



Mission

The Social Planning Council of Cambridge and North Dumfries actively and independently strives to improve the quality of life for all residents of Cambridge and North Dumfries through community-based research, planning and action.

www.socialplanningcouncil-cnd.org

“Do the Math Challenge” Cambridge

This October was declared “Poverty Awareness Month” in Cambridge to draw public attention to the reality of poverty in Cambridge. These events include: the Shelter Corporation’s 10th anniversary, the Cambridge Self-Help Food Bank’s fall food drive, the Mayor’s Souper Sampler for Community Support Connections, and the municipal elections and an All Candidates meeting focussing on social issues sponsored jointly by the Social Planning Council, the Cambridge Neighbourhood Organizations, the Islamic Centre and the YWCA. Members of the Roundtable are also meeting with MPP Martinuk to update him on the activities that occurred during this Month.

Finally, Roundtable formed a planning committee to organize the “Do the Math” Challenge, modelled on a similar initiative that took place in Toronto in the fall. From October 4-8, 2010, several members of the Cambridge community ate from a typical food hamper in order to draw attention to poverty in our community and what many people on social assistance experience on a regular basis. This is in support of the Put Food in the Budget Campaign, which is calling for a \$100 Healthy Food Supplement in Ontario to support the health and well being of all Ontarians.

The “Do the Math Challenge” happened provincially throughout many communities. On October 4th, the Cambridge participants went to the food bank and received the hamper that would have to last them the next 5 days. They were instructed eat only from the hamper and limited quantities of 5 pantry items. They were encouraged to record their thoughts and observations on the Do the Math Cambridge blog.

People representing a broad cross section of our community: including business, healthcare, education, faith community, the nonprofit sector and government participated in the Challenge.

A wrap up- reflection session occurred at Trinity Community Table Friday October 8th. Participants has the opportunity to share with each other what they experienced during the week. Some quotes from the participants at the wrap up were “Wake up call” “Your choice was taken away” “Survival’s not good enough” “There is a hidden society”. Read more reflections at:

www.dothemathcambridge.blogspot.com



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Municipal All Candidates Meetings

Cambridge

The Social Planning Council of Cambridge and North Dumfries in partnership with the Cambridge Neighbourhood Organizations, YWCA Cambridge and Islamic Centre of Cambridge hosted a successful All Candidates Meeting on October 14th, 2010; attendance was estimated at 350 people. The meeting provided an opportunity for the citizens of Cambridge to meet with the candidates running in the upcoming Municipal election. The evening was divided into three segments that allowed the Ward, Regional and Mayoral candidates each the opportunity to share their platforms and address questions about social issues.

Common concerns emerged from the candidates throughout the evening. The issues discussed by them included: addressing poverty, homelessness, the issue of decreased employment opportunities and the need for the promote new business in Cambridge.

The evening concluded with Kim Decker from the YWCA acknowledging all sponsors and participants for their efforts in creating a successful event.

North Dumfries

On October 5th the SPCCND, in partnership with Family Counseling Centre of Cambridge and North Dumfries, the YMCA of Cambridge, and the North Dumfries Community Health Centre hosted an All Candidates Meeting for North Dumfries township at Whistle Bear Golf Club from 7-9 pm. This was an opportunity for voters to learn about their mayoral and ward candidates and their platforms.

Bill Davidson, executive director of Langs Farm Village Association, moderated the discussion which focused on social and community issues. A wide range of topics were covered including transportation, recreation, community connectedness, housing, and services for seniors.

School board trustee candidates were also invited and passed out literature following the discussion. The event was well attended and drew the attention of many locals as it was the first event of its kind in years in the township.

2010 Trends Package Released

The Social Planning Council of Cambridge and North Dumfries has just released its annual Trends package. This year we have produced 3 related pieces: the *2010 Community Trends Report*, *The Senior Population in Cambridge and North Dumfries: a Demographic Profile*, and *Sign Posts*. These documents provide invaluable information for diverse audiences including local social service organizations, program planners, the business community, policy makers and funders.

The most comprehensive document is *Community Trends in Cambridge and North Dumfries 2010*. This report draws upon the most recent census data as well as program and statistical information provided by government and social service agencies. We have focused on indicators of broad demographic trends such as population growth, household composition and diversity, as well as indicators of the communities' health and well-being, including: employment, health, safety, housing, food security, transportation and recreation, among others.

The second piece is *The Senior Population in Cambridge and North Dumfries: a Demographic Profile*. This document builds on our 2010 Poverty Symposium focusing on seniors and the recently released single issue paper *Towards an Age-Friendly Community* that identified gaps in services in Cambridge and perceptions of older adults of how to build a more age-friendly community. This social profile highlights

key demographics related to the senior population, based upon Statistics Canada census data. What these findings indicate is that the senior population in Cambridge is undergoing some significant changes, both in their demographic make-up and the types of supports and services that are required.

