

UNITED WAY OTTAWA – CALL FOR PROPOSALS

STRONG NEIGHBOURHOODS – PRIORITY GOAL DESCRIPTION

PRIORITY GOAL	TO BUILD HEALTHY AND VIBRANT COMMUNITIES BY INCREASING EQUITY SOCIAL COHESION, AND INCLUSION.
KEY ISSUE	Vulnerable populations in some Ottawa neighbourhoods have low access to services combined with other community safety and disparity issues. 78% of the low income population is concentrated in some priority neighbourhoods. For example, 78% of low income populations live in few priority neighbourhoods and rural communities in the city. Average incomes vary between \$17,304 and \$34,869. High school completion rates range from 68% to 93% and unemployment rates range from 2% to 11% in some neighbourhoods. Of the city's low-income population, 78% is concentrated in marginalized neighbourhoods, where the average income is less than half of the city's average. There has been a sustained increase in the number of newcomers, who bring a range of diverse experiences, perspectives and vibrancy. However they can also face barriers including access to employment, and quality housing when they try to participate actively in society. For many, these disparities can lead to a reduced sense of belonging, and engagement in community. Comprehensive and integrated, place-based community development programs are one way that United Way Ottawa can contribute to improved measures of wellbeing, including increased social inclusion and equitable outcomes across all neighbourhoods, and specifically, in Ottawa's priority neighbourhoods. The goal is to create more equity across Ottawa neighbourhoods through building a set of social, economic and cultural opportunities for all residents.
ADDRESSING SYSTEMIC CHANGE	Neighbourhoods are the foundation of community development, and engagement of residents is critical to their sustained improvement. However, many of the issues affecting neighbourhoods lay outside the control of the geographic area. A city level strategy is critical to addressing changes to systems and policies that affect the lives of residents. Effective neighbourhood strategies can reduce the negative impact of vulnerable neighbourhoods through a three pronged approach: • Concretely improving the neighbourhood conditions • Mitigating the negative effects of poor conditions, and • Increasing meaningful social capital and resident leadership.

FUNDING CATEGORIES AND EXAMPLES	Programs/Activities - Programs, projects, social enterprises and activities that support community engagement and resident capacity-building with an aim to: - Increase sense of belonging, social cohesion and address social/economic exclusion - Foster supportive networks - Build trust across diverse communities and service sectors - Support Social enterprise programs for creating economic opportunities for low income residents - Convening: - Continue to build on the COLLECTIVE IMPACT approach to engage stakeholders from across governments and organizations to work on a common agenda, coordinate resources, data and communications through a backbone, reduce duplication and address gaps through a community of practice. Advocacy: - United Way to work closely with other partners, CDF Steering Table and stakeholder to facilitate and support the actualising a city-wide strategy and complimentary funding. Research and Evaluation: - Provide a broad quantitative assessment of neighbourhood wellbeing, measuring broad inequity across neighbourhoods - Study the factors affecting social cohesion, equity and inclusion within priority local communities (place-based) and how this might be strengthen - Support evidence based and shared measurement/and or evaluation <i>Note: For social enterprises, employment is required to: adhere to Ontario Labour Standards i.e. minimum wage or greater, health and safety standards, etc.; ensure dignity of choice; and foster an inclusive workplace and/or community.</i>
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¹ Currently, priority neighbourhoods are identified by lead coordinating agencies (agencies interested in implementing strong neighbourhoods approach) in consultation with community members, stakeholders and service providers in light of their experience as well as available data; the Ottawa Neighbourhood Study and other related sources of fact-based information.