

Social Planning Council of Ottawa

94th Annual Report 2021-22



Meaningful change -
with the community - by the community

From the President



The Social Planning Council of Ottawa

A catalyst for sustainable, social and economic development in Ottawa since 1928.

Meaningful change - with the community - by the community.

Greeting Friends. In 2021, the Social Planning Council of Ottawa staff and Board continued the very important work of supporting COVID-19 emergency needs including PPE, food delivery and technology devices for people who needed access to hardware and connectivity. started to make the slow turnaround with pandemic restrictions and mandates.

The SPCO Board added its voice to the many organizations advocating for a freeze on the police budget and for desperately needed funds for community social services and for the startup of the Alternative Mental Health crisis response.

Our youth employment program saw an uptick in employers hiring youth. Youth learned new skills and improved on their own talents through training and work experience. Our youth economic incubators continued, including a very successful pop-up job application café, where, in one afternoon, youth volunteers and staff guided 60+ youth to create resumes, apply for summer jobs and receive other supports.

Our arts projects like YouVoice and Youth Lens gave newcomer youth an opportunity to create art through pictures that tell a story. These creative programs helped break the isolation youth were feeling, bringing them together with peers and expressing themselves through visual art. The Youth Lens project is on exhibition at the National Museum for Human Rights in Winnipeg and outside the French Embassy in Ottawa.

Participation, fun and sports was another great strategy to support youth mental health after two years of COVID. The grassroots group “Active Newcomer Youth Ottawa” organized 15+ teams to play soccer throughout the summer of 2021, with a final FIFA-style tournament cup and medal ceremony. This free youth soccer season was supported by the SPCO to lift the spirits of the youth and their families.

The Ottawa Ethno-cultural Seniors Network had an outstanding year. In June 2021 the City of Ottawa proclaimed June 22nd “Ottawa Grassroots Ethno-cultural Senior Network Appreciation Day”. To honour the occasion, SPCO held a virtual ceremony with special guest speakers, performances and appreciation certificates issued to the members of each grassroots ethno-cultural seniors group. The seniors groups kept the momentum going by working hard to produce a cookbook with world cultural cuisine and traditional style recipes The Flavors of Home cookbook sales have raised funds to support the important work SPCO continually puts forward.

“Responding to Hate Crime” was an important event held virtually by SPCO and collaborative partners. The event gave the community the opportunity to hear the most recent and alarming hate crime data stats. Participants had an opportunity to ask questions and find out how they can get involved to combat the issues.

All of this great work at SPCO could not be possible by the amazing work of our staff, volunteers and Board members.

We appreciate your time contribution, kindness and compassion. How much you’ve given to SPCO has not gone unnoticed. We are beyond grateful to our amazing members and funders. Thank you all for your support of the organization.

Lastly, this is my final term with the Social Planning Council of Ottawa. I joined the board six years ago and I’ve learned so much from the wonderful people who work and contribute to this organization. In my time spent with SPCO I’ve had the great pleasure to support on various committees, chair the milestone 90th Annual General Meeting, attend a number of events for our youth and seniors groups, assist with organizing, hosting and participating in educational panels and engaged with funders, dignitaries, and elected representatives at all levels of government. I’m grateful to have had this opportunity to move through the organization and sit on the Executive. Serving as President for the last two years is humbling and it gives me such a warm feeling in my heart that I will never forget. I’m so grateful for the opportunity to meet, collaborate and learn from some amazing people. It’s been a wonderful pleasure and journey, and I send to all of you well wishes, prosperity, good health, lots of laughter, kindness, compassion and love to one and all.

My best regards,

Sophia Jacob

Board President

Our Sincere Thanks

Thank You To Our Volunteers

We couldn't have done it without the contribution of **122** volunteers in SPC programs and **376** volunteers in community development initiatives, working tirelessly on the projects mentioned within, contributing more than **5,580** hours to community change.

Special thanks to our Board of Directors 2021-2022

Sophia Jacob, President
Chandra Hapuarachichi, Treasurer
Khaled Nizami, Executive Member-at-Large
Howard Cohen, Board Member
Sonya Howard, Board Member
Deana Maric, Board Member *
Resigned during year

Lise Hebabi, Vice-President
Nicholas Ramdass, Secretary and Past-President
Rob Campbell, Board Member
Trevor Hache, Board Member *
Gillian Keefe, Board Member *
Julia Sneyd, Board Member



Sincere thanks to our funders and key partners for your continued support for great initiatives by and for the community. See pages 20-21 for details.

Contact

✉ office@spcottawa.on.ca

🌐 www.spcottawa.on.ca
www.neighbourhoodequity.ca
www.ocphe.ca
www.hotshoe.ca

Social Planning Council

Facebook @SPCOttawa
Twitter @SPCOttawa
Instagram @SPCOttawa
LinkedIn Social Planning Council Ottawa

Neighbourhood Equity Index

Twitter @ottawaequity
Instagram @ottawaequity

Hot Shoe Productions

Facebook @hotshoe productions
Instagram @hotshoe pro
YouTube Hot Shoe Productions

Our Staff

Berat Ali Acar, Youth Outreach Worker
Sybil Braganza, Coordinator, Ethnocultural Seniors Project
Mailyne Briggs, Manager, Communications and TRAC Social Enterprise
John Chol, Project Manager and Youth Advocate
Balqis Ehsan, Digital Literacy Connector*
Nargis Ehsan, Digital Literacy Connector*
Shireen Faza, Digital Literacy Connector
Both Gakah, Youth Employment Co-ordinator
Eliakim Hawi, Community Culture Co-ordinator
Kieran Holmes, Health Services Researcher*
Shyla Holmes, Health Services Researcher*
Heather Hunter, Program Manager*
Nasra Hussein, Health Services Researcher*

Sadia Jama, Community Based Researcher and Data Analyst*
Anna Lenk, Evaluation Consultant*
Abdelaziz Mahdjoubi, Manager, IT Co-ordinator*
Nombuso Makhubu, Health Services Researcher
Abdihakim Mao, Data Analyst and Researcher*
Parastu Mirabzadeh, Manager, Effective Measures
Mustafa Mohamoud, Digital Equity Co-ordinator
Stefka Patchova, Data and Geographic Information System Researcher
Reuben Mulinda Nashali, Program Manager
Nabin Subedi, Digital Literacy Co-ordinator
Dianne Urquhart, Executive Director
Mohamed Warsame, Job Developer*

Hot Shoe Productions and TRAC Staff (selected)

Asman Ahadi, Videographer
Mohammad Shams Formuly, TRAC, Research
Ben Bergeron, Manager, Hot Shoe Productions
Micaela Cheeseman, Videographer
Mato Claudio, TRAC Comms
Meena Dawlatzai, TRAC Research
Haroon Ehsan, TRAC Research
Buthinah Elsageyer, TRAC Comms*
Omer Farah, Videographer
Basma Haj Ali, TRAC Comms*

Basma Haj Ali, TRAC Comms*
Jamine Hilash, Videographer
Bryanna Kearney, Videographer
Aidan Le Sausse, Videographer
Irfan Nabi, Videographer
Carlos Peters, Videographer
James Phoenix, Videographer
Justin Sriver, Videographer
Maya Scaramozzino, Videographer
Francesca Toussaint, TRAC Comms*

Sponsored Initiatives Staff

Dilaye Desta, Co-ordinator, Canadian Women of Colour Leadership Network
Nicholas Harrison, Co-ordinator, Synapcity*
Susan Namulindwa, Maama Watali*
Talisa Singh-MacKay, Maama Watali*
Judith Ssuubi, Maama Watali*

Accountant

Cindy Flynn

** Resigned or contract ended in 2021-22*

We are a community development organization with the mission to provide residents of Ottawa with the means to exercise informed leadership on issues affecting their social and economic well-being.

The SPCO builds community capacity for concrete, positive and lasting change on priority issues identified by communities and neighbourhoods.

