



*Vibrant*  
COMMUNITIES  
Edmonton



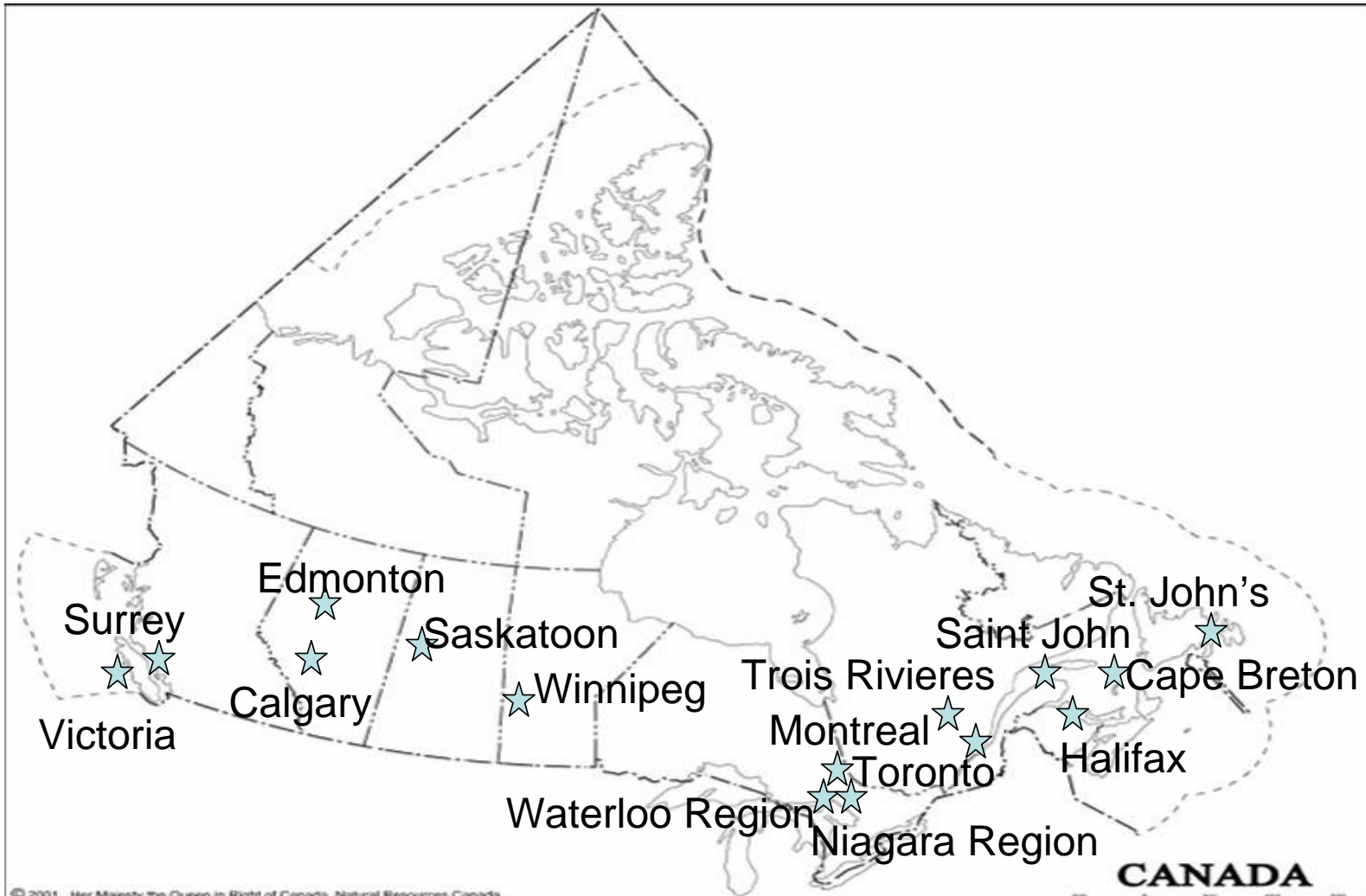
# Vibrant COMMUNITIES

## NATIONAL SPONSORS



THE J.W. McCONNELL  
FAMILY FOUNDATION

LA FONDATION DE LA  
FAMILLE J.W. McCONNELL





# Vibrant COMMUNITIES Edmonton

**Co-Chair:** Mathilde Balu, Citizen Representative

**Co-Chair-** Dr. Wayne Shillington, President – NorQuest College

Robert Allen - Manager, Human Resource Centre  
Canada, Government of Canada

Kathy Barnhart – Manager, Social and Recreation Services  
Community Services, City of Edmonton

