by removing barriers that hold back opportunities.

The Economic Inclusion pillar contains seven priority actions divided into two themes: Participation in the Labour Market, and Business Activity.

### Theme – Participation in the Labour Market

1. Explore concept of a living wage.
2. Consider the creation of comprehensive pay equity legislation.
3. Promote inclusion in the workplace.
4. Support flexible work place conditions to generate opportunities for people with barriers to employment and/or unique work practices and availability.

### Theme – Business Activity

5. Foster entrepreneurship.
6. Promote the support of local and micro businesses.
7. Promote and support development, creation and sustainability of a social enterprise ecosystem.



# Impact Stories on Economic Inclusion

## Labour Market



### Wage Support for Early Childhood Educators

The Government of New Brunswick has invested over \$26 million in wage support for early childhood educators in 2017 – 18 and plans to invest \$28 million over four years to support wage increases for early childhood educators beginning in 2019 – 20.

This funding will help ensure New Brunswick’s children are getting the highest-quality care and learning experience possible. Research consistently indicates that early childhood educators are the single most important factor for the provision of high-quality early learning and child care that supports children’s physical and psychological well-being and promotes their overall development.

.....  
**In New Brunswick, organizations like Resnet, Coopérative de Développement Régional Acadie, Cooperative Enterprise Council of NB, Pond Deshpande Centre and the Saint John Loan Fund are bringing a cultural shift by funding and fostering social enterprises.**  
.....

## Social Enterprise



### R.A.D.O.

Social enterprises are organizations that apply commercial strategies to maximize improvements in human and environmental well-being, rather than maximizing profits for external shareholders. Social enterprises can be structured as for-profit or non-profit entities, and may take the form of a co-operative, mutual organization, a social business, or a charity organization. Their mission is to contribute to healthy and inclusive communities.

L’Atelier R.A.D.O Inc. is a non-profit social enterprise that provides food bank, soup kitchen, clothing and emergency services to people with a modest income in the Greater Edmundston area.

Profits from the store have increased every year; these additional revenues allow R.A.D.O. to provide greater service to families living on low-income, women who were victims of violence, and people in crisis.

## Foster Entrepreneurship



### Place aux compétences

During the school year 2016 – 2017, some 17,500 students from kindergarten to grade 12 in francophone community schools took part in 560 entrepreneurial and technology projects. Since 2010, these projects are funded through a support fund managed by “Place aux compétences”, a non-profit organization which benefits from the commitment and collaboration of many partners in the public, private and community sectors.

From the production and sale of products to the organization of events and the provision of services, youth from Kent County learn to become initiators, directors and managers of meaningful projects. They also fill a need at school or in their community. Integration of these projects into the curriculum allows teachers to innovate and motivate young people to discover and develop qualities and skills related to their life-career development. For more details: [www.pacnb.org](http://www.pacnb.org).



## Pillar 4: Social Inclusion

OPT2 focuses on the need to promote the sharing of food knowledge, the evolving role of emergency food programs, the accessibility to quality and safe housing options in mixed neighbourhoods and the development of effective alternative community transport services.

There are eight priority actions in this pillar, divided into three themes: Food Security and availability, Housing and Transportation.

### Theme – Food Security and Healthy Food Availability

1. Promote and support community-based initiatives related to food preparation, food safety and access to healthy food.
2. Promote transition of food banks to community-based food centres.
3. Encourage initiatives that address availability of nutritional food and food management and coordination in emergency food programs.
4. Promote the establishment of community based breakfast programs in all public schools.

### Theme – Housing

5. Support sustainability and quality of existing affordable housing options.
6. Encourage innovative community-based housing solutions for affordable, accessible, quality, mixed housing communities.

### Theme – Transportation

7. Develop a comprehensive rural and urban transportation strategy for the province.
8. Promote and support community-based alternative transportation systems.





# Impact Stories on Social Inclusion

## Food Security



### Community Food Smart

The idea was simple; pool money, take advantage of bulk price breaks and put more affordable fruit and vegetables on the tables in Fredericton.

This bulk food buying club, started in Fredericton, four years ago has grown from 40 local members to over 1500 members provincially, which engages over 100 volunteers monthly who contribute more than 3000 volunteer hours annually.

Community Food Smart demonstrates the ability of collaborative, networked organizations to successfully leverage the necessary resources to deliver a valuable service to the community at minimal cost. This idea is quietly spreading across the province and has established regional networks in Chaleur, Charlotte County, Restigouche and Carleton and Victoria Counties.

## Housing



### Micro-Houses for Homeless in Fredericton

A group trying to end chronic homelessness in Fredericton, Housing First, is working with the city of Fredericton and private developers to put up eight one-bedroom modular houses.

These houses will serve the most vulnerable citizens of the Fredericton community. Occupants will have easy access to public transit, health services and government services,

The group has raised about \$300,000 to build the first eight homes, which are designed to help chronically and episodically homeless people make a transition from the shelter system into a permanently supported house.

The homes will be durable and made with high-quality materials. Maintenance costs will be low, and the homes built to high efficiency standards to keep utility costs down.

Partners in the project are currently identifying potential locations for the modular houses.

(Source : cbc.ca)

## Transportation



### Déplacement Péninsule

A lack of transportation is a barrier that many New Brunswickers face, in order to find employment, attend medical appointments and participate in community activities. Déplacement Péninsule decided to do something about this. Launched in 2016 after more than three years of planning, they offer dial-a-ride and carpooling services to citizens from the Acadian Peninsula who have transportation challenges. They have provided over 7000 drives to their membership to the hospital, medical clinics, grocery stores and pharmacies since they started.

In 2009, there were two community transportation services in New Brunswick. In 2017, seventeen Community Transportation organizations were operational or in development, with the shared goal of providing transportation for people that is available, accessible and affordable.

## Community Inclusion Networks (CINS)

The *Economic and Social Inclusion Act* set the framework for 12 Community Inclusion Networks (CINs) to be established either independently or through the support of existing community-oriented organizations.

The CINs are at the heart of building community awareness and raising the level of engagement. They partner with local organizations and support them in the development and implementation of their community projects. Every two years, CINs must submit a revised regional plan which aligns with the provincial plan. Many organizations recognize and support the activities underway by aligning their strategies and initiatives with the provincial plan.

**Region 1:** Westmorland Albert Counties

**Region 2:** Saint John and Sussex

**Region 3:** Greater Fredericton

**Region 4:** North West

**Region 5:** Restigouche

**Region 6:** Chaleur

**Region 7:** Northumberland

**Region 8:** Charlotte County

**Region 9:** Central New Brunswick

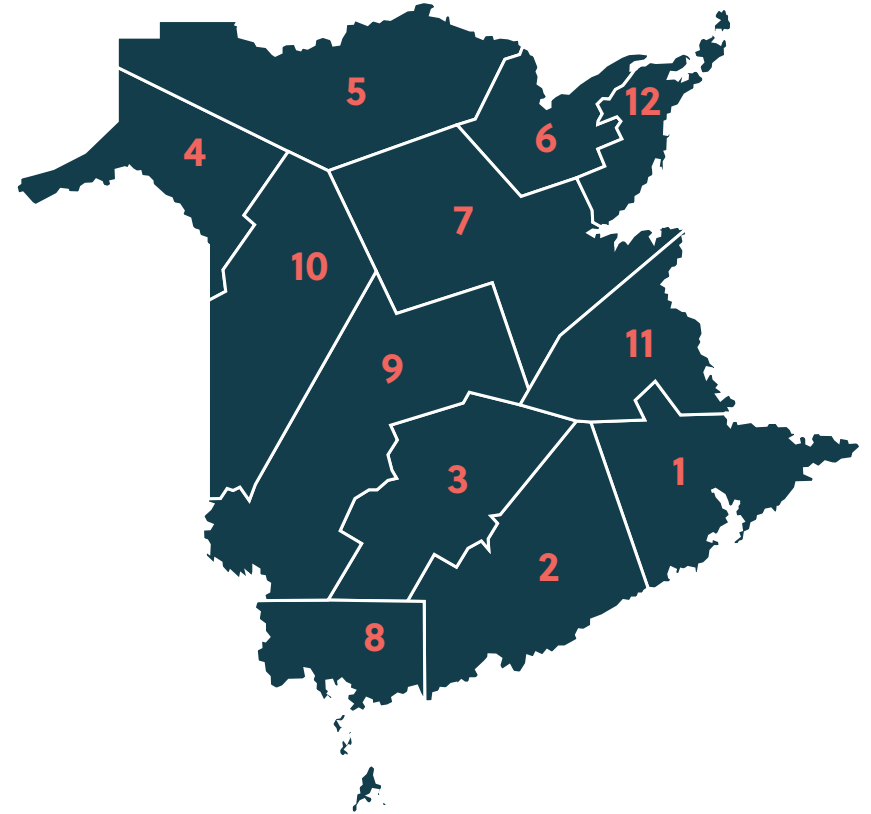
**Region 10:** Carleton Victoria

**Region 11:** Kent

**Region 12:** Acadian Peninsula

ESIC and the 12 Community Inclusion Networks work at the community level to address issues related to poverty.