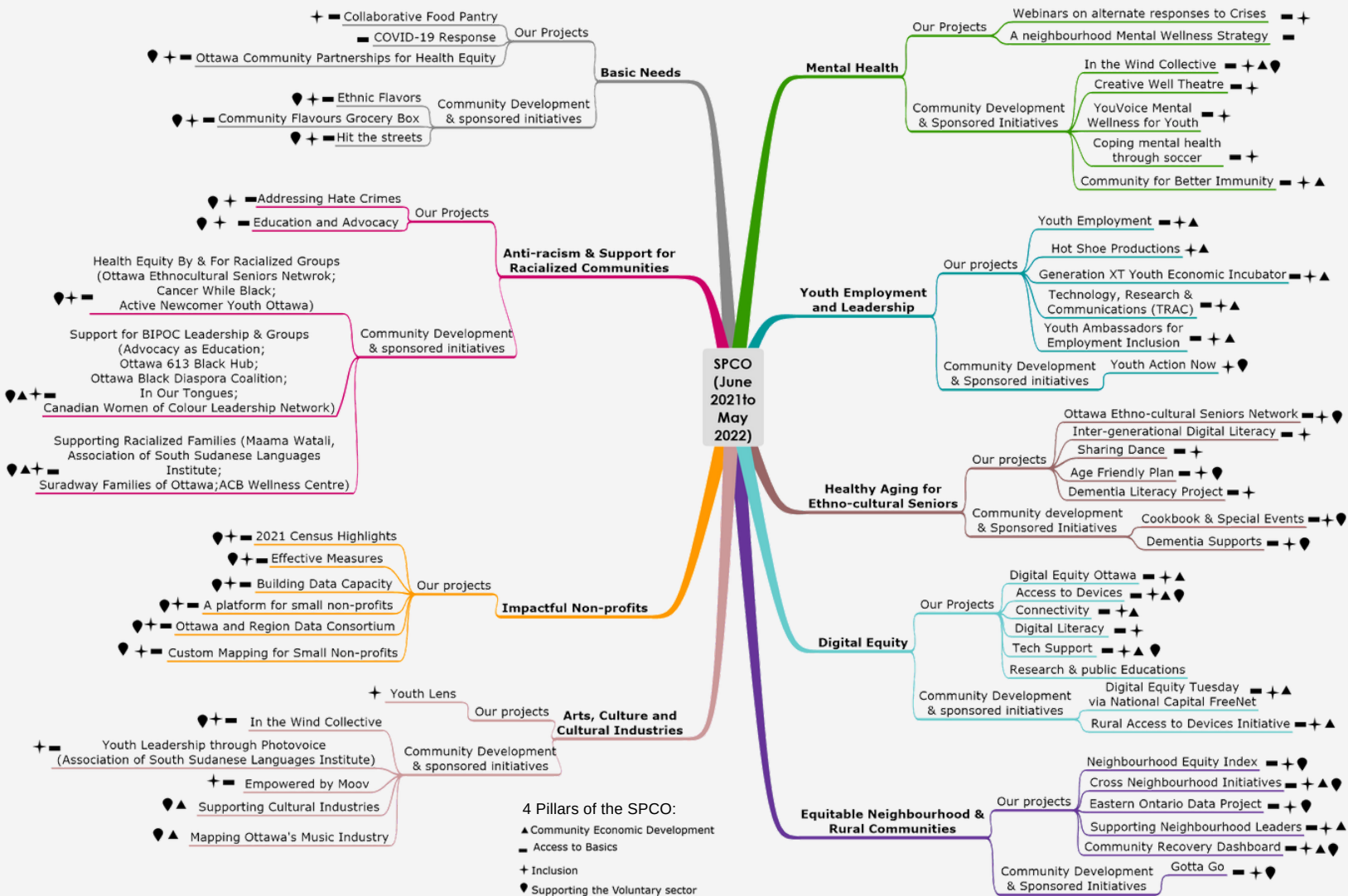
Using a holistic community development approach, we share our resources and expertise in research, planning, coordination, implementation and networking, and support people and organizations to come together around solutions.

Our Priority Issues and Goals

Community Economic Development	Increasing inclusion	Access to Basics	Supporting the Voluntary Sector
<p>•Our Goal:</p> <ul style="list-style-type: none"> •Create equitable opportunities in a sustainable local economy meeting local needs. 	<p>•Our Goal:</p> <ul style="list-style-type: none"> •Increase access to resources and opportunities for individuals, families and communities experiencing exclusion; •Support the capacity of community change-makers; •Build inclusive environments -create systemic change. 	<p>•Our Goal:</p> <ul style="list-style-type: none"> •Ensure an adequate standard of living for individuals and families facing exclusion and to ensure a solid foundation of community infrastructure to address key points of distress in specific communities. 	<p>•Our Goal:</p> <ul style="list-style-type: none"> •Advance and effective voluntary sector with means to address community needs.

Our Toolkit for Change

		
<p>Research that matters</p> <ul style="list-style-type: none"> •We create authoritative research and information used to respond to local needs. 	<p>Support networks, organizations, residents and decision-makers</p> <ul style="list-style-type: none"> •We provide a range of supports to agencies, residents, networks and decision makers addressing community-identified issues and priorities. 	<p>Community and Program planning</p> <ul style="list-style-type: none"> •We work with the community to design solutions, incubate new initiatives to respond to unmet needs and support community participation in decision making.



Grassroots Organizations Supported Through Our Platform:

Members of the Ottawa Grassroots Ethno-cultural Seniors Network

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> Afghan Canadian Support Network Bulgarian Seniors Cambodian Association of Ottawa-Valley Canada Nepal Solidarity for Peace Caribbean Ethnocultural Seniors of Ottawa Club Case de los Abuelos Daryeel: A Youth and Senior Serving Centre Deshantari of Ottawa Carleton Etio-Canadian Azawent Association Excelsior Cultural and Spiritual Association | <ul style="list-style-type: none"> Family Support and Care Services Center Indo-Canadian Community Center Kanata Chinese Senior Support Center New Beginnings North South Development Roots & Culture Ottawa Francophone-Swahili Seniors Network (OFSSN) Ottawa Korean Evergreen Society Ottawa Valley Filipino Canada Seniors Polish Canadian Womens Federation | <ul style="list-style-type: none"> Regroupement Affaires Femmes Rwanda Social Services and Family Counselling Saint John the Baptist Ukrainian Seniors Association Sikh Community Services Ottawa South Nepean Muslim Community Sri Lankan Canadian Association of Ottawa Swahili (East Africa) Speaking Seniors Vietnamese Canadian Community of Ottawa |
|--|---|--|

Additional Community Organizations

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> ACB Wellness Centre Active Newcomer Youth Ottawa Advocacy as Education Afro Black Cultural and Media Centre A.R.T. in Action Assoc. of South Sudanese Languages Institute Canadian Women of Colour Leadership Network Community for Better Immunity | <ul style="list-style-type: none"> Debaser Gotta Go! Hit the Streets IGen Ottawa In Our Tongues In the Wind Collective Lockdown Basketball Tournament Maama Watali NutritionBlocs | <ul style="list-style-type: none"> Ottawa 613 Black Hub Ottawa Black Diaspora Coalition Pass The Feather Surad Way Parent Association Synapcity Youth Action Now Youth Engagement and Community Outreach YouVoice |
|--|--|---|

Providing residents the means to exercise informed leadership on...

Mental Health



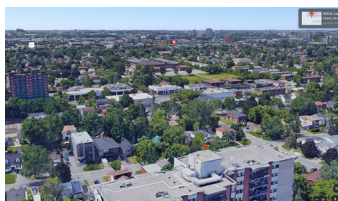
Webinars on Alternate Responses to Crises

"Responding to Mental Health Crises: Learning from Models in Ottawa and Beyond" was a series of eight webinars outlining successful models for responding to mental health crises in Ottawa, Canada and the U.S. It was an opportunity to learn about what alternatives exist when responding to mental health crisis situations that replace traditional policing. Each webinar featured one approach, highlighting how and why it was developed, how it works and lessons learned. The series was co-sponsored by the SPCO, Minwaashin Lodge, Crime Prevention Ottawa, Ottawa Black Mental Health Coalition and Ottawa Community Partnership for Health Equity. Visit <https://ocphe.ca/webinars/> for the archived webinars. (Funding: in-kind contributions by Crime Prevention Ottawa)



YouVoice Mental Wellness for Youth

(Sponsored) This project built on last year's youth-led participatory research highlighting that racialized youth wanted more social opportunities and peer support to address mental wellbeing. The project engaged young racialized women in Ottawa in programs and activities promoting positive mental health and connecting with other racialized youth in a safe space. The project gathered racialized youth on conversations around cultural stigma and mental health myths and realities. Through extensive community partnerships, the project delivered social programs for older youth (aged 16 - 29 years old). It resulted in "Coping Mental Health Through Soccer", "Empowered by Moov", and ongoing youth-led educational sessions. (Funding: SPARK grant from United Way East Ontario)



Neighborhood Mental Wellness Strategy

The SPCO and the Community Development Framework continued to convene a multi-agency initiative to better support mental well-being in priority neighbourhoods through community development approaches. Neighbourhoods disproportionately impacted by poverty, social isolation & marginalization had identified an urgent need to provide better support along the mental health spectrum. Thanks to the 20 partners who collaborated to get digital devices and connectivity to key peer leaders, support a new monthly peers group and start a paid peer worker to support folks in key buildings. We are developing an approach to better support racialized family neighbourhoods. (Funding: United Way East Ontario and a grant to the CDF from Greenshields)



Coping Mental Health Through Soccer

(Sponsored) In 2021, newcomer youth came together in "Active Newcomer Youth Ottawa" to organize a free soccer league to address social isolation and mental health. Fifteen teams were formed, with over 220 young people (mainly newcomers) participating all summer in the free soccer league. Family and friends joined in and peer and professional mental health supports were available throughout. The summer wrapped up with an exciting FIFA-style tournament (Funding: Bell Let's Talk and Fundraising)

The program has expanded for 2022, with double the participation and twice the excitement!!