Kathie Bell - Director of Programs – Edmonton Community  
Foundation

Molly Ann Chan – Sales and Market Manager, RBC Financial  
Group

Vasant Chotai – Director, People Investments Policy, Alberta  
Human Resources and Employment

Elvin Collins – Regional Director, Edmonton Region, Alberta  
Human Resources and Employment

Susan Coward – Director, Central and River Valley Site,  
Neighbourhood Social and Recreation Services, Community  
Services, City of Edmonton

Barbara Dart - Vice President, Agency and Community  
Services, United Way of the Alberta Capital Region

Peter Faid – Business Owner, Community Services  
Consulting Ltd.

Scott Graham – Program Officer, Edmonton Community  
Foundation

Trina Homeniuk - Community Investment Specialist, United  
Way of the Alberta Capital Region

Nigel Kidd – Executive Director – Edmonton Community  
Loan Fund Society

Reverend Don Mayne - Quality of Life Commission

Phil O'Hara – Research and Policy Analysis Coordinator,  
Edmonton Social Planning Council

Tom Olenuk – President, Edmonton & District Labour Council

Lucenia Ortiz – Co-Executive Director, Multicultural Health  
Brokers Co-operative

Godrey Mulhuile – citizen representative

John Rudolph – CEO Nationwide Home Service Corp.,  
Business Owner, Cleaning by Page

Fatima Tahri – citizen representative

Dr. Doug Wilson – Professor Emeritus, Department of Public  
Health Sciences, University of Alberta