Finally, the Sign Posts document is a brief snapshot that highlights key trends relevant to Cambridge in the areas of housing, food security, health, income & poverty, safety, education, recreation, arts & culture and the environment.

Copies of these reports can be downloaded from: www.socialplanningcouncil-cnd.org

Sign Posts 2010
Community Trends in Cambridge and North Dumfries

The SPCCND actively and independently strives to improve the quality of life for all residents of Cambridge and North Dumfries through community-based research, planning and action.

The SPCCND proudly recognizes the following leaders for their support of Sign Posts:

- City of Cambridge
- North Dumfries Township
- Islamic Centre of Cambridge
- YWCA Cambridge
- Recreation Services

Community Trends in Cambridge and North Dumfries 2010

Population: From 1976-2006, Cambridge and North Dumfries experienced general growth from the Census change. The population of Cambridge and North Dumfries in 2006 was 130,371 and 53,633 respectively. The largest contingent of people are in the 25-64 age and not employed.

Household: The most common household size in Cambridge and North Dumfries is 2 persons, and both communities have a greater proportion of couples with children than the province as a whole. The composition of families in Cambridge and North Dumfries is increasingly diverse, including single-parent families, lone-parent families, and single-parent families.

Diversity: A diverse number of families has immigrated from a variety of countries of origin, although the majority of immigrants arrived prior to 1991. The most recent source of immigration continues to shift in the diversity of the population. As a whole, people who belong to visible minority groups comprised 12.3% of Cambridge residents in 2006, up from 10.3% in 2001.

Language: English remains the most common mother tongue in Cambridge and North Dumfries, however, in recent years there is increased diversity in mother tongue and by immigration mother tongue spoken at home.

Social Planning Council of Cambridge and North Dumfries

The Senior Population in Cambridge and North Dumfries
A Demographic Profile

NUMBER OF SENIORS
In 2006, there were 12,080 seniors in Cambridge aged 65 years or older, representing 12.7% of the population. By 2006, the total number of seniors had increased by 10% from 10,976 in 2001. In 2006, there were 4,916 seniors in North Dumfries aged 65 years or older, representing 9.1% of the population. In 2006, there were 4,916 seniors in North Dumfries aged 65 years or older, representing 9.1% of the population. In 2006, there were 4,916 seniors in North Dumfries aged 65 years or older, representing 9.1% of the population.

SENIORS BY GENDER
Of the 12,080 seniors in Cambridge in 2006, 57% (6,906) were women and 43% (5,174) were men. In North Dumfries, 57% (2,800) were women and 43% (2,116) were men.

SENIORS BY AGE
The majority of seniors in Cambridge and North Dumfries are under the age of 75. In Cambridge in 2006, 57% of seniors were between the ages of 65 and 74, and 43% were 75 years of age or older. In North Dumfries, 57% of seniors were 65 to 74 years of age, and 43% were 75 years of age or older.

Local News

Food bank at one-third of reaching goal

Due to donations from local residents, churches, schools and businesses, the Cambridge Self-Help Food Bank is one-third of the way to reaching its fall food drive goal.

The bank aims to collect 96,100 pounds of food for its annual food drive and has seen 38,000 donated. So far, donations of 3,700 pounds of food have been collected by Jacob Hespeler Secondary School, 860 pounds by Monsignor Doyle Catholic Secondary School and 576 pounds by St. Peter Catholic Elementary School.

Cambridge Community Church, which hopes to raise a total of 15,000 pounds for the food drive, has donated 1,800 pounds of food. Grand River Food has also given 3,700 pounds of food to the food bank.

Donations can be dropped off at the food bank, local fire halls and grocery stores. For more information, visit www.cambridgefoodbank.on.ca.

(Source: Cambridge Times, Oct 14)

Cambridge needs to plan for growing seniors population, city council told

The city needs to create a "master aging plan" to prepare for growing numbers of senior citizens. The social planning council of Cambridge and North Dumfries made the pitch to city council this week, as part of a study entitled Moving towards an Age Friendly Community. Council took no action on the request – but Coun. Rick Cowsill urged the city to take the issue seriously.

"This is critically important. There is a transition happening in our city and region," he said.. He wants all city council members to have a full copy of the report – which the social planning council said it would provide.

The report will go to a city seniors advisory committee, which is expected to report to council in October. Then council will decide what to do about a city-wide seniors plan. There's a need to better co-ordinate and publicize services available for seniors, said Linda Terry of the Social Planning Council.

The local seniors population is growing, city council was told. In 1996, there were 10,880 seniors in Cambridge – or 10.7 per cent of the total population. The 2006 census counted 13,600 seniors in the city – or 11.3 per cent. The total seniors population increased by 25 per cent in the city over those 10 years.

In North Dumfries, the seniors population increased 33 per cent over the same decade.

The Social Planning Council handed out two surveys as part of the study: one to seniors and the other to community agencies.

Twenty people replied to the seniors survey. Concerns were voiced about lack of information about services in general, along with the lack of variety of services they could access.