Significant outreach and programming have been delivered to promote economic and social inclusion. Always central to every approach has been the involvement of the four sector partners.





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Projects funded by ESIC generate community engagement that comes in various ways: financial contribution, in-kind donations and volunteer time.

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As of March 31, 2017

**\$5.57 per dollar**  
Return on Investment

**Over 450**  
Projects Funded

**91,181**  
Participants

**35,437**  
Volunteer Hours (2016 – 2017)

## Some Facts

Poverty is usually measured in terms of income, but people can also be impoverished by lack of access to, or knowledge of, other resources. Filing an annual income tax is one way to access numerous credits and benefits offered by the Governments of Canada and New Brunswick.

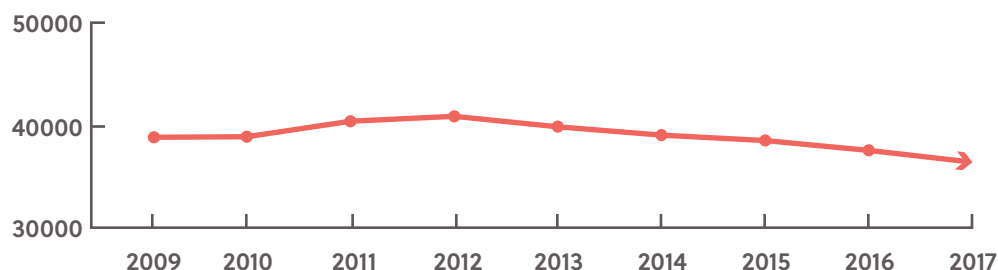
### Dollar value of Benefits Accessed by low income NBers who file through the Community Volunteer Income Tax Program/Get Your Piece of the Money Pie

2011	2012	2013	2014
\$22,570,462.36	\$25,966,414.45	\$29,407,100.39	\$32,364,635.24
2015	2016	Total Per Benefit	
\$35,845,643.41	\$38,870,285.79	\$185,024,541.64	



The number of Social Assistance recipients has decreased by more than 2,300 between 2009 and 2017. Changes to Social Assistance policies and an aging population are the main reasons for the decrease.

### Average Monthly Number of New Brunswick Recipients

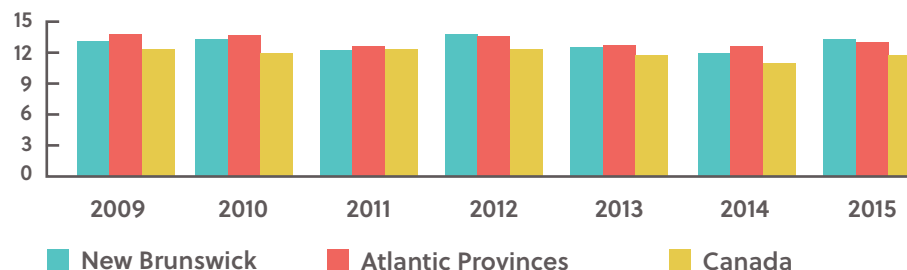


Source: Social Assistance Caseload and Recipients (2009-2017)  
[http://www2.gnb.ca/content/gnb/en/departments/social\\_development/statistics/social\\_assistance\\_caseload\\_and\\_recipients.html](http://www2.gnb.ca/content/gnb/en/departments/social_development/statistics/social_assistance_caseload_and_recipients.html)

### Percentage of New Brunswickers with Income Below MBM compared to Atlantic Provinces and Canada, 2009 – 2015

The percentage of New Brunswickers with income below the Market Basket Measure poverty line compares favorably to the Atlantic Provinces and Canada in 2009–2015.

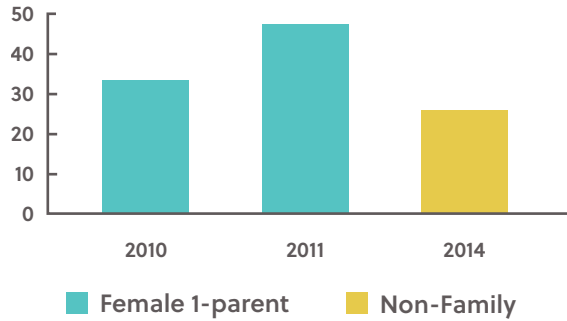
Source Text: Statistics Canada (2017c)



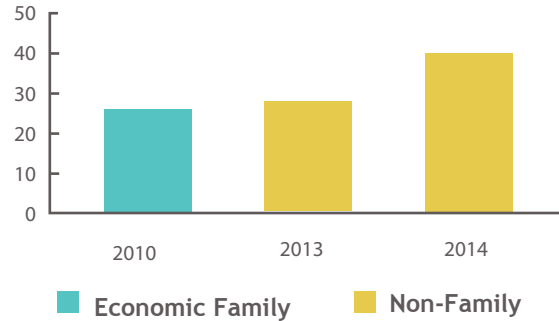
# Achieved or Surpassed Goals

The following figures present percentage increases that have surpassed the 25% goal as of the 2009 percentage point by family type.

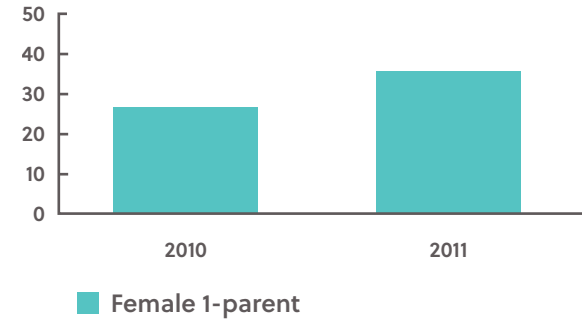
## Market Basket Measure



## Low Income Cut-Off – After Tax



## Low Income Measure – After Tax



Source: Statistics Canada (2017a); Statistics Canada (2017c)

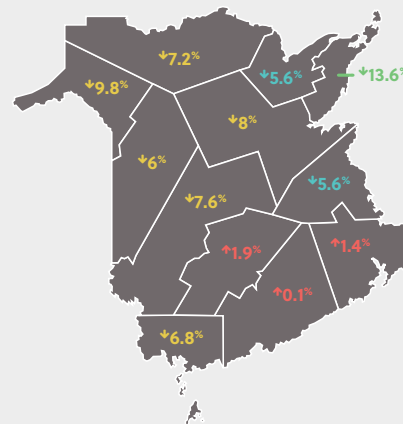
# People Living in Poverty (Low Income Measure - After Tax)

The following figures show the percentage changes – by CIN region – from 2009 to 2015. LIM is the only measure available by region.

- Increase or stable
- Decrease of less than 6%
- Decrease of 6% to 9.9%
- Decrease of 10% and over

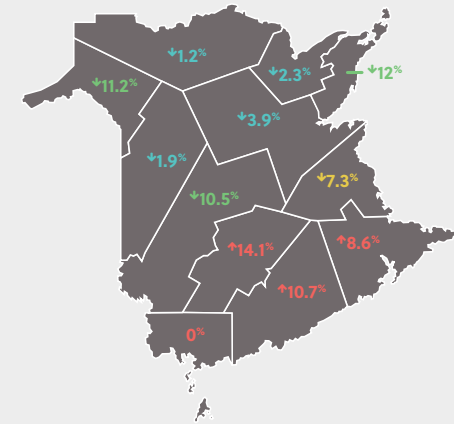
## Persons living in poverty, Low Income Measure – After Tax

% Change of Total Persons by CIN 2009 to 2015



## Persons living in deep poverty, Low Income Measure – After Tax

% Change of Total Persons by CIN 2009 to 2015



## Looking Forward

ESIC establishes advisory committees to work on complex priority actions that require more thorough examination and insight before implementation.

Three advisory committees have been established under Overcoming Poverty Together 2014–2019.

The advisory committees bring in subject matter experts from the four sectors at the foundation of *Overcoming Poverty Together*:



**Business**



**Government**



**Non-Profit  
Organizations**



**Citizens**



### Advisory Committee on Living Wage and Pay Equity



The Economic Inclusion pillar includes actions addressing living wage and pay equity.

