

**BUSINESS COMMUNITY
ANTI-POVERTY INITIATIVE
IN SAINT JOHN**

"We must refuse to fail."

Who We Are

**Senior business and professional community members,
working together with people living in poverty to
address root causes of poverty.**

A charitable non-profit organization.

Self-funded

100+ Members

BCAPI Vision

A Community in which all residents have the opportunities and resources to participate fully in community and work life, leading to a productive and fulfilling future.

Mission

By working together with people living in poverty, community organizations and government, we are dedicated to reducing the number of people who live in poverty in Greater Saint John.

Role

BCAPI is a “CATALYST”, undertaking to provide:

- **Leadership**
- **New Thinking**
- **Business Expertise**
- **Influence**
- **Assistance to community organizations in accessing resources and financial support**
- **Facilitation / Coordination**

Development Chronology

December 1997 - First Meeting at Romero House; 45 attended

January 1998 - Second Meeting ; BCAPI is “born”

Formation of BCAPI Structure – Cabinet & 7 Working Groups

October 19, 1999 - “turning point” Meeting

Spring 2000 - Poverty Study, “Reducing Poverty in Saint John”

September 2000 - New “Focus” and “Action Plan” for BCAPI

Spring 2004 - Progress Review and Renewed Priorities

Why We Are Involved

Our growing awareness of the depth, breadth, and consequences of poverty in Saint John.

Our sincere desire to help alleviate the problem; break the cycle; reduce the need for “down stream” social program spending in Saint John.

Saint John Stats

- **17,000 people (25%) live below the poverty level.**
- **More than 1 in 3 children (0-14) and youth (15-24) live below the poverty level.**
- **A person living in poverty is 3 times more likely to be part of a single parent family.**
- **The City of Saint John poverty rate is 35% higher than provincial and national averages.**
- **The rate of birth to teens (15-19) is 41.9 per 1000 (1999). By comparison, the rate is 29.0 for Region 2, 23.3 for New Brunswick, and 12.0 in B.C.**
 - Statistics Canada, 1996; - N.B. Dept. of Health and Wellness;
 - Canadian Council on Social Development, *Urban Poverty in Canada*, 2000;
 - Deloitte & Touche, *Reducing Poverty in Saint John*, 2000

BCAPI Structure

CABINET

- BCAPI Co-Chairs
- Working Group Chairs
- Resource People

+

WORKING GROUPS

- Single Parent Family
- Housing
- Training and Employment
- Youth Poverty
- Communications

- Vibrant Communities Poverty Reduction Strategy

Principles

- **Public commitment to reduce poverty**
- **Community and business leaders committed to action**
- **Listen to and involve people living in poverty**
- **Focus on longer-term “break the cycle” solutions**
- **Emphasis on partnerships**
- **Sustainable, comprehensive and holistic approaches**
- **Business approach – research, analyze, plan, act and measure**
- **Accountable to our stakeholders and our community**
- **Catalyst (not “doer”) role**
- **Raise the profile of poverty and our partners, not BCAPI**
- **Minimize requests to government until planning is complete**

OUR APPROACH

Research

Analyze

Plan

Act

Measure

“Break the Cycle”
Address Root Causes
- Prevention & Investment -

- 1. Meet Basic Needs**
- 2. Remove Barriers**
- 3. Build Skills**
- 4. Create Economic Opportunities**

Sherri Torjman, Poverty Framework, Caledon Institute
BCAPI Poverty Study Recommendations, May 2000,
Reducing Poverty in Saint John
- Deloitte and Touche Management Solutions

**BUSINESS COMMUNITY
ANTI-POVERTY INITIATIVE**
IN SAINT JOHN

**CHILDREN OF
SINGLE PARENTS**

TEENS

**SINGLE
PARENTS**

**PREGNANT
TEENS**

Helping reduce poverty among single parents will require a focus on four related target groups. Successfully addressing the needs of these groups will help break the poverty cycle in Saint John.

"We must refuse to fail."

TEENS:

Reduce the incidence of teenage pregnancy in Saint John by enhancing existing teen pregnancy prevention programs.

- **“Baby Think It Over”**
- **“Roses Rubbers and Rainbows”**
- **HealthNet Project**
- **TRC (The Resource Centre) for Youth Project**
- **Healthy Community for Healthy Youth Initiative**

PREGNANT TEENS

To ensure healthy pregnancy and healthy baby; to put young mother on “right track” to be a good mother and able to support her self and baby.

- **First Steps Housing Project**
- **School Completion / Removal of roadblocks**

SINGLE PARENTS

To help single parents (with one or two children), who are short-term SA recipients, get into the workforce and off SA.

- **Enhanced Case Management and “Mentoring”**
- **Extended Health Card**
- **Quality and Affordable Child Care**
- **Safe and Affordable Housing**
- **Expanded Parenting Programs**
- **Single Point of Access for Information and Referral**

CHILDREN

To provide the foundation that will allow these children to succeed in society and break the poverty cycle.

- **P.R.O. Kids**
- **Pals for Prince Charles**
- **Early Childhood Development Coalition**

Recognition

- 2001 Peter F. Drucker Award for Canadian Non-Profit Innovation**
- 2002 Business Crime Prevention Excellence Award
(Crime Prevention Association of N.B.)**
- 2003 Imagine - *New Spirit of Community* Partnership Award**
- 2004 Vibrant Communities Canada / J.W. McConnell Family Foundation - Saint John becomes a “Trailer Builder” Community**

What We've Learned

- **Poverty is complex; Reducing poverty requires creative, comprehensive and multi-faceted responses.**
- **“Investing in people” is necessary to prevent and reduce poverty.**
- **Communities have the capacity to reduce poverty and want more recognition and support from gov't.**
- **Multi-sectoral involvement can be persuasive.**
- **Evidence-based approaches attract confidence.**
- **Evaluation and communication are essential to learning how to do it better!**