



United Way
Elgin Middlesex

LONDON FOR ALL

A ROADMAP TO END POVERTY



Changing Mindsets

1.1 Develop a campaign to educate and engage the community on poverty that

- gathers and shares stories of people with lived experience with poverty;
- counteracts stigma toward, and recognizes the strengths of, Londoners living in poverty;
- confronts mental health stigma and its relationship to poverty;
- demonstrates how the status quo is harmful to all of us, and is ultimately more costly;
- encourages community ownership of developing solutions to poverty in London; and
- provides resources for Londoners to learn about how they can help their neighbours

Poverty Over London Campaign / If You Knew

Poverty Over London is a powerful campaign launched in May 2016, by London's Child and Youth Network Ending Poverty Priority. Engaging primarily through the web and social media, the campaign addresses common misconceptions about poverty by including those with lived experiences telling their story. The website, located at <http://ifyouknew.ca> also features a list of advocates in London focused on poverty, as well a quiz to understand your community style, and a comprehensive list of ways each Londoner can be involved in the fight to end poverty.

The website: <http://ifyouknew.ca/>

Twitter: [@povertyoverldn](https://twitter.com/povertyoverldn) (#overinldn)

Facebook: facebook.com/povertyoverlondon

The CYN has put an exceptional amount of work into this campaign, and London For All has refreshed the information and linked this campaign site to the existing LFA website. London For All engaged with the Circles Guiding Coalition for lived/living experience perspective for all changes and updates on the site.

See One Community

The London InterCommunity Health Centre has developed an online campaign to raise awareness of poverty in London and the impact on the larger community. All of our lives weave together in complex ways. It is our responsibility to care for those most vulnerable among us and to advocate for systemic changes so that we can all play an active part in our community.

You are invited to read the stories of the many people whose lives have been impacted by the Health Centre and to see our community in a different light. Join us on a journey into the heart of London and a discussion about why, for the sake of our collective health, wealth and well-being, we must choose to see one community.

“See One Community” showcases images, stories and poems that capture the possibilities of a community that is healthy, wealthy, connected and whole. [SEE ONE COMMUNITY.](#)

Youth Poverty Symposium - Defining How Poverty Affects Youth in London

In London and area, census data (2016) indicates that there are approximately 53,000 youth aged 15-24 years old. Of these about 8,600 youth are disconnected from school and work. Average youth unemployment rate is 16.1% - higher than Toronto, Kitchener, Guelph, Brantford, Kingston, Thunder Bay, Hamilton and Windsor

On September 21, 2018, Youth Opportunities Unlimited presented the results of their High School Achievers Project which is aimed at increasing youth graduation rates and decreasing youth poverty. Symposium participants helped shape local recommendations to address youth poverty in London.

ReThink Poverty - presented by Bridges Out of Poverty Circles, Goodwill Industries

Poverty affects our entire community and too many of our neighbours can't participate in everything London has to offer. ReThink Poverty is a workshop designed to provide attendees with an opportunity to learn more about the issue of poverty and focus on solutions for addressing the systemic and structural causes of poverty. Attendees are presented with statistics on local poverty, and participate in a poverty simulation exercise to help crystallize the day to day experiences of those experiencing poverty in London.

As part of the London Public Library Community Awareness Plan, five ReThink Poverty information sessions were offered at various London Public Library locations during the months of February and March 2019. An additional three ReThink Poverty information sessions were offered during the months of June and August 2019. This is an ongoing commitment from the London Public Library.