# Vibrant COMMUNITIES Edmonton

## Local Sponsors



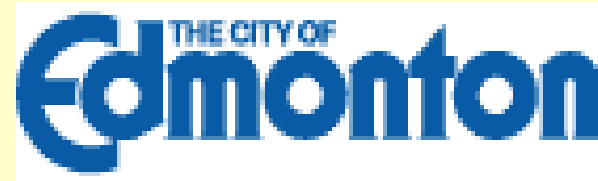
Edmonton Community  
Loan Fund Society



## Funders



Community  
Initiatives Program



THE J.W. McCONNELL  
FAMILY FOUNDATION  

---

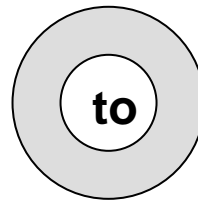
  
LA FONDATION DE LA  
FAMILLE J.W. McCONNELL



# Vibrant COMMUNITIES Edmonton



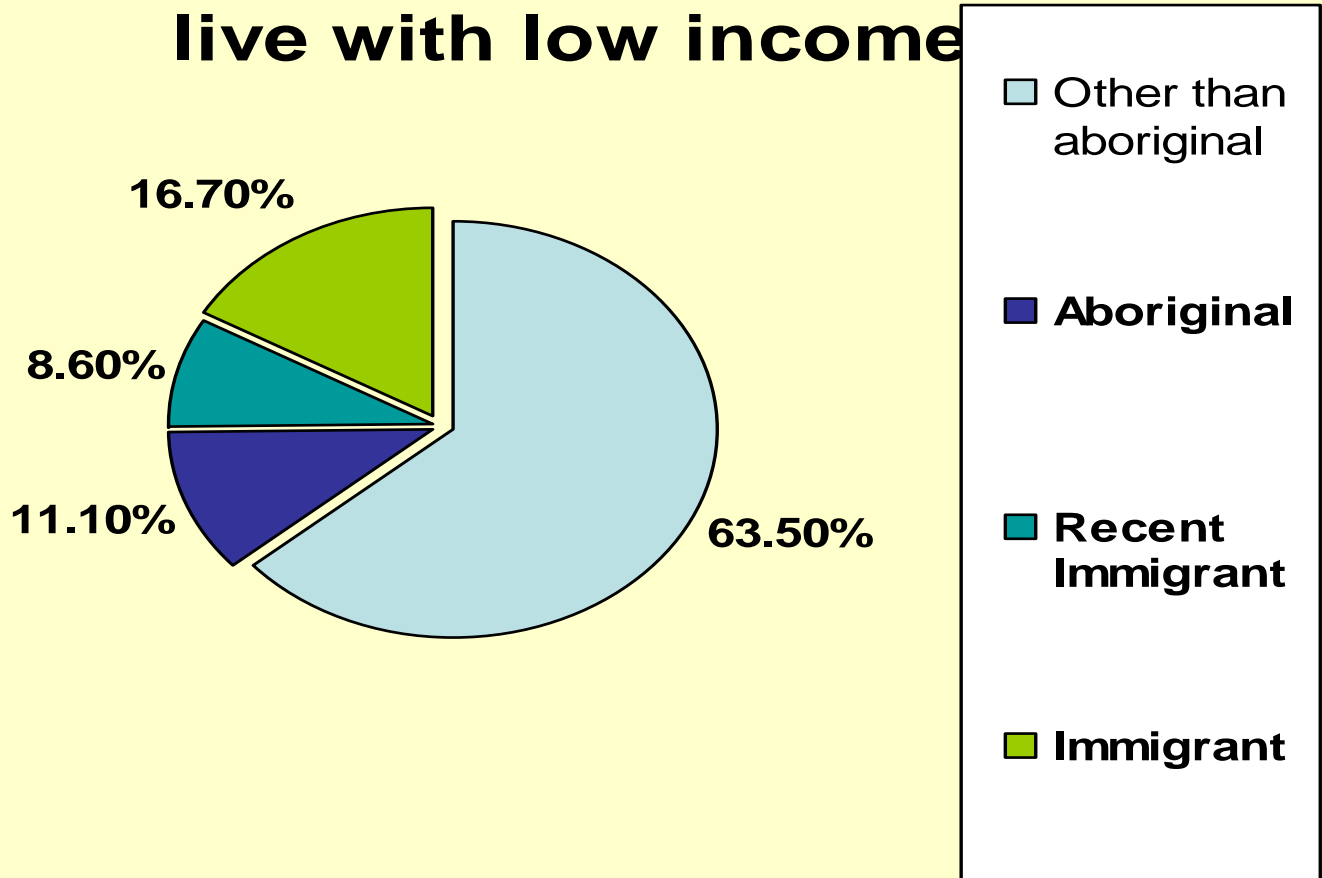
*survi vi ng*



*thri vi ng*

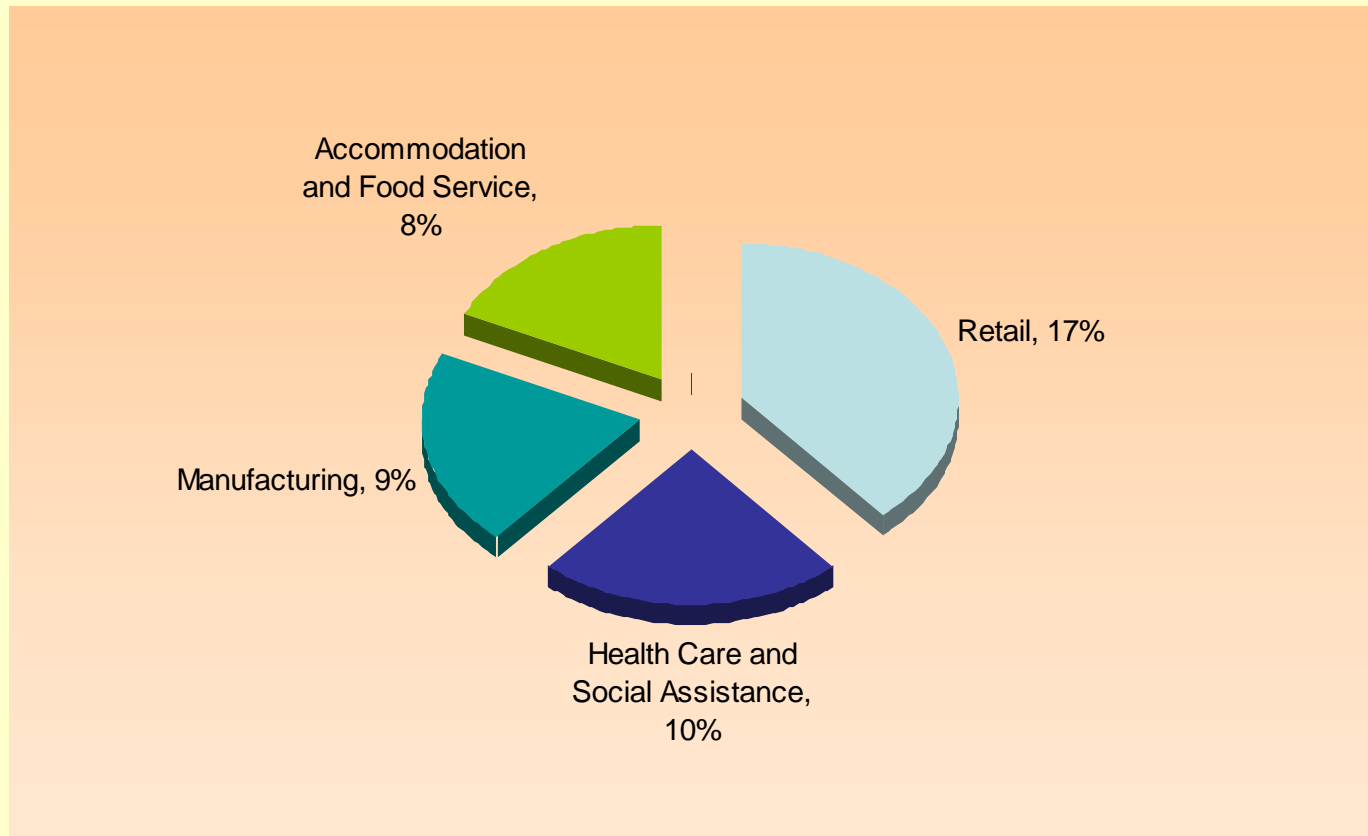
# Setting the Edmonton Context

**20% of Edmonton's citizens live with low income**



# Employment in Edmonton

## Top 4 employment sectors



# OTHER CONSIDERATIONS

## TRANSPORTATION:

- decentralization of higher paying jobs
- public transportation is inadequate

## BENEFITS:

- Only 1 in 5 part time workers have extra benefits

## BANKING:

- growing number of payday loan locations and debt load
- last year Edmonton had 40% of Alberta's bankruptcy claims

## HOUSING:

- 70% of people having difficulty with housing affordability are renters



# *Theory of Change*

**Build Family Economic Success  
for families who are working and earning low income**

Multisectoral  
Collaboration

Building on  
existing assets

Comprehensive  
solutions

Learning and  
knowledge sharing

**Family Economic Supports**

**Workforce Development**

**Community Investment**

# *FAMILY ECONOMIC SUPPORTS*

Increase the number of families receiving existing benefits and subsidies

Targeted Marketing Plan –  
MAKE TAX TIME PAY

Recruitment of 4 partners to sign up families for Benefits