An Advisory Committee was created in April 2017 with the mandate to explore the concept of living wage, and to consider the creation of comprehensive pay equity legislation.

Members of the committee include individuals who have expertise related to living wage and pay equity issues in New Brunswick, more particularly those living in poverty, two representatives from the Board, one member of the Women's Equality Branch, employees of the respective government departments with expertise related to living wage and pay equity, and one employee of the Corporation.

The committee will develop a jurisdictional review and an options paper and submit its report by June 2018 or earlier.

### One-Stop-Shop Working Group



The Community Empowerment pillar includes an action focusing on sharing and communicating community information and promoting communities and volunteerism.

The Working Group on One-Stop-Shop was created in April 2017 to support the creation of a "one-stop-shop" to inform people about government and non-profit organization programs related to economic and social inclusion.

Members of the committee include individuals who have expertise related to information sharing and communication issues in New Brunswick, particularly in relation to those living in poverty, two representatives from the Board, and one employee of the Corporation.

The committee has the mandate to research and document the various ways and methods that information about government and non-profit programs and services is made available to the public, and to recommend by June 2018 a strategy that supports the creation of a one-stop shop.

### Advisory Committee on Rural and Urban Transportation



The Social Inclusion pillar includes two actions addressing transportation.

The Advisory Committee was created in April 2015 with the mandate to develop a rural and urban transportation strategy for the province.

Members of the committee include individuals who have expertise related to transportation issues in New Brunswick, particularly in relation to those living in poverty and/or with disability, two representatives from the Board, employees of the respective government departments with expertise related transportation, and one employee of the Corporation. The committee submitted its report to ESIC in June 2017 and ESIC submitted it to government in December 2017.

## Financial Literacy

Since 2010, the corporation has collaborated with the Canada Revenue Agency (CRA) and the Department of Social Development to promote the Community Volunteer Income Tax Program, which in New Brunswick is called Get Your Piece of the Money Pie. Other provincial and federal partners include the New Brunswick Public Library Service, Service Canada, the Department of Health, and First Nations.

Individuals and families on low income who file their yearly income tax are eligible for several income-based provincial and federal tax credits and benefits that will help improve their lives. Depending on the personal situation and eligibility, credits and benefits like the GST/HST Credit, the NB Harmonized Sales Tax Credit, the Canada and the NB Child Benefits, the NB School Supplement and many more can be obtained by simply filing the annual income tax and benefit return. Since the New Brunswick partnership began in 2010, 22,671 people have filed their income tax, a 62% increase. In 2016, more than \$38.8 million were received in benefits, an increase of 72% since 2011. Clinic volunteers have increased by 58% and the number of organizations that host clinics has grown by 173%.

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**Since the New Brunswick partnership began in 2010, more than 8,500 additional individuals (62%) have filed their income tax.**

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## Canada Learning Bond (CLB)

The corporation is leading in New Brunswick the promotion of the CLB, offered by the Department of Employment and Social Development Canada. The CLB is a non-repayable grant to help pay for education or training after high school, for children born after 2004, with a family net income of less than \$45,916 (2017 tax year).

Eligible children receive \$500 and will receive \$100 more for each year they are eligible (to age 15 or a maximum of \$2,000). Benefits are also available for all the years the child was eligible prior to the application. No parental contribution is required to get the bond.

Information on the CLB is available at [www.gnb.ca/poverty](http://www.gnb.ca/poverty). To register online in less than 10 minutes, visit [www.StartMyRESP.ca/clbnb](http://www.StartMyRESP.ca/clbnb).







## Other Impactful Initiatives

The implementation of the Overcome Poverty Together plans has had a positive impact on the quality of life of New Brunswickers. In addition to the 50 priority actions set out in the 2009 – 2014 and 2014 – 2019 plans, non-profit organizations, businesses and citizens joined the movement initiated by the Government of New Brunswick to join the solidarity mutual aid movement by setting up concrete initiatives that are not part of OPT, but have a positive impact on New Brunswickers.

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**The implementation of the Overcome Poverty Together plans has had a positive impact on the quality of life of New Brunswickers.**

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### Municipal Governments

A large number of municipalities support in various ways their Community Inclusion Networks and their partners.

The Economic and Social Inclusion Corporation maintains excellent relationships with municipal organizations like the Union of Municipalities of NB, l'Association francophone des municipalités du NB and the regional service commissions.

In 2016, the City of Moncton has presented its Social Inclusion Plan: Quality of Life for All. The plan is designed to focus the City's goal of inclusion for all, especially the marginalized, over the next five years.





### Government of New Brunswick

The government of New Brunswick has been an important stakeholder with respect to initiatives that have impacted the lives of New Brunswickers in a positive way.

Premier Brian Gallant has outlined the progress made over the past three years with respect to initiatives that have impacted the lives of New Brunswickers in a positive way. They include:

- Reduction of the small business income tax rate to drive growth, and allow entrepreneurs to invest and create jobs in their communities.
- Three minimum wage increases since December 2014.
- Implementation of pay equity giving a better quality of life to women, children and families.
- Creation a 10-year education plan.

- Creation of the Free Tuition Program and the Tuition Relief for the Middle Class program, to make post-secondary education more accessible and affordable to New Brunswick students.
- Development of the Youth Employment Fund to give youth more opportunity to stay in New Brunswick Launched Unleashing the power of literacy: New Brunswick's Comprehensive Literacy Strategy to improve literacy rates in the province.
- Expansion of the Integrated Service Delivery model, which features a team of intervention and support professionals collaborating in the community to provide mental health, addiction, social and emotional support, and other services to children and youth
- HST Credit for people on low income.
- Expansion of the Home Energy Assistance Program.

### Government of Canada

The Government of Canada is committed to developing a Canadian Poverty Reduction Strategy to reduce poverty and improve the economic well-being of all Canadian families so that they can have a real and fair chance to succeed.

To ensure that the Canadian Poverty Reduction Strategy reflects the diversity of needs and approaches throughout the country, the Government of Canada is:

- consulting with Canadians across Canada on poverty reduction;
- establishing a Ministerial Advisory Committee on Poverty through an open call for nominations to select leaders, practitioners and experts with experience in poverty and poverty reduction as well as a separate targeted call for nominations to select people who have experienced poverty; and
- conducting the Tackling Poverty Together research project – an in-depth case study in six communities across Canada.

New Brunswick and the Economic and Social Inclusion Corporation are active stakeholders in the development of the national strategy.



# They joined the movement!

.....  
Each of these initiatives is  
making a difference in their  
communities.  
.....

## Student Hunger Project

A lunch program for low-income students, Student Hunger Project, is feeding more than 400 students on a daily basis in 15 schools in Fredericton.

Through this program, started in 2014 by a couple of Leo Hayes High School teachers, student volunteers have been making bagged lunches at the Fredericton Community Kitchen and then deliver them to all schools.

The teachers came up with the idea in after noticing the number of hungry kids asking for food, some even taking food home in their pockets for their hungry siblings. One student even announced in class it was a wonderful day because his family had breakfast that morning, which was not normal in his house.

"This has to stop," said the teachers. "There just shouldn't be hungry students. Period."

Student volunteers prepare over 420 lunches, five days a week, plus breakfast supplements and snacks, such as cheese, fruit and vegetables. The program also offers a backpack program, where students can get non-perishable food to take home after school or on weekends. About 90 backpacks are handed out every week, thanks to donations from grocery stores and local businesses.

Some students only need the free lunches a few times a month to get them through rough times, when money has run out. Some of the student volunteers need the lunches themselves.

The project kicked into high gear in 2016 when a Fredericton couple already volunteering for the program, Sandy Kitchen-Brewer and her husband Earl, decided it was time to do more than lend a hand. The Brewers met with management at Fredericton's Community Kitchen and with the staff running the program at Leo Hayes High School. They wanted to help and find out exactly what was needed and important to continue the program. Space was the main concern, so they brainstormed about it and the couple decided to make a donation of a portable building with kitchen equipment to the program.

It contains a full walk-in cooler, professional ovens and steamers, and tables for all the prep work that goes into making the lunches. The kitchen space was designed with the help of an executive chef from a local hotel.

The official opening of the new kitchen trailer was held in October 2017.

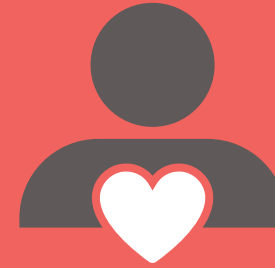


### The United Way Central NB Day of Caring

All volunteer efforts no matter how big or small are crucial to our sense of community. Corporate volunteering has become a way in which local companies can make an impact in their communities by getting involved.

