

Better Together

The PropserUs Investors Table



ABOUT US

ProsperUs is a collective of over 40 system-leading organizations that have come together with residents to remove barriers for youth in Windsor-Essex County, including representation from non-profit, government, healthcare, education, labour and business.

Despite our best efforts as a community to support young people, the data paint a very clear picture that some neighbourhoods are facing significant barriers to opportunity – higher rates of poverty, lower scores on standardized testing, and lower graduation rates.

ProsperUs is working differently. For us, it's about collective impact – which means that the whole community is coming together to create opportunities

for kids and their families that no single organization or sector can do on its own.

This means moving away from fragmented funding and service delivery, toward aligning programs, services, and resources to realize a common vision.

ProsperUs is committed to a common vision for our community: every young person in Windsor-Essex County has the opportunity and support to succeed from Cradle to Career. The collective is moving away from isolated programming and impact to a model in which partners and residents work together towards common goals. This collective success can be achieved by sharing data, committing to continuous improvement, and creating solutions based on the needs of residents in specific neighbourhoods.

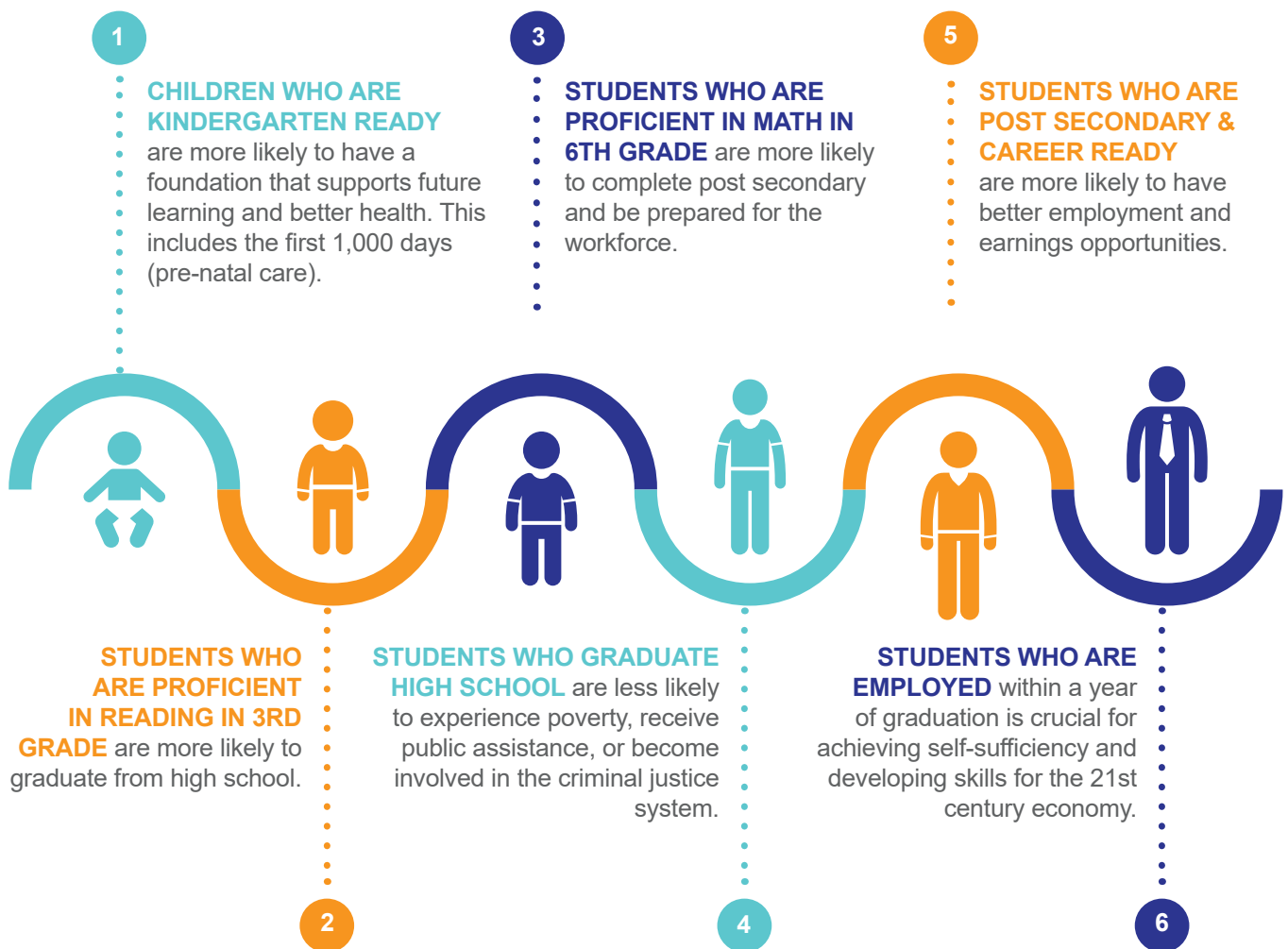


In 2018, a Leadership Council for ProsperUs was convened to begin this work and guide the initial phases of the vision. United Way/Centraide Windsor-Essex County took on the role as the backbone organization for ProsperUs to move key activities forward and advance the work on behalf of the collective.

ProsperUs will begin its work in three priority neighbourhoods to start: West Windsor, Downtown Windsor, and Leamington. When it comes to supporting specific neighborhoods, it's all about equity. For ProsperUs, equity means some children in certain neighborhoods need more help than others to succeed. The residents in these neighborhoods are resilient and will benefit greatly from the support of the Cradle to Career strategy.