The Creative Well Theatre Project
2021/22

Creative Well Theatre

(Sponsored) Branch Out Theatre offered adults living with mental illness a chance to participate in intensive arts programming, gain new theatre skills, access creative outlets to express stories and build community through working together as a theatre ensemble. In weekly sessions, the ensemble shared stories about positive mental health strategies as alternatives to police interventions. They performed two playback theatre performances, a style of improvisation, in which they invited the audience to share stories about positive mental health interventions and supports and re-enacted them on the spot through improvisation. The project was an empowering, healing and supportive experience for participants as part of a larger Creative Well Theatre Project. (Funding: SPCO's City Grant)



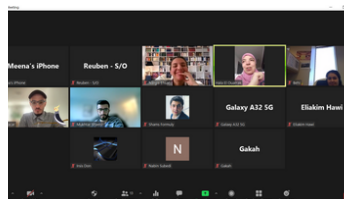
Community for Better Immunity

(Sponsored) BIPOC youth took the initiative to strengthen mental wellness and create awareness. In partnership with the grassroots organization, 'Play', they participated in weekly virtual coaching seminars to inform themselves on mental wellbeing. After the winter-long isolation period, the youth got together in summer camps, table tennis tournaments and outdoor activities such as cycling, hiking, and kayaking.

They built strong peer support with weekly mentoring sessions for newcomer students. In leadership with the participants from our Youvoice project, university students created an open house event where 64 high-school students got information about the programs they would like to apply to and ask their questions in their own language. Our youth leaders keep taking active roles in their communities.

Providing residents the means to exercise informed leadership on...

Youth Jobs & Leadership



Youth Employment

We provide youth a clear pathway to good employment in sustainable economic sectors through training, paid work placements and network development. We served 172 youth aged 16-30 who are racialized, immigrants (including refugees), living with disabilities or from priority neighbourhoods. 96 received training or a paid quality work experience, of which 80% are working, 4% are returned to school and 16% are still in training with us. We ran seven "cohorts" of training and paid work placements – on IT managed services, marketing/communications, diverse professional sectors or for first jobs in the Canadian labour market. An additional 78 received general employment support, incl. for part-time work. Activities are through our youth incubators, social enterprises and traditional employment services. (Funding: Employment and Social Development Canada, the City of Ottawa (Economic Development) and the Co-operators Community Fund)



GenerationeXT

Our GenerationeXT Youth Economic Incubator provides peer-to-peer support and ongoing "meet-us" where youth learn and share skills, work on certifications, build career-oriented connections and get general employment support such as resume writing and job search. Youth with technical and other skills support those needing help – with digital literacy, school work, practicing English, connecting with other services or doing group projects. 91 youth participated. Staff and youth volunteers organized a pop-up "job application café" that helped over 60 young people in one afternoon to apply for summer jobs. (Funding: City of Ottawa Economic Development and the Co-operators.)



Hot Shoe Productions

Hot Shoe Productions, our youth-driven social enterprise, has continued to grow the production skills of our youth staff while creating powerful video products for a multitude of clients. It has helped several youth staff succeed at their own goals in media, videography, and production skills. 17 youth staff took shifts for Hot Shoe this year, while over 25 different video projects were produced, with \$28,000 in revenue. Clients in 2021-22 included the John Howard Society of Ottawa, Crime Prevention Ottawa, JA Central Ontario, ArtsNetwork Ottawa, Youth Ottawa, Youth Voices Creative Project, The ACB Wellness Resource Center, and even the Pass the Feather Indigenous group to produce the official live stream on the National Day for Truth & Reconciliation. See: www.hotshoe.ca. (Funding: United Way East Ontario and Ottawa Community Foundation)



TRAC

Technology, Research and Communications (TRAC) is our social enterprise focused on marketing/communications, information and communications technologies and social research. 47 youth participated (also counted in our youth employment, above). Most youths received 4 weeks of training in computer systems technician, marketing and communications, or social research and data analysis. Youth received paid work placements with external employers or in our social enterprise. TRAC supported the mar/comm, IT or research capacity of social good organizations including those addressing anti-Black racism and decolonization. (Funding: Employment and Social Development Canada, the City of Ottawa and the Co-operators)



Youth Action Now

(Sponsored) Youth Action Now was created by Paul Dewar after a lifetime of working with, and being inspired by, young people. As an activist, teacher, Member of Parliament and change maker, Paul believed in unleashing the power of young people. Paul's vision was to support young people to make positive changes in their communities and build a better world for all. Youth Action Now's mission is to support youth-led grassroots action and collective leadership with funding, resources, knowledge and connections.

Over the last few months, we have seen an increase in applications for grants for youth-led, collective and inclusive initiatives. Visit <https://www.youthactionnow.ca/> to learn about the 80+ groups that have received over \$75,000!



Youth-Led Research

"Youth Ambassadors for Employment Inclusion" is a youth-led research project to identify gaps, opportunities and recommendations to better support youth to find and keep good jobs in the post-COVID recovery period. Youth were particularly hard hit by the profound economic impact of COVID. Youth seeking entry-level positions are benefitting from the current upswing in demand for labour, but youth seeking career-oriented positions are not benefitting equally in the current labour market. The project is exploring what's working and what's not, in Ottawa and elsewhere, to support youth into appropriate employment, with a particular focus on racialized and newcomer youth. (Funding: Ottawa Community Foundation.)

Providing residents the means to exercise informed leadership on...

Healthy Aging



Ottawa Ethno-cultural Seniors Network

27 grassroots groups with 40+ languages
Serving over 3,500 seniors
Over 80+ activities and programs
7000+ volunteer hours
12+ projects and initiatives
10+ committees and working groups

Collectively the leaders and members of the Network support emotional, social and cultural needs, as well as hold steadfast their traditions, values, and language. Leaders and volunteers attended bi-weekly meetings to share information and attend presentations and information on various issues and topics. During the past year, the groups stepped up to:

- Provide language-specific mental health support for seniors, something that paid staff and agencies do not have the capacity to do;
- Translate COVID-19 information for their groups, make immunization appointments and provide transportation;
- Provide ethnic-specific groceries and meals
- Use Zoom, Email, WhatsApp, WeChat and telephone conference calls to stay connected and be informed.
- Offer online physical activities such as chair exercise, yoga and dance classes, meditation, chanting, virtual signing, reading, crafts, art, cooking classes and games

(Funding: City of Ottawa, United Way East Ontario, Ottawa Community Foundation)



Sharing Dance

Over 400 seniors participated in this virtual dance program to increase physical activity. More than 60 senior volunteers hosted online group or on-demand sessions in multiple languages, and SPCO provided computers to seniors who needed them. This is a collaboration between the OESN, the SPCO, and Canada's National Ballet School. (Funding: Government of Canada New Horizons for Seniors Program)



Inter-generational Digital Literacy

The Inter-generational Digital Literacy Project is an innovative and sustainable train-the-trainer project in collaboration with the Ottawa Ethno-cultural Seniors Network, SPCO and Jewish Family Services.

Volunteers of all ages who speak diverse languages and are comfortable with technology are trained to support seniors to use technology for the things that matter to them. By using co-design, peer approaches, inter-generational connections and sharing of capacity between grassroots groups, the project reduces social isolation and enables seniors and youth to share their skills while also increasing digital literacy.

Seniors were also provided tablets and connectivity if needed. In just four months since Jan. 2022, 754 seniors have increased their ability to use technology with the help of 80 volunteers, through workshops, one-on-one support and virtual get-togethers.

Resource materials in multiple languages are continuously being developed and shared at <https://www.spcottawa.on.ca/digital-literacy/>

This is a great partnership with Jewish Family Services, through a grant to JFS from the Ontario Ministry of Health.



Age-Friendly Plan

"Pivoting the Age-Friendly Plan in A Pandemic" is a participatory planning project to improve Ottawa's Age-Friendly Plan for better inclusion of immigrant and racialized seniors with a focus on: digital equity, health equity, housing, and virtual programming for diverse seniors. (Funding Ontario Ministry of Seniors and Accessibility, Inclusive Communities Grant)



Cookbook and Special Events

(Sponsored) "Flavours of Home" is the first-ever cookbook produced by the Ottawa Ethno-cultural Seniors Network. The recipes are from seniors in Ottawa, who celebrate their immigrant background with traditional dishes inspired by years of cooking, life experience and a large helping of personality. Learning to cook new and exciting foods is like taking a mini-vacation from the comfort of home.