Day of Caring is a special program coordinated in communities around the province by United Way/Centraide (Central N.B. Inc.). The goal is to generate teams of volunteers from various corporations to complete meaningful, hands-on projects that will greatly assist local non-profit agencies. United facilitates the Day of Caring program throughout the year according to the availability of the participating group. Volunteer projects vary from assisting with program services, helping out at events, painting, landscaping among others.

It is a great way for business to get involved and give back to the community, not to mention the opportunities for and partnerships between business and volunteer sectors.



### Wellness and nutrition: a winning combination in the Restigouche

Vicky LeBlanc, owner of Luminous Studio Lumineux, a yoga school in Campbellton, recognizes the importance for children to eat a good meal in order to facilitate their learning at school. Unfortunately, many children in the region go to school with an empty lunch box. Vicky decided to do her part to help these children by organizing a fundraiser to provide hot lunches to students from four schools in the area.

Starting in 2104, Vicky has invited the population of the area to come to her yoga school to participate in a day of personal well-being. During the day, yoga sessions, visioning sessions, healing touch, First Nations and art classes are offered by expert staff. The local YMCA offers a BBQ dinner BBQ, followed by local talent and artists show. Participants are invited to make a voluntary contribution. "It is proven that learning in school is difficult when you have an empty stomach", said Vicky. "I decided to combine business with pleasure by organizing a day of well-being to remind people of my community of the importance of feeding our youth."

# Appendix A

## Statistics on poverty in New Brunswick

Poverty is very often measured by income with different sources of data such as Market Basket Measure (MBM), Low-Income Cut-Off (LICO), Low-Income Measure (LIM) from Statistics Canada, and the T1 Family File (T1FF) from the Canada Revenue Agency. The New Brunswick model for poverty reduction is supported by a variety of impactful services, programs, benefits which all bring an added value to the support offered by non-profit organizations, agencies, departments, church groups, etc.

The Economic and Social Inclusion Act stipulates that by 2015, New Brunswick will have reduced income poverty by 25% and deep income poverty by 50%, and will have made significant progress in achieving sustained economic and social inclusion.

In addition to various statistics and data, this section reports on recently released Statistics Canada data that address some of the initial objectives for 2015 that were set in the Act and had not been reported on.

The Economic and Social Inclusion Corporation (ESIC) works through many vectors to advance its goals. What follows is a statistics look at the provincial level of indicators related to economic and social inclusion. It should be noted that these indicators are impacted by many socio-economic factors beyond the work done by ESIC. The intention of providing these statistics is to understand

the larger trends of poverty in Canada and New Brunswick, and what the framework the Economic and Social Inclusion Corporation is working in.

The statistics in this report use the most recent data available (as of December 2017). As more information becomes available the Economic and Social Inclusion Corporation will analyze and react accordingly.

## Definitions

### Low Income Measures (LIM)

Source: <http://www.statcan.gc.ca/pub/75f0002m/2009002/s3-eng.htm>

Low Income Measure (LIM) is the most commonly used low-income measure. LIM is a fixed percentage

(50%) of median<sup>1</sup> adjusted economic family<sup>2</sup> income, where “adjusted” indicates that family needs are taken into account. Adjustment for family size reflects the fact that a family’s needs increase as the number of members increase. Many may agree that a family of five has greater needs than a family of two. Similarly, the LIM allows for the fact that it costs more to feed a family of five adults than a family of two adults and three children.

### Low Income Cut Offs (LICO)

Source: <http://www.statcan.gc.ca/pub/75f0002m/2009002/s2-eng.htm>

Low Income Cut Offs (LICO) is an income threshold below which a family will likely devote a larger share of its income on the necessities of food, shelter and clothing than the average family. The approach is essentially to estimate an income threshold at which families are expected to spend 20 percentage points more than the average family on food, shelter and clothing.

### Market Basket Measure (MBM)

Source: <http://www12.statcan.gc.ca/nhs-enm/2011/ref/dict/pop165-eng.cfm>

The Market Basket Measure (MBM) is a measure of low income based on the cost of a specific basket of goods and services representing a modest, basic standard of living. It includes the costs of food, clothing, footwear, transportation, shelter and other expenses for a reference family of two adults aged 25–49 and two children (aged 9 and 13). It provides thresholds for a finer geographic level than the LICO, allowing, for example, different costs for rural areas in the different provinces. These thresholds are compared to disposable income of families to determine low income status. Disposable income is defined as the sum remaining after deducting

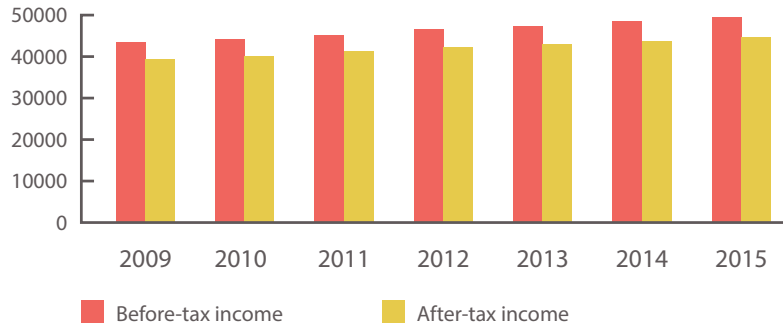
the following from total family income: total income taxes paid; the personal portion of payroll taxes; other mandatory payroll deductions such as contributions to employer-sponsored pension plans, supplementary health plans and union dues; child support and alimony payments made to another family; out-of-pocket spending on child care; and non-insured but medically prescribed health-related expenses such as dental and vision care, prescription drugs and aids for persons with disabilities.

<sup>1</sup> “Median is the middle number in a group of numbers. Where a median income, for example, is given as \$26,000, it means that exactly half of the incomes reported are greater than or equal to \$26,000, and that the other half are less than or equal to the median amount.”

<sup>2</sup> “All persons living in the same dwelling and related by blood, marriage, common-law relationship or adoption.”

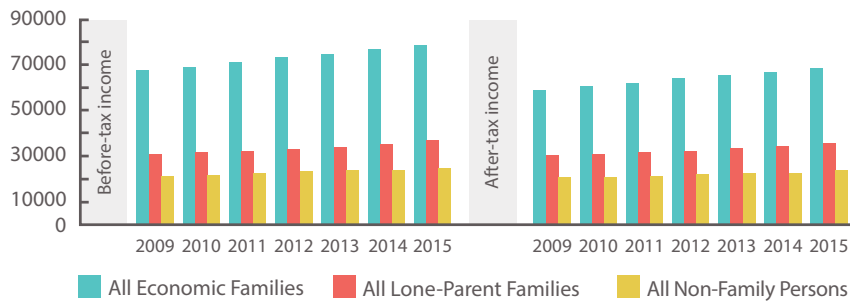
**Figure 1 - Median before and after-tax family income, 2009-2015**

Source: Statistics Canada (2017a)



**Figure 2 - Median before and after-tax family income by family type, 2009-2015**

Source: Statistics Canada (2017a)



**Figure 3 - Median before and after-tax family income, 2015 constant dollars (\$)**

Source: Statistics Canada (2017b)



**MEDIAN FAMILY INCOME**

Since 2009, there was an increase in the median before and after-tax family income for all family types (see Figure 1 and Figure 2). This represents a 13.8% increase for before-tax income and an increase of 13.1% for after-tax income. As of 2015, the median before-tax family income was standing at 49,500\$ and 44,690\$ for after-tax income. With regards to family type, lone parent families<sup>1</sup> have seen the largest increase in income representing 20.8% and 19.9% for before and after-tax, respectively. Couple families<sup>2</sup> are following with a 16.7% and 15.6% before and after-tax increase. Finally, non-family persons<sup>3</sup> have seen a 15.1% and a 14.6% before and after-tax increase. Figure 3 presents the median before and after-tax family income for the year 2015.

Note. The median is a measure of central tendency which indicates the middle of a data distribution.

<sup>1</sup> "A lone-parent family is a family with only one parent, male or female, and with at least one child".

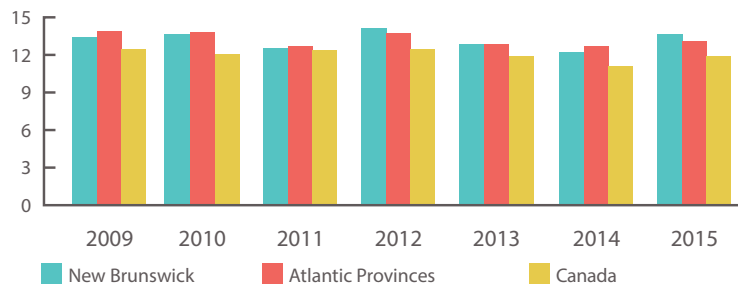
<sup>2</sup> "A couple family consists of a couple living together (married or common-law, including same-sex couples living at the same address with or without children."

