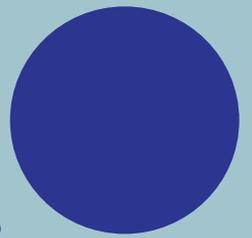


2022 WINTER UPDATE

 **PROSPERUS**
Unlocking Potential - Cradle to Career



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ProsperUs is committed to inclusivity and the respect of all people as they take action to end childhood poverty with the community. As part of this commitment we acknowledge that the land on which we gather is the traditional territory of the Three Fires confederacy of First Nations, comprised of the Ojibway, the Odawa, and the Potawatomie.

MESSAGE FROM PROSPERUS CO-CHAIRS



Jessica Sartori
Co-Chair, ProsperUs



Jim Inglis
Co-Chair, ProsperUs

The work of ProsperUs continues to grow and thrive. Throughout the past year, we've welcomed new partners to the table, worked with countless residents to hear about their experiences, and designed solutions to support local youth - together.

As Co-Chairs of ProsperUs, we're grateful to all those who have made the commitment towards our community vision - to unlock youth potential from Cradle to Career in Windsor-Essex County. With over 40 partners, ProsperUs is a collective unlike any other in this community. We're sharing data, learning from each other and planning together - both for and with the community. Residents are at the centre of our work and we're grateful to the many individuals who have passionately participated in the process along the way.

We're working as a team to remove barriers and build solutions that will help children and families in new ways - and it takes the whole community working together to make that happen. Thank you for being a part of this journey with us.

– Jim Inglis and Jessica Sartori, Co-Chairs, ProsperUS

ProsperUs Overview

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.

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 was convened to begin this work and guide the initial phases of the project. 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 neighbourhoods, it's all about equity. For ProsperUs, equity means some children in certain neighbourhoods need more help than others to succeed. The residents in these neighbourhoods 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.



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“As backbone organization to ProsperUs, United Way is proud to provide its support and expertise to move the ProsperUs vision forward along with its partners. It’s critical for all of us to work more collaboratively in order to change the system and create equitable change for children.”

**– Lorraine Goddard, CEO,
United Way/Centraide
Windsor-Essex County**

Cradle to Career Community Vision

1

CHILDREN WHO ARE KINDERGARTEN READY are more likely to have a foundation that supports future learning and better health. This includes the first 1,000 days (pre-natal care).



3

STUDENTS WHO ARE PROFICIENT IN MATH IN 6TH GRADE are more likely to complete post secondary and be prepared for the workforce.



5

STUDENTS WHO ARE POST SECONDARY & CAREER READY are more likely to have better employment and earnings opportunities.



STUDENTS WHO ARE PROFICIENT IN READING IN 3RD GRADE are more likely to graduate from high school.

2

STUDENTS WHO GRADUATE HIGH SCHOOL are less likely to experience poverty, receive public assistance, or become involved in the criminal justice system.

4

STUDENTS WHO ARE EMPLOYED within a year of graduation is crucial for achieving self-sufficiency and developing skills for the 21st century economy.