Cuisine is one of the easiest and most interesting ways to explore and celebrate cultures. And that's what this book is for. Whether folks cook seasonally, are on a budget, or eat plant-based, there's something here to inspire every reader. Armed with bold flavours and accessible ingredients, each recipe is designed for the home chef who wants to expand their cooking horizons and impress their family and friends. Special thanks to Carleton University for covering part of the printing.

In another first this year, the City of Ottawa proclaimed June 22nd "Ottawa Grassroots Ethno-cultural Senior Network Appreciation Day". The Mayor acknowledged the significant contribution of the Ottawa Ethno-cultural Seniors Network to the quality of life in Ottawa. The groups celebrated with a special program of performances and appreciation certificates.



Dementia Supports

(Sponsored) Member groups provided culturally-specific support for seniors with dementia and their caregivers. Jewish Family Services supported specialized training. We are just starting a project promoting dementia literacy through videos and facilitated peer-led discussions. (Funding United Way East Ontario and Government of Canada New Horizons for Seniors Program)

Providing residents the means to exercise informed leadership on...

Digital Equity



Digital Equity Ottawa

In mid-2021 we launched Digital Equity Ottawa (DEO) with National Capital FreeNet to tackle the digital divide for at-risk populations, priority neighbourhoods and rural residents. We established a Strategic Advisory Committee for Digital Equity Ottawa, with representatives from funders, the City, school boards, Ottawa Public Library and community agencies to leverage existing digital assets to improve digital equity. In recognition that rural areas often face even bigger challenges, we developed partnerships with rural agencies to support digital equity in the rural counties of Eastern Ontario. Digital Equity Ottawa is reducing the digital divide through four strategies: (1) Access to Devices (2) Access to Connectivity (3) Digital Literacy (4) Non-Profit Capacity. (Funding: Gov't of Canada COVID grants via United Way East Ontario)



Digital Literacy

Digital Equity Ottawa is working with community partners to improve knowledge of and coordination between the many organizations that train residents in digital skills to increase access to services, virtual learning (from elementary to post-secondary), employability, and social opportunities for isolated residents. The Social Planning Council developed an innovative and sustainable inter-generational digital literacy initiative to fill a gap identified by the Ottawa Ethno-cultural Seniors Network (see the previous page). The benefits of this program go far beyond learning technology; it also builds ongoing social connections between residents of all ages. We are expanding the model to other groups who have not had the opportunity to use technology effectively such as recent refugees who grew up in refugee camps. Special thanks to Jewish Family Services.



Access to Devices

We created a centralized supply and demand platform where local non-profits can request devices for their clients/members. The platform is building on existing collaborations that are purchasing, loaning or distributing devices and brings efficiency to the ad-hoc approach that arose during COVID in response to the urgent need for devices. In 2021, we distributed 102 devices (laptops, tablets, cellphones or other technology). So far in 2022, we have distributed 94 devices. There is a long way to go, with over 400 households already on the waiting list. We have established new partnerships, including with the City of Ottawa, Jewish Family Services and the Phoenix Centre for Children and Youth, and hope to achieve a target of 500 devices distributed this year. (Funding: City of Ottawa Social Service Relief Funds and Ontario Ministry of Health via Jewish Family Services)



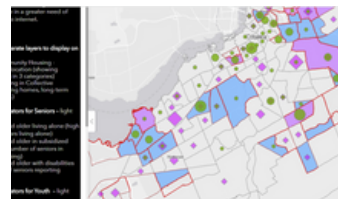
Tech Support

The pandemic highlighted the need to increase the digital capacity of non-profits to enhance service provision. Through community consultations, agencies identified a need for help desk support for non-profits and for residents who have been provided devices through gifting programs. We established a partnership between our youth social enterprise TRAC (Technology, Research and Communications) and a private company, Toos IT Managed Services, to provide subsidized tech support for a limited number of voluntary sector agencies. In 2022, we are piloting a pop-up help-desk service called "De-Bug the Capital" for low-income residents or non-profits who need software or modest hardware repairs to their existing devices. A second need was for good models of hybrid program delivery for diverse populations. We provided research for partners on good practices in hybrid programming (virtual and in-person) for groups with distinct needs.



Connectivity

We have been promoting existing subsidized internet plans and advocating for easier access and broader reach. In the short term, we assisted 51 households to get subsidized internet and covered the monthly internet or phone plans of another 30 households who are low-income community leaders or are individuals with health issues requiring the ability to connect with services by phone. We have been working toward an innovative community-based Wi-Fi access service to be piloted in high-needs neighborhoods, establishing the necessary partnerships and completing the feasibility study, business plan and a portion of the engineering studies. The project is ready to move ahead pending capital funding. In the meantime, we are endeavouring to establish small-scale connectivity hubs in congregate housing for high-needs residents.



Research and Public Ed.

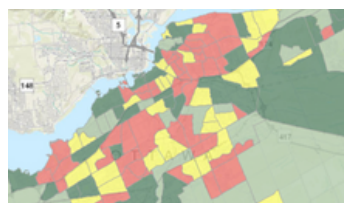
Research to support digital equity (see <https://neighbourhoodequity.ca/digital-equity-ottawa/>).

- Survey Ottawa Community Housing tenants to identify their needs and inform the action
- Three "Boosting the Signal" reports, one each for digital equity in urban Ottawa, rural counties, and a community-driven WiFi mesh networks
- "Geography of Need Ottawa" map to identify the most appropriate Wi-Fi hub locations for high-needs residents.
- Rural Digital Equity Dashboard highlighting population characteristics, internet speed tests and possible We-Fi hub locations for 12 priority Eastern Ontario communities.

With National Capital FreeNet we promoted a "Digital Equity Tuesdays" social media campaign (#DigitalEquityOttawa) and advocated for changes to policies negatively impacting digital equity.

Providing residents the means to exercise informed leadership on...

Neighbourhood Equity



Neighbourhood Equity Index

There is significant inequity across Ottawa neighbourhoods, affecting the quality of life in the present and long-term social, economic, and health outcomes for residents. The NEI is a powerful assessment and response resource providing an evidence-based to increase access to resources and opportunities to thrive in every neighbourhood. The SPCO continuously adds population and thematic data to the NEI website to support residents and organizations working on specific equity issues. This year, we added data and mapping tools to address hate crimes, anti-racism, digital equity and ongoing COVID-19 response. See: www.neighbourhoodequity.ca and the newest dashboards at <https://www.neighbourhoodequity.ca/#issues> and <https://www.neighbourhoodequity.ca/#population>



Supporting Neighbourhood Leaders

We continued with support to resident leaders and community agencies working to improve conditions in priority neighbourhoods.

We provide laptops, tablets or cellphones including monthly connectivity plans for many community members who are leaders in their neighbourhood - connecting others to social activities and services.

A priority this year was advancing youth leaders making meaningful change in their neighbourhoods and communities - on employment, success at school, mental health, opportunities for children, social activities, strong families, food security, digital equity, anti-racism, over-policing of racialized youth, digital equity, immigration issues and inter-generational opportunities.

ALTERNATIVE NON-MEDICAL MENTAL HEALTH INTERVENTION

Spearheading Grassroots Community Leadership



Theme: Leadership and innovation in mental health

Monday, March 7th, 2022

4:00 - 6:00 PM

Hosted via Zoom

Cross-Neighbourhood Issues

We continued our leadership on cross-neighbourhood initiatives highlighted elsewhere in this report, that address:

- digital equity,
- hate crimes,
- youth employment
- mental health,
- healthy aging,
- opportunities for young people, and
- supporting racialized families and children.

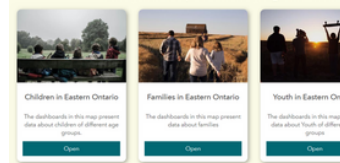
We leveraged resources for neighbourhood activities and emergency needs. (Funding for this and the Neighbourhood Equity Index: United Way East Ontario)



Gotta Go!