<sup>3</sup> "A person not in census families is an individual who is not part of a census family, couple family or lone-parent family. Persons not in census families may live with their married children or with their children who have children of their own. They may be living with a family to whom they are related or unrelated. They may also be living alone or with other non-family persons".



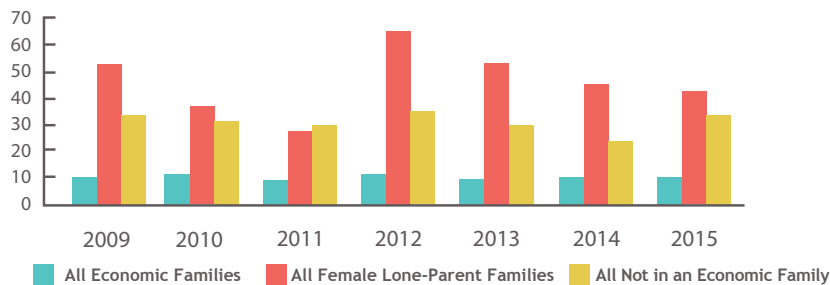
**Figure 4 - Percentage of New Brunswickers with income below the MBM poverty line compared to the Atlantic Provinces and Canada, 2009-2015**

Source: Statistics Canada (2017c)



**Figure 5 - Percentage of New Brunswickers with income below the MBM poverty line by family type, 2009-2015**

Source: Statistics Canada (2017c)



## MARKET BASKET MEASURE<sup>4</sup>

According to Statistics Canada (2016a), “the Market Basket Measure (MBM) is a measure of low income based on the cost of a specified basket of goods and services representing a modest, basic standard of living”. The MBM is said to be a measure more sensitive to geographical variations in the cost of goods than other low-income measures.

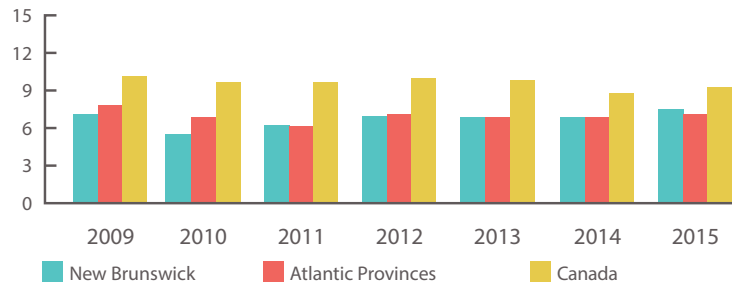
Note. The income compared to the MBM thresholds is “a measure of the income closer to what is actually available to purchase these goods and services” (Statistics Canada, 2016a).

Since 2009, the percentage of New Brunswickers with income below the MBM poverty line has increased by 1.5% while it has decreased by 5.6% in the Atlantic Provinces and by 4.7% nationally (see Figure 4). As of 2015, 13.7% (100,000 New Brunswickers) had income lower than the MBM threshold which stands above the percentage point of both the Atlantic Provinces and Canada. With regards to family type (see Figure 5), the percentage point of families with income below the MBM poverty line has remained stable at 10.1% (62,000 New Brunswickers) from 2009 to 2015 while for female-lone parent families, there was a 20.7% decrease during the same period. As for non-family persons, they have seen an increase of 0.3%.

<sup>4</sup> Data used for the previous Impact of New Brunswick's 2009-2014 Economic and Social Inclusion Plan Report was based on the currently inactive Survey of Labour and Income Dynamics – Program 3889.

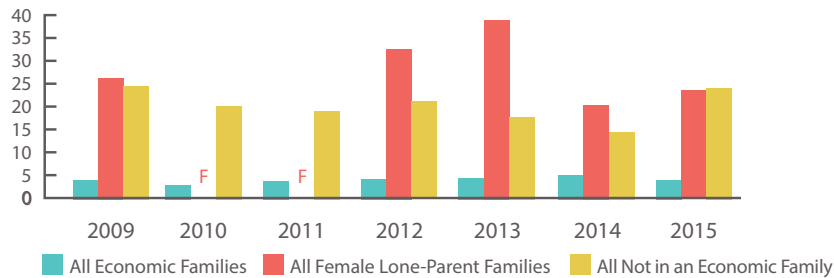
**Figure 6 - Percentage of New Brunswickers with income below the LICO after-tax poverty line compared to the Atlantic Provinces and Canada, 2009-2015**

Source: Statistics Canada (2017c)



**Figure 7 - Percentage of New Brunswickers with income below the LICO after-tax poverty line by family type, 2009-2015<sup>5</sup>**

Source: Statistics Canada (2017c)



#### AFTER-TAX LOW INCOME CUT-OFFS<sup>4</sup>

According to Statistics Canada (2015), low income cut-offs (LICOs) are “income thresholds below which a family will likely devote a larger share of its income on the necessities of food, shelter and clothing than the average family”. The threshold is set at 20%.

Note. Although before and after-tax LICOs are available, Statistics Canada prefers the use of the after-tax measure: “(1) the before-tax rates only partly reflect the entire redistributive impact of Canada’s tax/transfer system because they include the effect of transfers but not the effect of income taxes and, (2) since the purchase of necessities is made with after-tax dollars, it is logical to use people’s after-tax income to draw conclusions about their overall economic well-being” (Statistics Canada, 2015).

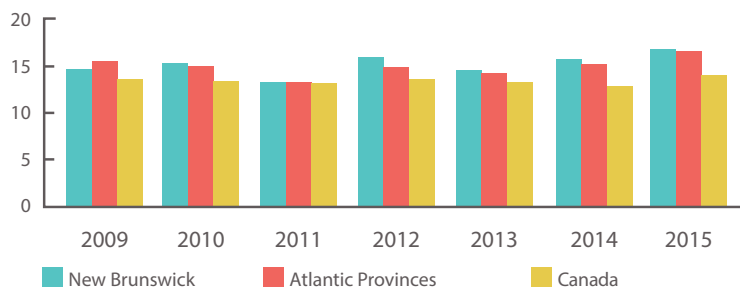
Since 2009, the percentage of New Brunswickers with income below the LICO after-tax poverty line has increased by 2.8% while it decreased by 7.9% in the Atlantic Provinces and by 8.9% Nationally (see Figure 6). As of 2015, 54,000 (7.4%) of New Brunswickers had income lower than the LICO after-tax threshold which stands above the percentage point of both the Atlantic Provinces but below the national average. With regards to family type (see Figure 7), the percentage point of families with income below the after-tax LICO poverty line has remained stable at 4.3% (27,000 New Brunswickers) from 2009 to 2015 while for female- lone parent families, there was a 10.2% decrease during the same period. As for non-family persons, they have seen a 2.0% decrease.

<sup>4</sup> Data used for the previous Impact of New Brunswick’s 2009–2014 Economic and Social Inclusion Plan Report was based on the currently inactive Survey of Labour and Income Dynamics – Program 3889.

<sup>5</sup> Female-lone parent family data for the year 2010 and 2011 is too unreliable to report and is therefore indicated by the letter F.

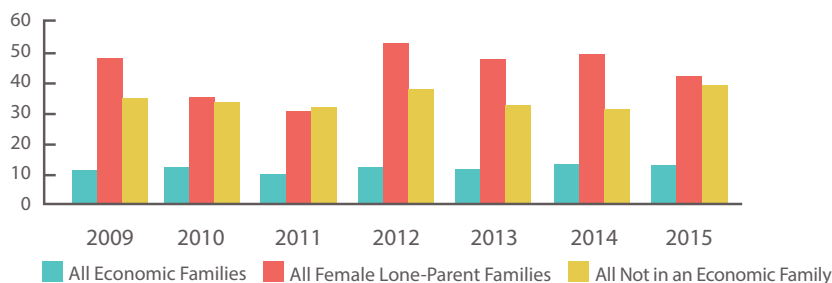
**Figure 8 - Percentage of New Brunswickers with income below the LIM after-tax poverty line compared to the Atlantic Provinces and Canada, 2009-2015**

Source: Statistics Canada (2017c)



**Figure 9 - Percentage of New Brunswickers with income below the LIM after-tax poverty line by family type, 2009-2015**

Source: Statistics Canada (2017c)



**Figure 10 - Percentage of New Brunswickers with income below the LIM before and after-tax poverty line, 2009-2015**

Source: Statistics Canada (2017a)



## LOW INCOME MEASURE

According to Statistics Canada (2016b; 2016c), the low-income measure (LIM) is a fixed percentage (50%) of median adjusted total income or “after-tax income of households observed at the person level, where ‘adjusted’ indicates that a household’s needs are taken into account”.