6

Foundation of Success



FAMILY FINANCIAL
STABILITY



HEALTH &
NUTRITION



ACCESS TO
HOUSING



TRANSPORTATION



SOCIAL
INCLUSION

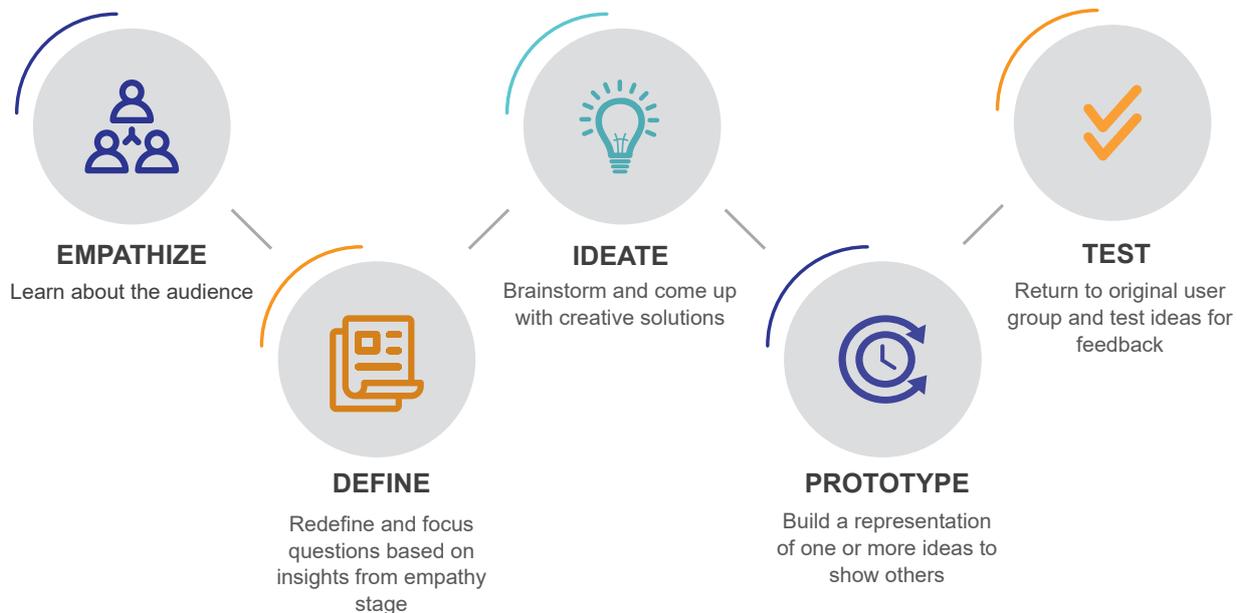
Our Year In Review

Over the past year, ProsperUs has engaged residents, service providers, and subject-matter experts to develop new programs and services to solve long-standing problems using Human Centered Design (HCD). HCD is an approach to problem solving that centers itself around those who are experiencing the challenges first hand.

This methodology involves developing a deep understanding of research, data, and barriers from the perspective of families and frontline service providers. Using this approach has allowed ProsperUs to work collaboratively with stakeholders to co-create programs, services, and community solutions that address the unique needs in specific priority neighbourhoods.

Through this work, the partners have collectively identified what's working for children in specific neighbourhoods, and learned where service gaps exist.

Human Centered Design



"We all have a responsibility to work together to improve our communities. That's what ProsperUs is about: community people meeting community needs. I am appreciative for the opportunity to share my experience and learn about the circumstances of others to create solutions that will bring prosperity to the future children and families of Windsor and Leamington."

**– Rose Ageitos,
Leamington CAN Resident Co-Chair**



Connecting With The Community

The Community Action Network Working Groups (CANs) were created to amplify the voices and leadership of youth and parents who live in the priority neighbourhoods. These resident-led working groups are critical to creating positive impact and empowering neighbourhoods. CANs reflect the diverse experiences of families that reside in these areas.

In addition to residents, CANs also include frontline service providers and subject-matter experts who have knowledge of the opportunities and challenges in providing services in our community.

Over the past year, the CANs have predominantly focused their work on two milestones:

- Milestone 2: Students who are proficient in reading in Grade 3
- Milestone 3: Students who are proficient in math in Grade 6

By focusing early efforts on those two milestones, ProsperUs has been able to pilot new ways of working together using different community engagement tools. Based on these early results, ProsperUs will leverage investments, implement solutions, and scale the work across all other cradle to career milestones.

Since November 2019 – and as part of this new collaborative model – ProsperUs has proudly welcomed over 160 participants. They have attended bi-monthly meetings at five working groups focused on Early Years, Middle Years and Post-Secondary. This has totaled nearly 2,300 hours of time spent by residents in co-creating solutions to be delivered to support local children and youth.

2,300

hours spent by residents in co-creating solutions to be delivered to support local children and youth.

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“The reason I became involved with YCAN is to have a positive impact on my community, a place I hold dear to my heart. I also became involved to grow as a person, enhance my leadership skills and learn more about what our community has to offer.”

– Sanah Al-Haddad,
Downtown Windsor Youth
Community Action Network
Youth Co-Chair

“The Youth Community Action Network got my attention because they were focused on finding solutions for vulnerable communities. They weren’t trying to lecture or make residents feel inadequate. They were asking for help from young, local residents and actually giving us a voice and the power to be heard and seen.”

– Keren Bernal, West Windsor
Youth Community Action Network
Youth Co-Chair

Together, the CANs identified over 50 different barriers that prevent children from successfully achieving the key milestones. These barriers span across housing, food and nutrition, health, education, and employment. Several themes emerged as barriers to be addressed in the final design of solutions, including:

Access/Transportation

Solutions should be convenient, walkable, and centrally located within neighbourhoods. Where that's not possible, free or subsidized transportation should be provided.