(Sponsored) This GottaGo! The campaign project was entitled "Our Ottawa Needs Public Toilets." In partnership with Art House (255 Somerset Street West), we solicited artworks from local artists (visual, music, poetry) on this theme. We received 36 excellent submissions and selected 12 for funding. So far have used these primarily on social media and on our website. GottaGo! and Art House produced 9 videos raising awareness about this issue: 2 interviewing people on the streets of Ottawa about their experiences of needing a public toilet, and 7 interviewing the winning artists where they explain why public toilet access is important to them. These videos can be found on GottaGo's YouTube channel. In the final stretch of the program, Art House will be hosting free, art and advocacy kits that offer the public free clay material and creative ways of advocating for better public toilet access in Ottawa. (Funding Ottawa Community Foundation)

Explore the **Maps and Dashboards Gallery** to see how 1 Ontario municipalities and neighbourhoods



Eastern Ontario Data Project

The Eastern Ontario Regional Data Project Portal offers insights on a range of factors affecting the well-being of rural communities in Eastern Ontario. Explore the data, maps, and dashboards to better understand the unique socio-demographic profile of Eastern Ontario townships and neighbourhoods. The Regional data portal has the potential to provide each of the UWEO counties with their own component/page for information sharing and collaboration. It is also a potential first step toward a Rural Ontario Neighbourhood Equity Index. (Funding: United Way East Ontario) See <https://eastern-ontario-regional-data-project-spc-ottawa.hub.arcgis.com/>



Community Recovery Dashboard

The Community Recovery Dashboard is a monitoring tool for medium and long-term COVID-19 recovery. Using data from a variety of sources, including the Census and Labour Force Survey, it looks at the state of geographic areas across Canada prior to the COVID-19 pandemic, in order to assess and compare their capacities for recovery from COVID-19's economic and health impacts. We are publishing thematic sub-sets of the Community Recovery Dashboard for Ottawa and Eastern Ontario Townships areas. The first part of the Community Recovery Dashboard includes the Demographic Data Indicators. See https://public.tableau.com/views/CommunityRecoveryDashboard-OttawaandRegionPart1_Demographics/Demographics?%3AshowVizHome=no

Providing residents the means to exercise informed leadership on...

Basic Needs



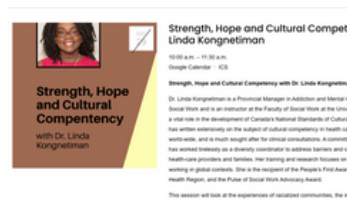
Community Flavours Grocery Box

(Sponsored) Community Flavours is a project pilot by Nutrition Blocs in partnership with SPCO and Parkdale Food Centre. It provides a bi-weekly Ethnic Grocery Box to three ethnocultural seniors groups – Latino, Haitian and African seniors. The project is funded by Ottawa Community Foundation and Mazon Canada. With a new grant from Mazon Canada, the pilot will expand to two more groups – Arabic/Middle Eastern and Indigenous seniors.



Collaborative Food Pantry

The Collaborative Food Pantry was established in 2012 and operated primarily on a revenue-neutral (cost-recovery) basis until the dramatic spike in demand due to COVID-19. Food security was exacerbated by the pandemic, and more recently by global crises. Through this period we continued to partner with ethno-cultural and Indigenous grassroots groups, to provide emergency food support to households in need. In addition to delivering groceries, volunteers and staff performed wellness checks and connected community members with other supports available in the community. (Funding: City of Ottawa Social Service Relief Funds)



Partnerships for Health Equity (OCPHE)

The 'Ottawa Community Partnerships for Health Equity' is a hub for working and learning together to address health inequities in Ottawa. Coordinated by the SPCO and the Ottawa Ethno-cultural Seniors Network, it showcases and promotes community development approaches that improve health outcomes for residents impacted by systemic barriers to good health and well-being, particularly racialized residents. The OCPHE grew out of collaborative work since 2010 between the Social Planning Council of Ottawa and grassroots ethno-cultural groups in Ottawa and now includes additional partners. OCPHE health equity projects this year are described throughout this report. <https://www.ocphe.ca/>



Ethnic Flavors

(Sponsored) Ethnic Flavors is a project developed in partnership with SPCO, Indo-Canadian Community Centre (ICCC) and Meals-on-Wheels agencies and provides ethnic meals to the seniors. Currently, the program offers Indian Vegetarian meals, but we are developing other menus and ethnic choices. Special thanks to the Indo-Canadian Community Centre and its volunteers.



Hit the Streets

(Sponsored) Hit the Streets is a grassroots mobile organization delivering free nutritional food, PPE, clothing and other provisions to survival sex workers, those experiencing homelessness and limited shelter, and those battling addictions. We also partner with different community organizations and promote information on free services and programming on their behalf. Hit the Streets provided outreach support, distribution of basic needs (food, clothing, toiletries, diapers etc.), helped people find appropriate housing, provided transportation to and from appointments, and help with essential costs for utilities, food and transportation. They redistributed over \$50,000 worth of support to community members. Visit: <https://www.instagram.com/hitthestreets.ca/> (Funding: United Way East Ont and fundraising)



COVID Response

We continued with a range of supports to community members impacted by COVID-19 and the ongoing requirements for social distancing. With the Ottawa Ethno-cultural Seniors Network, we contributed to improvements of the COVID emergency response to accommodate cultural differences, particularly with respect to access to public health information, vaccine approach and food access. We maintained strong support for social opportunities to reduce isolation and mental health distress and increase access to information and resources, through a robust programme of social activities. We provided support for basic needs including food, digital devices and connectivity. Our research, and particularly the resources in the Neighbourhood Equity Index, were used for planning COVID-19 responses. (Funding: City of Ottawa Social Service Relief Funds (SSRF) and contributions from the Ottawa Black Mental Health Coalition's SSRF allocation.

Providing residents the means to exercise informed leadership on...

Anti-Racism



Addressing Hate Crimes

The Hate Crime Dashboard is based on police-reported hate and bias-motivated crimes 2015–2020. Hate crime statistics offer another source of information about discrimination and intolerance. From 2015 to 2020 crimes motivated by race, religion, and sexual orientation grew at alarming rates. They spread to more neighbourhoods. The severity of crimes intensified as the number of violent crimes in 2020 doubled from the number in 2019. In 2020, for a third consecutive year, Ottawa had the highest rate (per 100,000 people) of hate crime incidents as compared to all large Canadian cities (metropolitan areas). The Hate Crime Dashboard was released at a public meeting to discuss action strategies. See <https://neighbourhoodequity.ca/hate-crime/> (Funding from United Way East Ontario)



Health Equity by & for Racialized Groups

Our health equity work included activities through the "Ottawa Community Partnerships for Health Equity" with members of the Ottawa Ethno-cultural Seniors' Network (described earlier). We were very active on mental health support for racialized communities (see the section on Mental Health), including participating in the Ottawa Black Mental Health Coalition. We and our grassroots partners participated in many planning tables to advance health equity. (Sponsored) Finally, we supported other groups in their activities, such as providing free videography services for an educational project called "Cancer While Black". See <https://www.youtube.com/watch?v=W9XdR6NiqsU>



Internal Action Plan

As per our Anti-Racism Policy and Action Plan, we:

- Gathered data on gaps for racialized communities
- Made our data, space, technology, videography and comms resources available
- Offered services and programs that benefited racialized communities and individuals
- Supported grassroots groups
- Offered new programs responding to emerging needs of racialized communities, developed with leadership from those communities
- Supported the strengthening of anti-racism leadership in Ottawa, including from racialized youth and from grassroots groups
- and youth
- Served as a bridge to mainstream services and policymakers if requested
- Provided support for advocacy
- Applied anti-racism lens to internal practices



Supporting Resilient Families

(Sponsored) The SPCO and grassroots ethno-cultural groups serving families, children and youth are collaborating to provide a range of supports including summer recreation, after school programming, and family information sharing, to build robust social networks for strong families, sustainable peer support, well-being, positive school engagement and for older youth, connections with the labour market. Partners include the Association of South Sudanese Languages, Suradway Parents Association of Ottawa, ACB Wellness Centre and others. (Funding: Ontario Trillium Foundation, United Way East Ontario and the Social Service Relief Funds through the Ottawa Black Mental Health Coalition.)



Education and Advocacy

See <https://neighbourhoodequity.ca/racism/> for information resources from the SPCO including profiles on racialized youth, resources from presentations and public forum recordings, downloadable data and much more.

We supported many anti-racism education and advocacy initiatives by community groups. For example, we offered free video services by Hot Shoe Productions to a number of organizations addressing anti-Black racism.

(Sponsored) One example is 'Advocacy as Education'. This is a documentary series that explores and educates on the issues that the Black and Indigenous communities face. Visit <https://sites.google.com/view/advocacy-as-education/home?authuser=1>



Supports for BIPOC Leadership and Groups

Our platform supporting the capacity of grassroots and small non-profits has prioritized groups by and for racialized communities for 15 years.

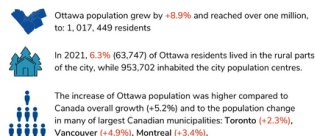
87% of the groups supported through the platform this year were groups led by and supporting residents who are Black, Indigenous or People of Colour. We raised or managed \$404,285 for these groups.

(Sponsored) One example is Active Newcomer Youth Ottawa. Led by youth for youth, ANYO runs a soccer league, social activities and has launched an exciting podcast series, 'The Immigrant Experience'.