Note. It is said that unlike other low income lines, LIMs do not vary by size of area of residence (Statistics Canada, 2016c).

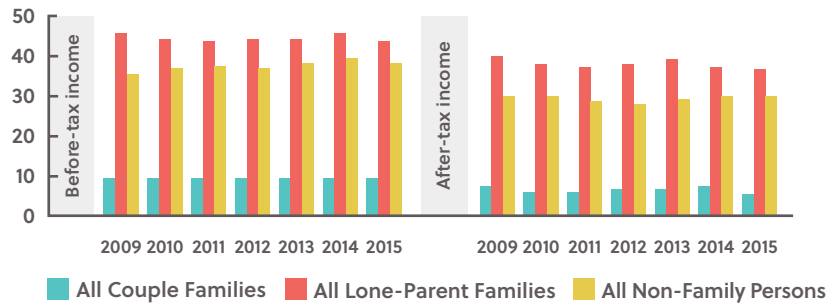
The percentage of New Brunswickers with incomes below after-tax LIM has increased by 14.2% while a similar trend happened in the Atlantic Provinces and in Canada with a 6.4% and 3.6% increase, respectively (see Figure 8). As of 2015, 123,000 (16.9%) of New Brunswickers were below the after-tax LIM poverty line which stands above the percentage point of both the Atlantic Provinces and Canada.

With regards to family type (see Figure 9), female-lone parent families are the only family type who have seen a decrease since 2009, representing a 12.3% decrease.

In contrast, according to the T1 Family File, the percentage of New Brunswickers with incomes below the before-tax LIM has remained stable and decreased by 3.8% for the after-tax LIM (see Figure 10). As of 2015, 132,700 (18.0%) of New Brunswickers were below before-tax LIM compared to 104,050 (14.1%) for after-tax LIM. With regards to family type (see Figure 11), couple families have seen the largest decrease, 8.2% and 11.6% for before and after-tax LIM. Lone-parent families are following with a 4.2% and 6.8% before and after-tax decrease.

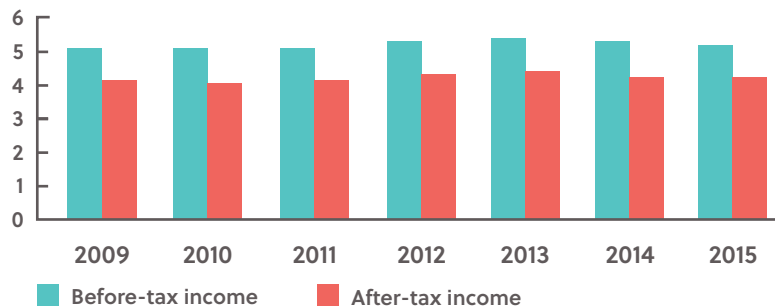
**Figure 11 - Percentage of New Brunswickers with income below the LIM before and after-tax poverty line by family type, 2009-2015**

Source: Statistics Canada (2017a)



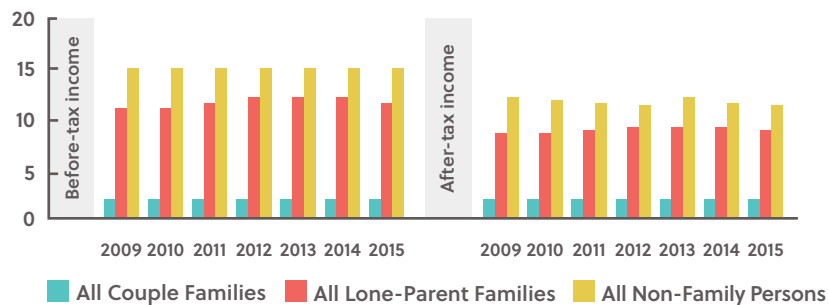
**Figure 12 - Percentage of New Brunswickers living in deep poverty, 2009-2015**

Source: Statistics Canada (2017a)



**Figure 13 - Percentage of New Brunswickers living in deep poverty by family type, 2009-2015**

Source: Statistics Canada (2017a)

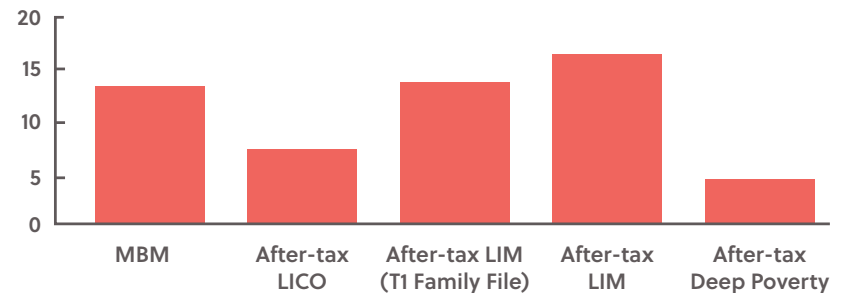


## DEEP POVERTY

The percentage of New Brunswickers considered in deep poverty has increased by 3.0% and 3.1%, respectively, from 2009 to 2015 (see Figure 12). As of 2015, 39,960 (5.4%) – before-tax – and 32,300 (4.4%) - after-tax - New Brunswickers were living in deep poverty. With regards to family type (see Figure 13), couple families have seen a decrease in their deep poverty levels, from 7.3% before-taxes to 8.4% for after-taxes.

**Figure 14 - Percentage of New-Brunswickers with incomes below the poverty line as indicated by the MBM, After-tax LICO, After-tax-LIM and After-Tax Deep Poverty, 2015**

Source: Statistics Canada (2017a); Statistics Canada (2017c)



## MARKET BASKET MEASURE, AFTER-TAX LOW INCOME CUT OFFS, LOW INCOME MEASURE, AND DEEP POVERTY<sup>6</sup>

Figure 14 presents the percentage of New Brunswickers with incomes below the poverty line as indicated by the MBM, After-tax LICO, After-tax LIM (including T1 Family File) and After-tax deep poverty in 2015. By comparison to other jurisdictions (Canada and Atlantic Provinces), New Brunswick has a slightly higher percentage point on all measures, except for the after-tax LICO where it stands below the 9.2 percentage point national average with 7.4% (54,000 New Brunswickers) as of 2015.

<sup>1</sup> As of 2015 for one person, the threshold for MBM was \$39,037 for populations under 30 000 and \$38,463 for populations of 30 000 to 99 999 (Statistics Canada, 2017d), After-tax LICO was \$24,600 (Government of Canada, 2018), LIM-AT (T1 Family File) was \$18,213 (Statistics Canada, 2017e), After-tax LIM was \$22,133 (Statistics Canada, 2017a) and After-tax Deep Poverty was \$9,107 (Statistics Canada, 2017a).

As for Table 1, it presents the percentage change on all income measures based on the 2009 income percentage point. The goal of 25% decrease on low income measure has been achieved for MBM, AT-LICO and AT-LIM measures for some family types during the years 2010, 2011, 2013 and 2014. The 50% decrease for deep poverty was not achieved.

More precisely, for the MBM measure, female lone-parent families have seen the greatest decrease in poverty from 2009 by surpassing the 25% decrease threshold both in 2010 and 2011. Although there was instability in the result across time, there seems to be a decreasing pattern where in 2015 the percentage change was -20.7%.

As for the AT-LICO measure, non-family persons have seen a constant decrease in poverty since 2009 with the greatest decrease being in 2014 where the percentage change peaked to -40.3%, surpassing the 25% decrease threshold.

For the AT-LIM measure, female lone-parent families have seen the greatest decrease in poverty from 2009 by surpassing the 25% decrease threshold both in 2010 and 2011. Although there was instability in the result across time, there seems to be a decreasing pattern where in 2015 the percentage change was -12.3%.

Finally, for the AT-LIM (T1 Family File), couple and lone parent families have seen a constant decrease in poverty across time since 2009. A similar trend is observed for couple families for the Deep Poverty measure, except for the year 2013 where an increase was noted.