To achieve the goal of supporting local children from Cradle to Career, six key milestones were identified. These benchmarks anchor the entire strategy and will be used to measure its success.

CRADLE TO CAREER COMMUNITY VISION





INVESTORS TABLE

The Investors Table is a collective of philanthropists, foundations, funding-based not-for-profits, private sector business, and government entities committed to financially sustaining the work of the Cradle to Career strategy. Investors work in partnership with each other and the community to enable transformative change across an entire system through catalytic and responsive philanthropy.

The Investors Table embraces equity-centered philanthropy - offering multi-year funding, as well as organizational support and capacity building.

Investors will also work in partnership with residents, front-line service providers, and other subject matter experts to support the continuous

improvement of solutions. That means they will help make real-time improvements to programs and services as needed to ensure we are moving the needle on Cradle to Career milestones.

ProsperUs solutions will be delivered by community organizations serving children, youth and families that have experience in each solution area and have the capacity to deliver the desired impact. These organizations can be registered charities, not-for-profit organizations, or grassroots groups with deep ties children, youth, and families in the priority neighbourhoods.

COMMUNITY SOLUTIONS

ProsperUs has been working closely with residents and front-line service providers to co-design programs and services, or what we call solutions, to barriers identified by the residents of the three neighbourhoods.

In 2022, ProsperUs will be launching the first set of solutions for kids in elementary school. Solutions are focused on improving mental health, out-of-school supports and access to healthy food to start. These will include wrap-around out-of-school programs in each priority neighbourhood, a robust in-school meal program in priority schools, and enhanced mental health supports for children. By late 2022, the ProsperUs Leadership Council expects to have investments in new solutions for early years children, youth and young adults entering the workforce.

Looking ahead, resident engagement will continue to be a priority for ProsperUs. In 2022, ProsperUs will be launching Advocacy Working Groups recognizing that not all problems can be solved through programmatic solutions.

PRIORITY AREAS FOR INVESTMENT IDENTIFIED BY MILESTONE

MILESTONE 1 EARLY YEARS

- Childcare: Access to affordable and quality childcare
- Childhood Development: Access to services and resources that help achieve healthy development for pre-natal to pre-school children
- Literacy: Access to literacy resources and experiences to develop reading skills

MILESTONE 2 & 3 ELEMENTARY AGE

- Mental Health: Decrease wait times for services and more in-school mental health supports
- Education: Access to quality after-school programs to improve grades, develop skills and build character
- Food: Access to enough nutritious food during the school day

MILESTONE 4 & 5 HIGH SCHOOL & POST-SECONDARY

- Navigation: Support to complete high school and enroll in post-secondary education
- Financial Barriers: Support youth applying for bursaries, and providing education and financial literacy
- Mental Health: Access to non-stigmatizing and youth-friendly mental health services



“Just as ProsperUs is building an entirely new model for community organization, support and intervention, the Investors Table has an equally exciting opportunity to architect new ways of engaging with the community and mobilizing resources for amplified impact. This collaborative investor engagement will be a truly pioneering role within the Windsor-Essex philanthropic context.”

-Liz O’Neil Meurehg, Chair/CEO, The O’Neil Foundation

“ProsperUs has worked hard to develop solutions in a different way with an emphasis on collaboration, community engagement and innovation. The Investors Table looks forward to building upon these amazing results by supporting people-centred and community developed solutions that will ensure significant and sustainable progress.”

-Tim Catherwood, Board of Directors, United Way/Centraide Windsor-Essex County

The Investors Table convened in November 2021. ProsperUs is grateful to the early investors who have stepped forward to lead the way to support the Cradle to Career strategy.

- **BMO Financial Group**
- **Gordie Howe International Bridge Community Benefits Plan**
- **Green Shield Canada**
- **RBC**
- **Richard and Donna Farrow**
- **TD Bank Group**
- **Bill and Rochelle Tepperman**
- **The O’Neil Foundation**
- **United Way/Centraide Windsor-Essex County**

BENEFITS

Investors will work within a shared success model and will see the following benefits of this approach:

- Improved ability to invest resources where they will have optimal impact, reducing duplication and fragmentation of service delivery
- Access to shared community-level data in real time to evaluate effectiveness of community investments
- Greater access to new expertise and capacity building opportunities through the network
- Unique opportunities to leverage influence and power to broker relationships and unlock new funding for the Windsor-Essex County region
- Over time, increased cost savings through a coordinated, backbone supported model

RECOGNITION

- Investors Table media release or media event
- Social media posts across ProsperUs and United Way platforms
- Print recognition on annual progress reports
- Digital recognition on ProsperUs and United Way websites

ENGAGEMENT

- Seat at the ProsperUs Investors Table
- Volunteer opportunities to engage employees
- Invitation to media or special events
- Invitation to participate on committees or special projects
- Opportunity to connect with residents and service organizations

ACCOUNTABILITY

- ProsperUs Annual Progress Report
- Investors Table Stewardship Report
- Monthly C2C Impact Newsletters
- Ongoing Continuous Improvement Reports



The ProsperUs Leadership Council, which is Co-Chaired by Jim Inglis and Jessica Sartori, consists of leaders from multiple sectors who share accountability to improve the future for youth. United Way/Centraide Windsor-Essex County broadly supports the collective work of ProsperUs as the backbone organization.

To learn more about the work of ProsperUs and how you can get involved, visit www.weunlockpotential.com or contact info@weunlockpotential.com

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