

Proposal to the Strategic Community Initiatives Fund
Bruce County Human Services Department
Attention: Christine MacDonald, Director

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Proposal: Building Social Capital to address Human and Economic Risks in a Seasonal Economy

Proposal Objectives:

The Meeting Place Tobermory will use its 'Place Based Social Support Practice Framework' attached (developed in 2017) as a guide to **facilitate strategies that 'link' and 'mobilize' local resources** to address **seasonal poverty** in the Northern Bruce. The organization has a foundation of service and set of community relationships, which can be used to **identify ideas and actions** that might address risks for those working in the seasonal economy. This is a two-year initiative asking for \$12,000 over 2 years.

Process Activities:

Using the Framework attached as a guide, TMP will focus on the strategies of **linking** and **mobilizing** local groups, businesses, health, social and child services, economic development experts and seasonal workers to identify local actions that could reduce the impact of seasonal poverty.

We envision a **number of 'clusters' working on different actions**. Each cluster would have at least 50% participation from seasonal workers. These clusters would draw from the 'community voices' movement in Bruce Grey. TMP cannot describe specific actions but these will evolve from the work. Time will be spent on engagement, some facilitator training, group learning, documenting and getting to actions. This process in general will build social capital and those new resources will be identified at the end of each year. TMP will continue to provide CIRC services to individuals, families and seniors. Individual's behavior and choices in living and working in the seasonal economy are still relevant and need individual support. Insights, successes and failures in the experiences of other like communities will be incorporated into the activities as available.

Specific groups and organizations that are possible 'cluster' participants are the Family Health Team, Tobermory Chamber of Commerce, Peacock's Foodland, Primary Place Day Care, several large employers, the Municipality of Northern Bruce and Bruce County. As a member of the Bruce Grey Poverty Task Force, TMP will use some of their practices, grounded experience and network support. There is good

compatibility between this initiative and practices found in Bridges Out Poverty framework looking at the Community Sustainability Grid.

Community Demographics:

- ✓ Tip of the Bruce is a tourist 'mecca' and ecological destination
- ✓ Least populated census district in Bruce Grey (NB Population profile)
- ✓ NBP has its own identity and residents have a fierce sense of place
- ✓ Need to respect this and utilize the experts who live here
- ✓ Low-income population and experience with poverty looks different here
- ✓ 16.7% population live with low income
- ✓ 17.1% of children live in low-income families
- ✓ Few people on OW or ODS
- ✓ Hard working population may have to access EI as additional income support
- ✓ Lack of formal services or central access points to address income issues

Local Service Knowledge 2017/18 from The Meeting Place:

- + 96 individuals/families accessed CIRC services at TMP over 318 visits
- + 59% of people accessing CIRC are married with children
- + 67% of people accessing CIRC are seasonally employed
- + 56% of those accessing CIRC site lack of money as a barrier to quality of life
- + Majority of people seeking information and support through CIRC are married with children, seasonally employed between the ages of 30-50

TMP as a Community Hub: The Right Organization for Investment:

- TMP grew from an informal organization from 2009 to 2015 to a registered charitable organization from 2015-present
- Designed and developed Community Information & Resource Coordination (CIRC) service as a '**bridging**' strategy offered since 2015 to respond to a need for residents' connection to their community, timely information, and informal support through a skilled **community connector**
- Good track record in seeing upwards of 100 residents a year seeking supportive interventions, most of whom are seasonally employed
- Experience working with the 'Place Based Social Support Practice Framework' attached
- Works effectively with long term initiatives like developing a community park
- Multi-service mission allows for direct and indirect support to those living with low income; through recreation, leisure, children and youth programs, food security and food literacy programs, volunteer opportunities.
- Developed an information brochure, "Community Life in Tobermory" with wide distribution and video on Building a Rural Community Hub
- TMP networks, listens, reaches out and implements

- One of TMP stated strategic goals is working with partners with 6 program partnerships in 2017/18
- People at TMP have facilitation skills
- TMP is a member of the Tobermory & District Chamber of Commerce
- The Board and staff of TMP have been trained in Bridges Out of Poverty
- TMP has the support and confidence of the Municipality of Northern Bruce
- TMP has excellent financial oversight, good planning and budget allocation practices
- Professionals and business people sit on the board of TMP
- Skilled and committed staff lives locally and have worked at TMP for 5 years
- Skilled and committed local volunteers work for TMP
- TMP has many allied groups and organizations in the community
- Reaching greater potential requires funding from the larger 'community'

Budget Breakdown:

Year 1

\$5,500 Facilitator wages and benefits

\$500 Communication & documentation resources

Year 2

\$5,500 Facilitator wages and benefits

\$500 Communication & documentation resources

The Meeting Place Tobermory will be the lead organization providing administration, social media and evaluation support to the Initiative. During the 2-year initiative would be an ideal time to host a community development forum by the Tamarack Institute on a cost recovery basis.

Summary:

The Meeting Place Tobermory is a small, innovative grass roots organization. Its community hub orientation is suited to the Northern Bruce. The proposal from TMP will bring together different sectors, to link and mobilize and create new resources. The proposal aligns with County of Bruce Human Services by addressing gaps in services and/or unmet needs of low-income residents. It utilizes knowledge and support from existing investments, particularly the Grey Bruce Poverty Task Force. This is a mid to long-term project that has potential to identify and strengthen community and service systems in a more isolated part of Bruce County.

Attachments:

'Place Based Social Support Practice Framework'

MNBP Letter of Support for TMP to SCIF