**Table 1 - Percentage change of New-Brunswickers with incomes below the poverty line as indicated by the MBM, After-tax LICO, After-tax-LIM and After-tax Deep Poverty, 2009-2015**

Statistics Canada (2017a); Statistics Canada (2017c)

	MBM			AT-LICO			AT-LIM			AT-LIM (T1 Family File)			Deep Poverty		
	Economic Family	Female 1 Parent	Non family	Economic Family	Female 1 Parent	Non family	Economic Family	Female 1 Parent	Non family	Couple	Female 1 Parent	Non family	Couple	Female 1 Parent	Non family
2015	0	-20.7%	0.3	0	-10.2%	-2%	12.3%	-12.3%	11.7%	-11.6%	-6.8%	0.2%	-8.4%	5.6%	0.5%
2014	0	-14.4%	-27.2%	23.3%	-21.9%	-40.3%	15.8%	2.9%	-11.1%	-4.5%	-3.4%	1.6%	-4.1%	8.4%	1.1%
2013	-2%	-0.9%	-11%	9.3%	47.9%	-27%	0.9%	-0.8%	-6.6%	-3.0%	-2.4%	-1.4%	2.1%	8.9%	4.0%
2012	5.9%	16.8%	3.3%	2.3%	24.2%	-13.7%	8.8%	10%	8.3%	-3.5%	-2.9%	-4.3%	-0.6%	6.3%	1.8%
2011	-5.9%	-48.3%	-9.9%	-7%	F	-22.2%	-11.4%	-35.9%	-8.6%	-4.1%	-4.4%	-1.2%	-3.5%	1.5%	0.1%
2010	5.9%	-32.6%	-7.2%	-27.9%	F	-17.3%	7.9%	-26.3%	-4.3%	-4.7%	-4.8%	-0.2%	-1.8%	-1.9%	-1.5%
2009	10.1%	53.6%	33.5%	4.3%	26.5%	24.8%	11.4%	47.9%	35%	7.0%	39.9%	29.4%	1.7%	9.0%	12.0%

■ Stable from year 2009   ■ Decrease from year 2009   ■ Increase from year 2009   ■ Data too unstable to present

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# Appendix B Priority Actions: Overcoming Poverty Together 2014-2019

Priority Action	Status	Examples of what has been done
<b>Pillar 1 – Community Empowerment</b>		
<b>Theme – Support for Community Development</b>		
1. Foster community development through community asset mobilization.	On-going	6 CINs have held community asset mobilization consultations.
2. Foster an entrepreneurial spirit to promote economic and social inclusion.	On-going	CINs have partnered in projects which are of economic nature or have an economic impact. In addition to the various government programs, other organizations provide programs and services promoting entrepreneurial spirit. For ex.: Saint John Learning Exchange, Programme de jeunesse entrepreneuriale, CBDC Campbellton.
<b>Theme – Communication and Networking</b>		
3. Share and communicate information to improve coordination of community activities and regional initiatives that foster economic and social inclusion.	On-going	CINs regularly communicate with their partner, stakeholders and communities through various platforms: social media, newsletters and bulletins, emails, radio shows and special events.
4. Support creation of a “one-stop shop” to inform people about government and non-profit organization programs related to economic and social inclusion. <ul style="list-style-type: none"> <li>• Research on GNB position &amp; other models.</li> </ul>	In progress	ESIC’s Advisory Committee on One-Stop-Shop commenced its work in April 2017 with the mandate to research and document the various ways and methods that information about government and non-profit programs and services is made available to the public; and to recommend a strategy that supports the creation of a one-stop shop that provides updated information about government and non-profit programs. The strategy will also include a detailed implementation plan.  Feb. 2017: Poverty Summit as part of development of NB Family Plan focused on one-stop-shop concept. Report and recommendations of the advisory committee are expected in June 2018.
5. Celebrate communities’ best practices and success stories.	On-going	ESIC has rolled-out a promotional and awareness campaign on social media with monthly themes. At the regional level, CINs celebrate and help sharing their partners best practices and success stories.
<p><b>Ongoing:</b> The priority action is in continued progress and is not meant to have a final completion date.</p> <p><b>In Progress:</b> The priority action has started and is in progress towards completion.</p> <p><b>Completed:</b> The priority action is done and the objective has been attained.</p>		

Priority Action	Status	Examples of what has been done
<b>Theme – Volunteerism</b>		
6. Promote the spirit of volunteerism in our communities.	On-going	ESIC’s Small Act, Big Impact campaign since 2015 to promote volunteerism. Recruitment of volunteers for the free income tax clinics (Get Your Piece of the Money Pie program). Department of Finance has an Assessment Reduction Program (ARP) in place to provide property tax relief to qualifying charitable and non-profit organizations that offer social benefits to individuals and communities.
7. Support the alignment of community volunteer organizations and initiatives.	On-going	CINs constantly focus on linking community stakeholders to work on common goals. Projects have been created within the regions in OPT2. Charlotte County and Fredericton have developed websites to help connect volunteers with organizations that need help.

## Pillar 2 – Learning

### Theme – Child and Youth Education

8. Reinforce and build upon capacity of parents, families, caregivers and communities to support children and youth in their learning.	On-going	<p><b>Programs offered by PETL</b> Families and Communities as Career Coaches – Project aimed at educating families and students on the value of education, and engaging families and communities in becoming more aware, informed and active in helping youth in career planning.</p> <p>Access and Success Program provides funding to the high school tutoring program in Saint John’s priority neighborhoods , with the help form UNB – Saint John students to tutor.</p> <p>New Brunswick Teen Apprentice Program is an industry-led pre-apprentice program that provides paid summer work terms to qualifying students starting as early as Grade 10.</p> <p><b>New Brunswick Public Library</b> Every Child Ready to Read Program – Program based on the principles of sing, read, write, talk, play developed by the American Library Association).</p> <p>Afterschool programs, Annual summer reading clubs, Interactive learning spaces.</p>
9. Support and promote literacy in early childhood development and education.	On-going	<p>ESIC promotion of ELF (English) and CLEF (French) programs.</p> <p><b>Early Childhood Services (Anglophone)</b> – Early childhood books, resources and materials will be made available to Child Care Centres.</p> <p><b>Early Childhood Services (Francophone)</b> – Work is underway to develop a training module for early childhood literacy, to have a Champion in every francophone early learning and child care in every region within the Francophone School Districts.</p>



Priority Action	Status	Examples of what has been done
10. Extend and strengthen the concept of innovative school models, such as entrepreneurial community schools and community-based school programming.	On-going	36 schools within the District scolaire francophone Sud and 73 schools within the Anglophone Sector are participating in the Community School model.
11. Promote skill-based mentoring and afterschool programming and support participation of children and youth living in low income families.	On-going	CINs partner with local organizations to implement mentoring and after-school programs.
<b>Theme – Adult Education, Training and Preparation to work</b>		
<p>12. Support community-based initiatives in literacy, financial literacy, adult education, skill development and workplace entry preparation.</p> <ul style="list-style-type: none"> <li>• Financial Literacy (FL) – Research sources of FL training; continued promotion of Income Tax clinics &amp; Canada Learning Bond.</li> </ul>	In progress	<p>ESIC leads in Financial Literacy; is proactive with Get Your Piece of the Money Pie program; and Canada Learning Bond. ESIC lead a federal-provincial partnership in the organization of 7 pilot Super Clinics (income tax, Social Insurance Number, Canada Learning Bond sign-up sessions).</p> <p>Financial Education Network (made up of many GNB and non-profit organizations) focuses on partnerships in FL.</p> <p>Department of Finance introduced the NB HST credit July 1, 2016.</p> <p>Other programs that benefit New Brunswickers on low-income include the Low-Income Tax Reduction, NB Child Tax Benefit and Working Income Supplement, NB School Supplement Program, Low-Income Seniors’ Benefit, and the Low-Income Property Tax Allowance.</p> <p>Financial Literacy is an on-going integrated part of the grade 10, 11 and 12 curriculums.</p> <ul style="list-style-type: none"> <li>• Adult Literacy and Essential Skills Action Plan has been created with a focus on adult literacy and essential skills.</li> <li>• Community Adult Learning Services – Through a partnership between government and twelve incorporated community adult learning organizations, New Brunswick adults have access to learning services in, or near, their communities.</li> <li>• Workplace Essential Skills - Aimed at helping adults who are employed or seeking employment and require additional essential skills to succeed.</li> </ul> <p><b>New Brunswick Public Library:</b></p> <ul style="list-style-type: none"> <li>• Outreach services – Pop up library service in communities to reach underserved groups using cellular service and online services.</li> <li>• Youth and Adult Programs – Ongoing programs that focus on employability, economic growth, literacy and lifelong learning.</li> </ul>