Providing residents the means to exercise informed leadership on...

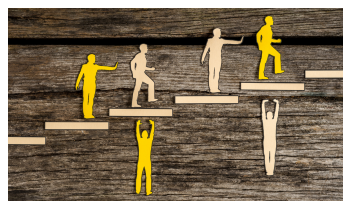
Impactful Non-Profits

POPULATION CHANGE 2016-2021



2021 Census Highlights

Between 2016 and 2021 Ottawa's population increased by 8.9%. Our new "Census Highlights" portal provides free access to data from the 2021 census. Our first dashboard and map gallery explores the population change for 219 neighbourhoods across Ottawa. The second dashboard and map gallery presents the population change for the rural counties in Eastern Ontario. Users can view or download data by either clicking on a neighbourhood or selecting it from the drop-down list. Watch for additional dashboards, as Statistics Canada releases more 2021 census data through this year. Data is provided courtesy of the Ottawa and Region Data Consortium. Visit <https://2021-census-highlights-for-ottawa-and-region-spc-ottawa.hub.arcgis.com/>



A Platform for Small Non-Profits

We provided support and shared services for 52 grassroots groups or small non-profits so they can focus on making the change on important issues facing people from racialized, Indigenous, equity-seeking and low-income communities. Our supports include resource development and fundraising, financial management marketing and communications services, research, evaluation, partnership development, peer networks, access to training, and access to space and/or technology. See the section on "Inclusion" for details. Through our proven model, the SPCO more effectively delivers on our mandate while groups supporting those most affected by issues increase their capacity in one or more of the following areas: quality programs, funding and in-kind resources, networking and partnerships, organizational structures and ability to represent the interest of their stakeholders.

Effective Measures

Effective Measures is the SPCO's social enterprise that provides evaluation services for community programs aimed at improving the lives of all Ottawans. We put the community first with our research and evaluation processes rooted in community needs and knowledge. We work with our clients to assist them to achieve better results, innovate, and evolve. We also provide support for the evaluation aspects of funding proposals. Last year we provided our services to Ottawa Community Land Trust, The Sexual Assault Support Centre of Ottawa, Integrated Neighbourhood Services Team (City of Ottawa), Vista Centre Brain Injury Services, Eastern Ontario Resource Centre, and The Ottawa Community Immigrant Services, and Community Development Framework. Visit <https://effectivemeasures.ca>

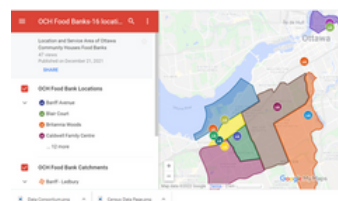


Ottawa and Region Data Consortium

The SPCO hosts the Ottawa and Region chapter of a national Community Data Program managed by the Canadian CED Network. This exciting initiative enables community-based organizations and municipalities to access hundreds of customized data tables from a variety of sources designed to provide community organizations and municipalities with the information necessary to inform effective and responsive policy and program design and implementation. The Ottawa Neighbourhood Study, Ottawa Insights (Ottawa Community Foundation), the Neighbourhood Equity Index, the Rural Atlas and the Portrait of Ottawa's Black Community (2020) and our new Census Portal are just some of the initiatives based on data from the Ottawa Region Community Data Consortium. Data were used to support planning around COVID response, support for vulnerable residents, and equity.

Building Data Capacity

This is a multi-year, multi-agency model of collaboration to improve programs by enabling effective use of data from authoritative sources such as Statistics Canada and from agencies' own data records. The project is working with the Coalition of Community Health and Resource Centres, the Champlain Community Support Network and organizations supporting the Black community to ensure their members have the data they need to more effectively plan their services and understand their impact. Young people with data skills entering the labour market help by undertaking research and providing data visualizations. The project benefits voluntary sector agencies and their clients while supporting the career path into social research positions in Ottawa, for young people. (Funding: Ottawa Community Foundation)



Custom Mapping for Service Planning

We provide custom data and mapping to support evidence-based decision-making by community groups undertaking planning initiatives. Two examples from this year:

- For Multifaith Housing Initiative. Printable maps presenting the Neighbourhood Equity Index indicators and additional demographic data for Barrhaven NEI neighbourhoods. Multifaith Housing Initiative (MHI) exists to build affordable housing that helps fix Ottawa's housing crisis and gets at-risk people into secure, safe homes. This "Haven Data Project" supports their initiative with statistics on the economics, housing, and cultural landscape of Barrhaven neighbourhoods.
- For Ottawa Community Housing. Request for: printable (PDF) and online maps of OCH locations and Food Bank catchments to facilitate OCH planning, including in response to COVID.

Providing residents the means to exercise informed leadership on...

Arts and Culture



Youth Lens

Youth Lens was a photography and visual storytelling project that took place with 72 young refugees and immigrants in Ottawa. Youth learned from each other and from professional photographers, Kiran Ambwani and Mathieu Brunet. Over several months, in a train-the-trainer model, young people enriched their lives through virtual get-togethers, arts and culture by producing and sharing their own photos. A sample of photos was compiled into an exhibition called *New Beginnings*, which is currently on display outside the French Embassy in Ottawa and at the National Museum of Human Rights (along with a discussion series). The project was a collaboration of the Social Planning Council and the U Shine Movement. (Funding: Ontario Trillium Foundation)



Youth Leadership Through Photovoice

(Sponsored) In early 2022, in the midst of the fourth wave of COVID, the Association of South Sudanese Languages Institute launched a photovoice project with their young people to provide a fun arts-based opportunity to explore belonging, mental wellness, dealing with challenges of living between two cultures and community concerns like safety, poverty, under-employment and racism. The mental and physical health of the young men and women in the neighbourhoods, schools, at work and on the street is the number one priority of the group. By bringing the youth together and creating a space of inclusiveness, they hope the project helps the youth better manage the stresses they face. (Funding: Crime Prevention Ottawa SHINE grant)



Digital Art Lessons

(Sponsored) In the Wind Art Collective runs peer-to-peer digital art lessons using tablets and software provided by the program. The lessons provide participants with multiple levels of knowledge of "Clip Studio Paint", a digital art software useful for personal to professional visual and audio activities. Networks of artists always include a diversity of skill and experience levels. Participants are welcomed from networks linked to the Collective as well as new links with Centertown Community Health Centre. We look to create networks of artists, writers and musicians. We seek venues to show and perform writing, music and art. We document our work and make it available online wherever possible/desirable. We work on the building of collections to make them easier to show and sell. We practice a public conversation about our work. Visit <http://creativecafe.ca/creative.com/in-the-wind/>



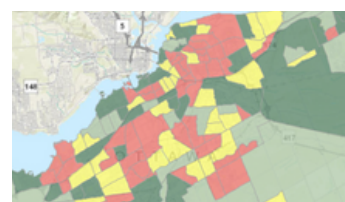
Supporting Cultural Industries

(Sponsored) We see creativity and cultural industries at the intersection of healthy communities and a strategic factor for sustainable urban development with an equity lens (as per UNESCO Creative Cities). Cultural industries, including museums, were very hard hit by COVID. Through our youth employment program, we subsidized the employment of skilled young people who have supported cultural industries in Ottawa and the Valley. The creativity and skills of the young people helped local museums and music organizations to develop new programs, develop and implement marketing and communications strategies, and re-imagine services.



Arts for Wellbeing

(Sponsored) "Mental Wellbeing for Racialized Youth" was an arts-based project for young racialized adults to reduce isolation and promote mental well-being. The project flowed from the previous year's participatory action research project called "YouVoice". Project activities included photography, visual arts, and sports. A highlight was "Empowered to Moov", six weeks of dance workshops for ten young women who identified as Black, Indigenous or a Woman of Colour. The workshops allowed for intimate conversations about their self-confidence and life challenges with an instructor from A.R.T. in Action who empowered them to use their feelings creatively in dance. The project has led to some lasting friendships and ongoing activities. (Funding: SPARK grant from United Way East Ontario.)



Mapping Ottawa's Music Industry

(Sponsored) We are supporting the Ottawa Music Industry Coalition's action planning to expand the music industry in Ottawa, through a quick environmental scan to identify where music happens in Ottawa. The project builds (a) on SPCO's expertise with geography-based planning and the neighbourhood equity index and (b) on our local economic development approach of growing the supply and demand side of strategic local economic sectors that create good local jobs that meet important local needs.

Community Economic Development

Focus on youth employment and equitable economic recovery

88%

of participants employed or returned to school

49

youth worked part-time in our 2 social enterprises

57

social good organizations received subsidized supports

How Much Did We Do?

Youth Employment

172 youth served (May 2021-Apr 2022):

- 96 received training and/or employment incl. 81 in paid quality work experience;
- Additional 76 received general employment support;
- GenerationeXT Youth Economic Incubator with peer drop-in support and bi-weekly sessions.