Stigma

Solutions should address physical space, language and messaging, and representation of neighbourhoods and diversity within the solution.

Technology

Residents require better access to technology and the internet.

Language & Cultural Diversity

Materials should be translated and culturally relevant, and solutions should be delivered by professionals representing the diversity of the community.

Information & Awareness

Solutions should be promoted in new ways so that parents understand the options available to them, and the value that they will provide for their children and families.

Parental Engagement

Solutions should offer opportunities for parents to connect with staff and engage directly with the programming.

Residents also identified over 350 community assets in their respective priority neighbourhoods. In every neighbourhood, existing programs and services provide many benefits to residents. With slight modifications, these supports can improve and support even more people.

As the collective looks ahead to design solutions for residents in the priority neighbourhoods, barriers and assets will be top of mind. ProsperUs will find ways to best support residents while leveraging the many strengths of existing programs in the community.

To find out more about Collective Impact, our research and data sharing efforts, and a snapshot of our work since convening ProsperUs, please see the [Coming Together Report](#) and the [2020 Fall Update Report](#) on the ProsperUs website.

Progress by Milestone

Milestone 1: Children who are kindergarten ready

The Milestone 1 CAN Working Group launched in January 2021. Twenty-four members spent several months identifying community assets and prioritizing barriers within their respective neighbourhoods. Solution design with 28 service providers and subject matter experts began in late 2021. In total, the group collectively spent 882 hours completing this work.

Some of the barriers identified for this specific milestone include:

- Information about programs and services not reaching caregivers in priority neighbourhoods
- Limited professional in-person and hands-on support for expecting and new caregivers
- Need for peer-to-peer support group opportunities amongst expecting and new parents
- Limited access to healthy food and nutritional supports
- Lack of access to early literacy development materials and practices
- Lack of access to affordable, flexible and emergency childcare options which creates barriers to employment and accessing essential community supports
- Challenges in navigating supports during transition periods and lack of coordination among services

ProsperUs partner, St. Clair College, [released two reports](#) looking at early years literacy challenges in priority neighbourhoods, and creating a profile of the resources, community demographics and cultural landscape of the target neighbourhoods. These reports will be used to create new strategies to improve early years literacy.

Milestone 2 & 3: Students who are proficient in reading by Grade 3, and proficient in math by Grade 6

The Milestone 2 and 3 CAN Working Group identified three priority areas for solution design: mental health, out-of-school-time supports, and food and nutrition.

Overall, 103 participants participated in sessions, including 57 CAN Members and 46 service providers over the course of 15 sessions.

The solution ideation sessions yielded 157 ideas from members, which were then prioritized into 24 comprehensive solutions to be implemented for this milestone.

Examples of these solutions include:

- Wrap-around out-of-school programs
- A robust in-school meal program
- More mental health supports for students and parents



Milestone 4 & 5: Students who graduate high school and are post-secondary and career ready

To amplify youth voices in priority neighbourhoods, the Youth Community Action Network (YCAN) was formed in July 2020 and consists of youth ages 13 to 25.

This group of 22 youth have identified community assets and prioritized barriers during 28 engagement sessions. They will begin working with service providers and subject matter experts to design solutions in January 2022.

The group plans to address the need for specialized support to graduate high school, the cost of post-secondary education, and the need for youth-friendly supports in schools including access to mental health resources, tutoring, and other services that help them succeed.

Milestone 6: Young adults who are employed

The work to support Milestone 6 will begin in spring 2022.

Implementing Solutions

Based on the design work completed by the Community Action Network, ProsperUs is now working with community organizations to finalize solutions for delivery – solutions that will meet the needs of those who need to use them.

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 food and nutrition 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, and will continue to speak with residents about their experiences and needs with a focus on older youth.



Investing in Our Future

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 ProsperUs and 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 a track record of creating community impact. These organizations can be registered charities, not-for-profit organizations, or grassroots groups with deep ties to children, youth, and families in the priority neighbourhoods.

Once we develop a prototype of each solution in partnership with the Community Action Networks, community organizations will be invited to apply for an open Call for Applications that will assess their alignment to the solution and capacity to create impact. Calls for Applications will be launched on a rolling basis throughout 2022. For more information as it becomes available, see the [News section](#) on the ProsperUs website.