Completion of Applications for Subsidies

Increase the number Of people obtaining financial literacy education

30 financial literacy workshop series are delivered

3 additional orgs deliver workshops

Completion of workshops

# *WORKFORCE DEVELOPMENT*

Increase workplace based training opps

5 businesses w/majority of employees earning low wages have incorporated workplace based training

Handbook and database of companies that have unique HR practices

5 businesses w/majority of employees earning low wages have incorporated unique HR practices

Social Purchasing Portal

Establish subcommittee to establish SPP

# *COMMUNITY INVESTMENTS*

## Affordable Housing

Pipeline to HOME program  
through  
financial literacy education

Employer sponsored  
Employee home ownership  
savings  
Program in partnership with  
the HOME Program

## Financial Services

Feasibility Study for  
alternative to payday loans  
cheque cashing

Recommendations to  
Leadership Council  
First quarter 2006

# UNLEASH THE POSSIBILITIES

If you would like to contribute to any of the activities that we have just mentioned, help us advocate for particular changes or become directly involved in an initiative, please contact:

**Karen Gingras**

**Executive Director**

**Vibrant Communities Edmonton**

**P. 780 428 1866**

**F. 780 428 1878**

**Email: [karengingras@vibrantedmonton.ca](mailto:karengingras@vibrantedmonton.ca)**



*Click here to visit the Tamarack website for more engaging content! [www.tamarackcommunity.ca](http://www.tamarackcommunity.ca)*