GenerationeXT
YOUTH BUSINESS INCUBATOR

Economic Development

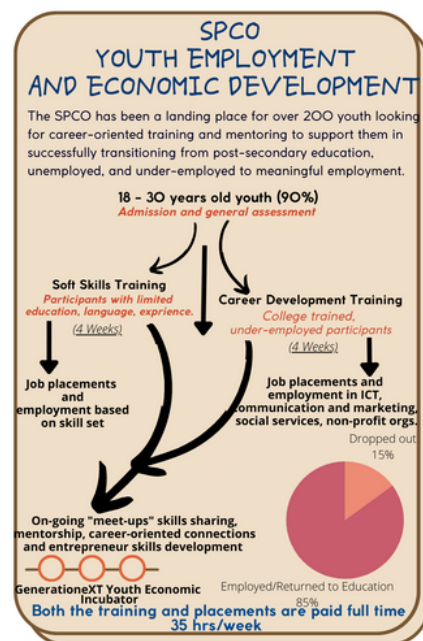
Two youth social enterprises providing training, part-time jobs and services to clients:

- Hot Shoe Productions for videography
- TRAC for technology, research and communications,

Also economic development supports for strategic local economic sectors

HOT SHOE
PRODUCTIONS

trac



How Well Did We Do It?

"I'm writing to thank you for the efforts you put to help me to get into the professional Canadian job market. I'm glad with my experience with Social Planning Council Ottawa. I have been engaged in different employment services programs for two years but the one you offer is the most effective, reliable program I have participated. More important, you treated me as individual who has experience and needs, not just as a number in your records."

Goal for "Community Economic Development"

- Create equitable opportunities in a sustainable local economy meeting local needs.

How Is The Community Better Off?

- Youth facing barriers in the labour market were successfully supported from unemployment to employment or from under-employment to career-oriented employment;
- 88% of participants in the youth employment program are either working or returned to school;
- 44 youth obtained career-oriented hard and soft skills in some cases with industry certifications;
- Youth in the GenerationeXT Youth Economic Incubator share their skills and networks with their peers;
- We supported 57 social good organizations through subsidized work placements (22) or increased communications or IT capacity through the subsidized supports from our youth social enterprises (35). Examples include "Cancer While Black" and "Advocacy as Education", Boys and Girls Club of Ottawa, Ottawa Public Library and many more.

Inclusion

Focus on our platform for grassroots leadership

52

grassroots groups used our platform of supports

\$404,285

raised or managed for BIPOC-led groups

35

grassroots groups received \$ for on-going social activities to reduce isolation

For over fifteen years we have provided a platform for grassroots groups and emerging non-profits addressing exclusion. Our platform provides opportunities for community-led change and inclusive leadership. We share our resources and expertise in resource development, financial management, communications, research, planning, implementation, partnerships, networking and policy development. Of organizations using our platform supports this year:



WERE LED BY RESIDENTS WHO WERE BIPOC (BLACK, INDIGENOUS, PEOPLE OF COLOUR), MAINLY ADDRESSING ANTI-RACISM AND INCLUSION



WERE ADDRESSING MENTAL WELLNESS, MOST LED BY PEOPLE WITH LIVED EXPERIENCE OF MENTAL HEALTH ISSUES

IMPROVE LIVING CONDITIONS

Improve the living conditions for people and communities facing exclusion



SUPPORT CHANGE-MAKERS

Support the organizations and people addressing exclusion



ADVANCE POLICY CHANGE

Build inclusive environments and advance systemic change



How Is The Community Better Off?

- Residents most affected by issues had increased capacity to support each other and lead community change
- BIPOC residents and residents experiencing mental health challenges were enabled to be more involved in policy improvements
- Grassroots and BIPOC-led groups that face barriers to accessing funding were provided the means to get grants, fundraised dollars or strategic partnerships
- Supported new perspectives and new leadership approaches, with residents young and old benefitting from the platform supports, including 26 grassroots ethno-cultural groups serving seniors and 19 young leaders who received micro-grants through our sponsored project Youth Action Now to tackle a broad range of issues
- 13 groups received free communications supports through our youth social enterprises, Hot Shoe Productions and TRAC
- Residents facing exclusion and barriers due to mental illness had access to on-going activities suitable to their interests, with activities run by 35 different grassroots groups - from sports to arts to learning new skills
- BIPOC-led organizations using the platform supports addressed racism, systemic discrimination and community solutions

Goals for "Inclusion"

- a) Increase access to resources and opportunities for individuals, families and communities experiencing exclusion, b) Support the capacity of community change-makers, c) Build inclusive environments -create systemic change.

Access to Basics

Focus on health equity and digital equity

3,192

participants
in activities
supporting
good health

80%

of
participants
surveyed
had reduced
isolation

754

seniors
received
culturally
adapted
digital literacy
training

How Much Did We Do?



Digital Equity

In this first year:

- 102 households received a device;
- 80 households received free or subsidized connectivity;
- 754 seniors learned to use a computer.

Effective partnerships with National Capital FreeNet and TOOS IT Managed Services

Ottawa Community Partnerships for Health Equity

- 3,192 people participated in 13,214 encounters;
- Activities included social opportunities to reduce isolation, information sessions, skill building, exercise programs, service navigation, friendly visiting, advocacy and system change;



Effective partnerships with the Ottawa Ethno-cultural Seniors Network, Jewish Family Services, Active Newcomer Youth Ottawa, YouVoice, In the Wind Art Collective and many others.

How Well Did We Do It?

"Digital equity to me means we're on the same level regardless of your income or your status. I just feel like I have been given a fair shake."

"The laptop will make such a difference for my daughter. It is really appreciated."

Goals for "Access to Basics"

- Ensure an adequate standard of living for individuals and families facing exclusion, and
- Ensure a solid foundation of community infrastructure to address key points of distress in the community.

DIGITAL LITERACY PROGRAM FOR ETHNO-CULTURAL SENIORS

January 2022 - June 2022

15 communities have been trained

80 volunteers participated

402 volunteering hours



How Is The Community Better Off?

- Ethno-cultural seniors, racialized youth, people living with mental health challenges have increased access to social opportunities to reduce isolation and improve health and enhance the quality of life;
- Partnerships with grassroots groups ensure activities are culturally and linguistically appropriate;
- With digital devices, connectivity and digital literacy, people facing barriers were able to connect with health professionals, friends and families, essential services, employment and school;
- Residents learned strategies for self-care and to reduce mental health issues, as well as how to access services;
- Funded peers reduced mental health crises in selected buildings ;
- Increased understanding by mainstream services of distinct needs and assets of ethno-cultural seniors & youth.
- Leveraged \$71,000 for peer workers or social activities for people with mental illness;
- Leveraged \$441,814 for grassroots ethno-cultural groups serving seniors or youth;
- Increased rate of COVID-19 vaccination;
- Over 350 volunteers supported their peers.



Supporting the Voluntary Sector

Focus on research and evaluation

8

New reports on priority issues & vulnerable groups

20

Organizations use our custom data portal

21

Organizations benefited from our research, data and evaluation services

The SPCO has contributed to the increased capacity of voluntary sector organizations to use research and evaluation to support effective programming. We lend our experience in social research, policy analysis, and community consultation to not-for-profit organizations and community members. Our goal is to build the capacity of local agencies and organizations to produce and integrate community-based research in their planning processes and in taking action on social and economic issues. Our projects benefit from superior access to data, thanks to our membership in the Community Data Consortium, and to the full range of skills, knowledge, and expertise of SPCO staff and volunteers.

- We prepared 4 new reports to support action planning on two priority issues: mental wellness for racialized youth (YouVoice: Youth-led Participatory Action Research on Mental Wellness) and 3 on digital equality.
- In response to diverse data needs beyond neighbourhood equity, we developed a new data website called "Data for Purpose". The website offers access to reliable data that can help identify local gaps and challenges, raise awareness of inequity, and focus efforts on building a fair and equitable society. In addition to creating the new website, we populated it with several new projects, including for rural communities in Eastern Ontario and on Post-Pandemic Recovery.
- We shared knowledge by making numerous presentations of data and research to various partners including the Government of Canada UW Campaign Partners, Ottawa Public Library, Champlain Community Support Network Partners, and United Way Tables.
- We prepared 3 custom data requests to support evidence-based planning by organizations: Ottawa Community Housing and Food Bank locations maps, Meals on Wheels (MOW) and NEI, and the Haven and NEI data and mapping project.
- Over 20 agencies use our custom data portal.
- Effective Measures assisted non-profits in their multi-stakeholder and multidisciplinary programs on a wide spectrum of social issues. We responded to the evaluation needs of 7 collaborative programs.
- Effective Measures had more than 110 days of in-kind contribution to 8 different evaluation projects.