“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

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 Bank of Montreal
- Green Shield Canada
- RBC Foundation
- Rick and Donna Farrow
- TD Canada Trust Foundation
- The Bill and Rochelle Tepperman Foundation
- The O’Neil Foundation
- United Way/Centraide Windsor-Essex County
- Windsor Detroit Bridge Authority

“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

2022 Roadmap

WINTER

Advocacy: CAN Advocacy Working Groups Convened

Investors Table: Shared Learning & Collaboration or Capacity Building

Milestone 4 & 5: Solution Design

Funding Applications: Rolling Open Calls for Applications for Milestone 2 & 3 Funding

Investors Table: Early Funding Announcements or First Investments in Milestone 2 & 3 Solutions Announced

Milestone 1: Preparing Solutions for Investment

SPRING

Advocacy: Early Action Plans Implemented

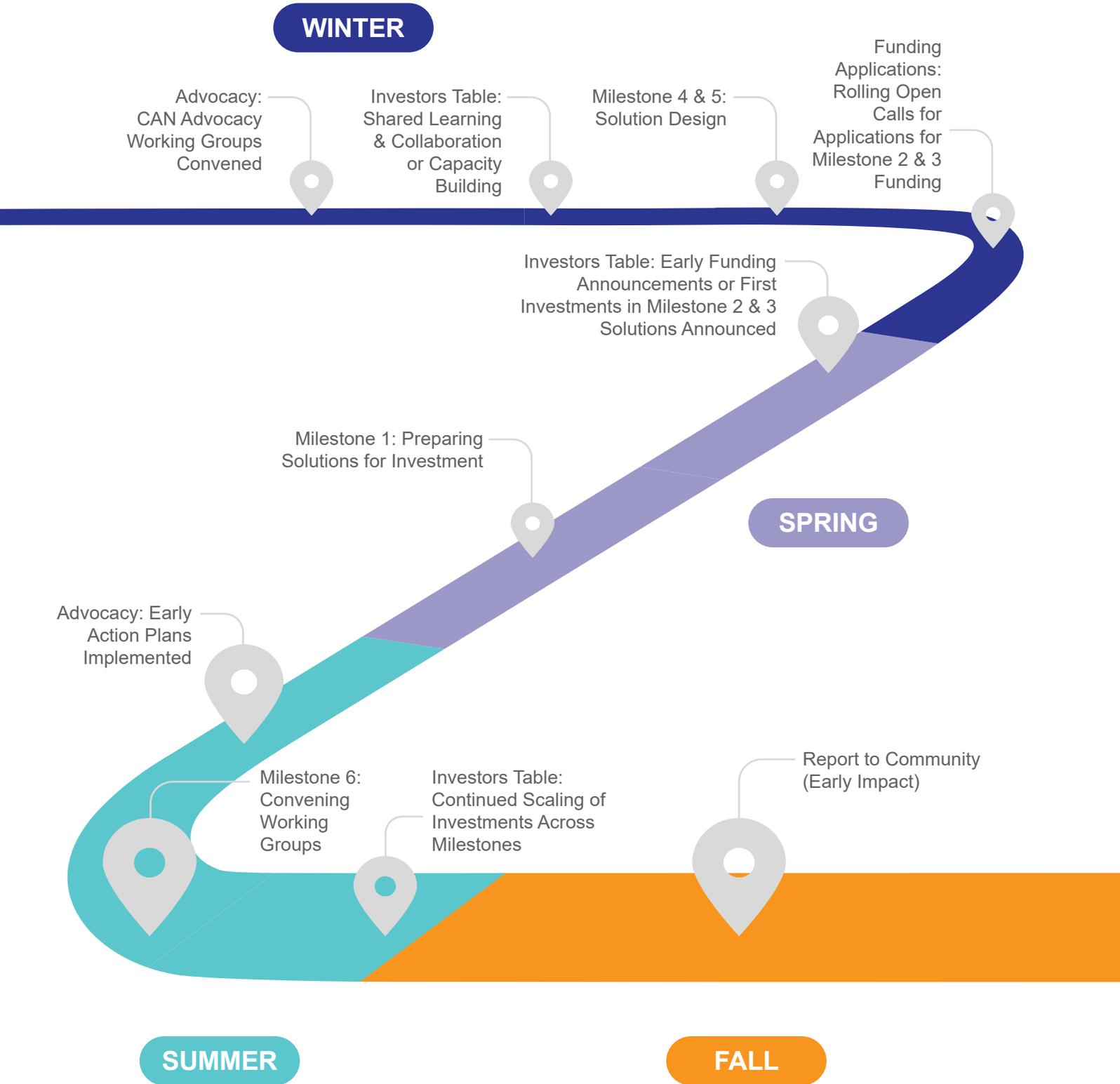
Milestone 6: Convening Working Groups

Investors Table: Continued Scaling of Investments Across Milestones

Report to Community (Early Impact)