Priority Action	Status	Examples of what has been done
13. Support learning initiatives related to career development and employment counselling services for people with low incomes.	On-going	<p><b>Saint John Learning Exchange:</b> The Learning Exchange is a leader of social innovation in their community with “outside the box” thinking.</p> <p>Supports participants achieving their academic or employment goals by helping create an individualized plan for the success of every individual that walks through our doors.</p> <p>Women Empowerment Network – POWER UP! is a FREE 10 week leadership empowerment training program designed to help women take their next step in life. The program helps participants to set personal goals, gain or enhance existing skills, work with others in a group learning environment, strengthen their voice, learn how to problem solve, learn team building and become a leader.</p> <p>The Experiential Learning and Employment Continuum for Social Development clients is a joint PETL/SD initiative targeting 400 clients over 3 years with the goal to help social assistance clients acquire classroom and on-the-job training through employment placement. 2016 – 2017: 169 participants 2017 – 2018: up to 195 participants</p> <p>Post-secondary education more accessible by providing upfront grant assistance to New Brunswick students through the introduction of the Free Tuition Program and the Tuition Relief for the Middle Class Program.</p>

## Pillar 3 – Economic Inclusion

### Theme – Participation in the Labour Market

14. Explore concept of a living wage.	In progress	<p>ESIC’s Advisory Committee Living Wage and Pay Equity commenced its work in April 2017 with the mandate to explore the concept of a living wage.</p> <p>Report and recommendations of the advisory committee are expected in June 2018.</p>
15. Consider the creation of comprehensive pay equity legislation.	In progress	<p>ESIC’s Advisory Committee Living Wage and Pay Equity commenced its work in April 2017 with the mandate to consider the creation of comprehensive pay equity legislation</p> <p>Report and recommendations of the advisory committee are expected in June 2018.</p> <p>Government of NB has completed five pay equity studies for female-dominated group of employees in the public service: educational assistants and school administrative assistants, court stenographers, medical science professionals, specialized health care professionals, and professional support in schools.</p>

Priority Action	Status	Examples of what has been done
16. Promote inclusion in the workplace.	In progress	<p>Premier Council on Status of Disabled People commenced exploring workplace inclusion as part of its mandate in the NB Employment Action Plan</p> <p>In 2016, the New Brunswick Human Rights Act was amended to add “family status” and “gender identity or expression” as prohibited grounds for discrimination.</p> <p>PETL is promoting among employers the hiring of persons with disabilities by sharing all the benefits persons with disabilities can bring to their business.</p> <p>PETL is funding “New Boots”, a program run by the Construction Association of New Brunswick that provides information, resources and supports to women apprentices and journeypersons in non-traditional trades.</p>
17. Support flexible work place conditions to generate opportunities for people with barriers to employment and/or unique work practices and availability.	In progress	<p>Premier Council on Status of Disabled People to explore work place inclusion as part of mandate for NB Employment Action Plan, commence 2017.</p> <p>The Training and Employment Support Services (TESS) program and New Brunswick Employer Support Services provide services to employers and persons with a disability in order to reduce barriers to employment.</p>
<b>Theme – Business Activity</b>		
18. Foster entrepreneurship.	On-going	<p>ESIC supports CINs’ projects in entrepreneurship through grants.</p> <p>Small Business Investor Tax Credit provides a 50% non-refundable personal income tax credit of up to \$125,000 per year to individual investors who invest in eligible small businesses, community economic development corporations or cooperative associations in the province.</p> <p>PETL Continues to offer the Student Employment and Experience Development - Entrepreneurship program</p> <p>PETL, through the Population Growth Secretariat, also funds</p> <ul style="list-style-type: none"> <li>• Business Immigrant Mentorship Programs in Fredericton, Moncton, Saint John, Edmundston and Bathurst</li> <li>• The Hive/La Ruche immigrant Business Incubators in Fredericton, Saint John, Moncton, Edmundston and Bathurst.</li> <li>• Succession Connect, a Fredericton-based program that connects immigrant entrepreneurs with New Brunswick-based business owners looking to sell their enterprises.</li> <li>• Facilitated the development of three online guides to doing business in New Brunswick</li> </ul>

Priority Action	Status	Examples of what has been done
19. Promote the support of local and micro businesses.	On-going	<p>PETL– Self-Employment Benefit Program: Provides various types of support during the initial development phase of the business including financial assistance, coaching and ongoing technical advice. Coaching is tailored to meet individual needs and can include subjects such as business plan development, accounting, and marketing.</p> <p><b>Population Growth:</b>            Business Immigrant Mentorship Programs in Fredericton, Moncton, Saint John, Edmundston and Bathurst to pair immigrant Entrepreneurs with experienced NB business mentors</p> <p>Funding of Hive/la Ruche immigrant Business Incubators in Fredericton, Saint John, Moncton, Edmundston and Bathurst. These incubators are supportive spaces where immigrants who are ready to launch their enterprises can share space and resources and receive assistance, information and training.</p> <p>Succession Connect, a Fredericton-based program that connects immigrant entrepreneurs with New Brunswick business owners looking to sell their enterprises.</p> <p>Development of three online guides on how to do business in New Brunswick.</p>
20. Promote and support development, creation and sustainability of a social enterprise ecosystem.	On-going	<p>Summer 2016 partner with CECNB to develop strategy to promote social enterprise in NB.</p>

## Pillar 4 - Social Inclusion

### Theme – Food Security and Healthy Food Availability

21. Promote and support community-based initiatives related to food preparation, food safety and access to healthy food.	On-going	<p>CINs work on various projects.</p> <p>ESIC supports training the New Brunswick Food Security Action Network program Everybody Eats consultation.</p> <p>Funding under the Community Food Action Program to support organizations working to improve community food security:</p> <p>107 from 2015 to 2017, SD provided 107 grants through the Community Food Action Program to organizations dedicated to improve food security.</p> <p>Two pilots for Farmers’ Market Coupons and evaluate the impact of these initiatives on reducing barriers to healthy, local foods for low income consumers.</p> <p>Researchers at Université de Moncton released a report on the state of food security in New Brunswick.</p> <p>Annual support (funding and leadership) to the NB Food Security Action Network, enabling them to host various events.</p> <p>Review of EECD’s Policy 711 on Healthier Food and Nutrition in Public Schools and development of Nutrition and active play guidelines for licensed day care facilities.</p>
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Priority Action	Status	Examples of what has been done
22. Promote transition of food banks to community-based food centres.	On-going	<p>ESIC: ongoing support of NB Food Security Action Network.</p> <p>SD continues to provide support for the development of a Community Food / Resource Centre approach.</p> <p>Partnership with NB Association of Food Banks to encourage adoption of Community Food Security practices within the charitable food sector.</p>
23. Encourage initiatives that address availability of nutritional food and food management and coordination in emergency food programs.	On-going	<p>“Everybody’s Eats Tour” Spring 2017 with NBFSAN, SD, DAAF, Health and community stakeholders.</p> <p>Action committee on Farm to School project; a co-operative was created in 2017 which was tasked with supporting local food.</p> <p>Ongoing support for development of a Community Food &amp; Resource Centre approach.</p> <p>Support capacity building of the NB Association of Food Banks to enhance their ability to support their members in improving coordination and offering healthier foods.</p> <p>Funding to food banks to support related initiatives under the Community Food Support and Resource Program.</p> <p>Funding and resources to support the NB Association of Food Banks’ Day of Sharing, bringing people from the sector together to share best practices and learn from each other.</p> <p>Support to various bulk food clubs in the province.</p>
24. Promote the establishment of community based breakfast programs in all public schools.	In progress	<p>Creation of Nourishing Minds NB to address school food issue.</p>
<b>Theme – Housing</b>		
25. Support sustainability and quality of existing affordable housing options.	On-going	<p>ESIC involved on steering committee and working group on National Housing Strategy.</p> <p>Provincial Property Tax Exemption for Not-For-Profit Low Rental Housing, now includes qualifying rent-to-own housing.</p> <p>Social Development is leading the renewal of the Provincial Housing Strategy.</p> <p>The Social Infrastructure Fund Agreement has enabled SD to provide 388 affordable housing units for individuals and families in NB.</p>
26. Encourage innovative community-based housing solutions for affordable, accessible, quality, mixed housing communities.	On-going	<p>Provincial Property Tax Exemption for Not-For-Profit Low Rental Housing.</p> <p>Social Development is leading the renewal of the Provincial Housing Strategy.</p>

Priority Action	Status	Examples of what has been done
Theme – Transportation		
27. Develop a comprehensive rural and urban transportation strategy for the province.	Completed	Committee created in April 2015. Report presented to ESIC board at June 2017 meeting. Report and recommendations to be presented to government in December 2017. Creation of implementation committee announced in December 2017.
28. Promote and support community-based alternative transportation systems.	On-going	17 community transportation services or programs have been created.