PROVIDE THE NECESSARY INFORMATION TO TAKE ACTION ON PRIORITY AREAS

Provide a thematic research update that will be used to develop action plans, coordinate resources, and advocate & engage partners. The NEI tracks change on neighbourhood well-being & equity.



ACCESS TO RELIABLE DATA

Provide access to reliable data to empower communities in their efforts for building an equitable society. (Data for Purpose, customized data & report)



PROGRAM EVALUATION

Effective Measures support community programs to develop and implement effective programs and track outcomes. Ensured internal (program processes) & external (funders) accountability of programs by investigating program processes, and outcomes, and developing evidence-based reports.



COMMUNITY DEVELOPMENT EVALUATION AND CUSTOM DATA PORTAL

Gather program evaluation data, including all the Community Development Framework neighbourhoods.



How Is The Community Better Off?

- Our NEI and research reports are used by dozens of organizations across the city to inform their planning and actions. Enabled communities across Ottawa to measure and track local well-being.
- The Regional Data Project Portal offers an insight into a range of factors affecting the well-being of rural communities in Eastern Ontario. Explore the data, maps, and dashboards to better understand the unique socio-demographic profile of Eastern Ontario townships & neighbourhoods, Seniors in Eastern Ontario Communities & Townships and Seniors in Rural Ottawa.
- NEI informs City policy and actions to improve neighbourhoods.
- Our reports informed planning regarding racialized youth mental wellness, digital equity, racism, seniors, post-pandemic recovery,
- Our custom data portal provided the users (organizations in the CDF and Ottawa Coalition of Community Houses) with the opportunity to gather program evaluation data, and track neighbourhood activities, resident involvement, successes, changes in conditions and areas for improvement.
- Effective measures contributed to the success of organizations dealing with issues such as community housing, sexual assault, integrated neighbourhood services, brain injury services, and immigration services.

Goal for "Supporting the Voluntary Sector

Advance and effective voluntary sector with means to address community needs

A Sincere Thanks to our Funders

Employment and Social Development Canada for its generous support of

- our youth employment program and social enterprises (via Youth Employment and Skills Strategy)
- our summer students (via Canada Summer Jobs).
- “Reducing Seniors Isolation Through Dance” (via New Horizons for Seniors Program)
- COVID-19 Emergency Community Support Funds (see * under United Way and Community Foundation)



Government of Canada for the Canada Emergency Wage Subsidy that stabilized our employees.

United Way East Ontario for its generous funding of:

- Research and development for vibrant communities including the Neighbourhood Equity Index
- Hot Shoe Productions
- Supports for Ethno-cultural Seniors and Caregivers
- YouVoice via a SPARK grant



**United Way
East Ontario**

UWEO via COVID-19 Emergency Community Support Funds provided by the Government of Canada, Employment and Social Development Canada:

- Social Connections for Ethno-Cultural Community Members and Seniors*
- Digital Equity Ottawa*
- Hit the Streets (sponsored)*

The City of Ottawa for its generous support of :

- Our core operations
- Social Services Relief Fund grants for COVID-19 related communications devices, emergency food, mental health and family supports, Kanata Chinese Seniors Support Centre (sponsored)
- A Youth SHINE grant from Crime Prevention Ottawa for Association of South Sudanese Languages Institute (sponsored)



The **Canadian Women's Foundation** for its generous support of

MaamaWatali's "Community Conversations on Intimate Partner Violence & Gender-Based Violence".



A Sincere Thanks to our Funders

The **Ottawa Community Foundation**, for its generous support of :

- Youth Active Media
- Our project to build agency capacity to use data
- Ottawa Ethno-cultural Seniors Network
- Community Economic Development
- And the following sponsored projects:
 - Synapcity
 - Association of South Sudanese Languages Institute
 - Active Newcomer Youth Ottawa
 - Canadian Women of Colour Leadership Network
 - Gotta Go!
 - Nutrition Blocs



**OTTAWA
COMMUNITY
FOUNDATION**



The **Province of Ontario**, Inclusive Communities Grant, for age-friendly planning.

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

- Youth Lens photovoice project with U Shine Movement
- A Resilient Communities grant

Ontario
Trillium Foundation



Fondation Trillium
de l'Ontario

An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario

The **Co-operators Community Fund** for its generous support of
“Technology, Research and Communications”, our youth employer
project and social enterprises.



Co-operators Community Funds

Innoweave for support of our dementia and mental health planning.



The **Matt Foundation** for its support of Synapcity and IGen

The **Centre for Aging and Brain Health Innovation** for its' generous
support of our culturally-based dementia knowledge mobilization project.

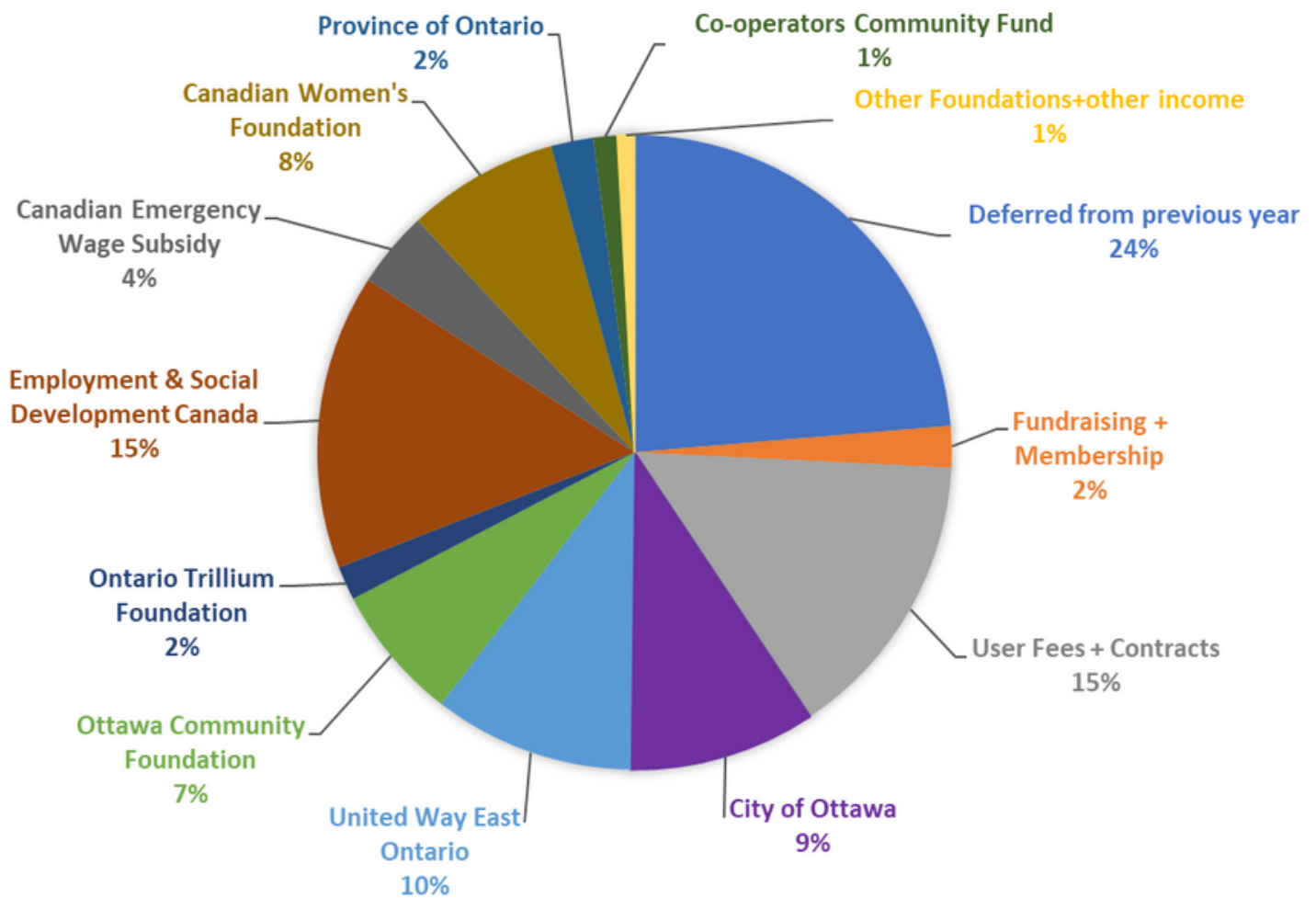


**CENTRE FOR AGING
+ BRAIN HEALTH
INNOVATION**
Powered by Baycrest

Total Revenues 2021

(Audited)

For details, please see the Audited Financial Statements on our website at www.spcottawa.on.ca



Total 2021 Revenue: \$2,457,668