SUMMER

FALL



ProsperUs Partners

Thank you to the members of the ProsperUs Leadership Council for supporting this community vision, and to the many volunteers and partners who are supporting the process along the way.

- Jim Inglis, BMO Financial Group
- Jelena Payne, City of Windsor
- Frederic Boulanger, Collège Boréal
- Dan Circelli, Connecting Windsor-Essex
- Joseph Picard, Conseil Scolaire Catholique Providence
- Mike Galloway, County of Essex
- David Petten, CUPE Local 543
- Heather Badder, Erie Shores Healthcare
- Erie St. Clair LHIN
- FCA
- Erin Kelly, Greater Essex County District School Board
- Charles Rosen, Green Shield Canada
- Janice Kaffer, Hôtel-Dieu Grace Healthcare
- Jessica Sartori, John McGivney Children's Centre
- Wendy Parsons, Leamington District Chamber of Commerce
- Lori Atkinson, Libro Credit Union
- Mark Horrocks, Ministry of Children, Community & Social Services
- Ministry of Community Safety and Correctional Services
- Stefany Cutuli, Ministry of Citizenship & Immigration
- Ministry of Education
- Ministry of Training, Colleges and Universities
- Hilda MacDonald, Municipality of Leamington
- Reza Shahbazi, New Canadians' Centre of Excellence Inc.
- Jamie Smith, Ontario Provincial Police
- Tanja Wilkins, Royal Bank of Canada
- Carolyn Warkentin, South Essex Community Council
- Patricia France, St. Clair College
- Eric Griggs, TD Canada Trust
- Noah Tepperman, Tepperman's
- Liz O'Neil Meurehg, The O'Neil Foundation
- Carol Derbyshire, Toldo Foundation
- Manny Cardoso, Unifor Local 444
- Tim Catherwood, United Way/Centraide Windsor-Essex County
- Dr. Edwin Tam, University of Windsor
- Mario Spagnuolo, Windsor & District Labour Council
- Pam Mizuno, Windsor Police Service
- David Musyj, Windsor Regional Hospital
- Nicole Dupuis, Windsor-Essex County Health Unit
- Emelda Byrne, Windsor-Essex Catholic District School Board
- Derrick Drouillard, Windsor-Essex Children's Aid Society
- Lisa Kolody, WindsorEssex Community Foundation
- Michelle Coulis, Windsor-Essex Community Housing Corporation
- Stephen MacKenzie, Invest WindsorEssex
- Rakesh Naidu, Windsor-Essex Regional Chamber of Commerce
- Michelle Suchiu, Workforce WindsorEssex
- Derek Spalding, Community Representative
- Terry Johnson, Community Representative
- Rose Ageitue, Community Representative
- Mohammed Al-Dailami, Community Representative
- Rose Hayes, Community Representative
- Shelley Fellows, Community Representative
- Sanah Al-Haddad, Youth Community Representative
- Keren Bernal, Youth Community Representative
- Ryan Ciliska, Youth Community Representative
- Tammy Drazilov, Community Representative
- Francis Savoni, Community Representative
- Melissa Schaffhauser, Community Representative
- Yamin Snounu, Community Representative

***ProsperUs would like to to recognize the contributions of expertise in human-centered design by WE Tech Alliance, including Adam Frye, Director of Operations and Partnerships, who co-led solutions design sessions and built capacity of the backbone team to design work across all of the ProsperUs milestones.**

We are pleased to acknowledge the support of the following organizations in developing the Cradle to Career strategy:



Bill & Rochelle Tepperman



**SOLCZ FAMILY
FOUNDATION**



HÔTEL-DIEU GRACE
HEALTHCARE



**United Way
Centraide**
Windsor-Essex County



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

Follow us on [Instagram](#), [Twitter](#) and [Facebook](#)