

FAIR SHARE TASK FORCE



Fair Share Context



- Focused on funding inequity
- 20 year history
- 1 ask: include population in social services funding decisions

Past tactics



- Meet politicians
 - Locally
 - Queen's Park
- Research
- Present official positions

Strategy overhaul



- Partnerships with other sectors and regions
- Intensify efforts
- Reinforce quality of life messages
 - 24% child poverty rate
 - 15,000 households on social housing wait list
 - Highest growth rate of seniors in the province
 - 1/3 of all violent crimes are being committed by youth



Goal:

Ensure human services' priority
on political agenda

Layered Strategy - Elections



- Regional
- Federal
- Provincial

Partnerships



Goal: Leverage messaging / increase distribution / common voice

- Region of Peel
- Mississauga Summit
- Boards of Trade
- Health
- Education
- United Ways of York and Halton

Public Education Campaign



Goal: Develop constituency voice

- Metroland series

6 part series in Mississauga, Brampton, Caledon on:

- Funding Inequity
- Child Poverty
- Youth Violence
- Lack of Developmental Supports
- Volunteer Burn out
- Impact on quality of life

All Candidate information sessions



Goal: educate candidates on quality of life issues in Peel

- All candidates and media were invited
- Not open to the public
- One meeting per city – partnered with local agency
- FS presentation for context, then speakers per sector providing impact – client story / wait lists etc...
- Question and answer session

Rogers Debates



- Acted as community producer for 11 ward debates in Mississauga
- Panel consisted of media representatives and 1 member of Fair Share
- Candidates were asked one question and all were given time to respond
- Aired approximately 6 times each in the month before the election

Outcomes



- Public support of the Fair Share issue
- Commitments from candidates
- Increased public awareness

Lessons learned



- Homework - research issue and solution
- Partnerships – shared voice
- Choice of champion is critical
- Persistence
- Voter engagement



Happy Advocating!