There were 24 responses from community agencies. Most were concerned about the uneven way seniors services were distributed across urban and rural areas, and half agreed there was a

Provincial & National News

Change to EI Rules

A new report by the Caledon Institute report mid-November 2010, the Canada Employment Insurance Financing Board will likely recommend a 15 -cent increase in Employment Insurance employee premiums from \$1.73 to \$1.88 per \$100 of insurable earnings for 2011. The contribution for employers is 1.4 times the employee premium so the cost for employers will rise as well. The Cabinet has until November 30 to act on the Board's recommendation. The Cabinet could decide to reject the proposal and continue the current EI premium freeze for another year. Either way, it faces a tough dilemma. Failure to raise the EI premium rate will diminish the government's fiscal credibility and the pace at which it reduces the deficit. But raising payroll taxes in the midst of an economic downturn is a bad idea for both workers and employers. Beyond the immediate problem of whether to increase or freeze premiums in 2011, Ottawa faces a longer-term challenge: What to do about Employment Insurance financing? Caledon has argued over the years that Canada needs a counter-cyclical financing regime for EI that can be established in law and maintained with some reliability through economic ups and downs. This commentary calls upon the federal government to initiate a serious review of EI financing, involving labour and business, in order to formulate clear rules and accounting procedures that are both operable and sensible.

(Source: The Caledon Institute of Social Policy)

Liberals introduce motion to reinstate mandatory long-form census

In an effort to bring 'sense back to the census,' the Liberal Party of Canada presented a motion today in the House of Commons to reinstate the mandatory long-form census. The motion – to be debated next week – also calls on the government to amend the Statistics Act in order to remove the threat of jail time for people who do not fill out the long-form census.

"The Canadian public has spoken: more than 350 groups have condemned the Harper government's ill-informed decision," said Liberal Critic for Industry, Science and Technology Marc Garneau. "This is an urgent matter for the House and Liberals are making this the focus of the first Opposition Day of the fall sitting.

"Provincial, territorial and municipal governments, community groups, medical associations, religious groups and countless organizations use the information collected in the census to make decisions based on facts that will help Canadians in their daily lives."

The Liberal Opposition Day motion states: That the House calls on the Government of Canada to reinstate immediately the Long-form Census; and given that no person has ever been imprisoned for not completing the census, the House further calls on the government to introduce legislative amendments to the Statistics Act to remove completely the provision of imprisonment from Section 31 of the Act in relation to the Long-form Census, the Census of Population, and the Census of Agriculture.

"Given that no person has ever gone to jail for not filling out the long-form census, Liberals want to make sure the government can no longer use this as an excuse to scrap the census," said Liberal Critic for Democratic Renewal Carolyn Bennett.

In addition to the motion, in the following weeks the Liberal Party will also introduce a private member's bill to maintain pressure on the government to reinstate this vital tool. "Canadians rely on the federal government for a multitude of services, and they expect our federal government to make wise decisions based on sound information. This motion will make sure decision makers at all levels of society can do just that," concluded Mr. Garneau.

New Faces at SPCCND

Melissa Dunbar is a second-year student in the Social Services Program at Conestoga College. Melissa is very passionate and interested in the field of community planning and community development. She is thrilled to be completing her academic placement at the SPC-CND and is excited for the opportunity to help create change for the residents of Cambridge and North Dumfries. Melissa has experience with community development from her work planning a leadership conference that is soon to be offered through Conestoga College. She has lived in Cambridge for twenty-five years, and has had the opportunity to volunteer her time at several local shelters and soup kitchens. Melissa is familiar with the residents and the organizations that call Cambridge home, and cannot wait to get out and interact with the citizens of Cambridge and North Dumfries!

Patricia Holland-Hamilton is a Bachelor of Social Work student through Renison College at the University of Waterloo and has a strong interest in community development. Prior to entering the Bachelor of Social Work program, she obtained her Bachelor's degree in Social Development Studies, also at Renison College. Patricia has been engaged in various volunteer opportunities in her neighbourhood, community and her child's school. She feels passionately about being an active part of her community and is helping to improve the quality of life for its members.

While working with The Social Planning Council of Cambridge and North Dumfries, she hopes to gain a more thorough understanding of the role of policy makers and various levels of government in relation to the programs affecting marginalized community members. Since starting in September, she has already had the opportunity to become acquainted with the work of several non-profit organizations. Her ambition is to continue her education through a Master's program in Social Work.

Upcoming Events

Municipal Election *November 25th, 2010*

Annual Poverty Symposium *Spring 2011*

Watch for an upcoming feature on Roger's TV highlighting the work of local nonprofits

SPCCND In the News

"Reliving bad times for a good cause", *Cambridge Times*, September 30th

"Food Hamper takes toll", *Cambridge Times*, October 12th

"Community Group Fights Census Changes", *Cambridge Times*, September 22nd

"I'm eating from an emergency food hamper this week", *The Record*, October 4th

"Eating only from an emergency food hamper an eye-opener — when I could keep my eyes open", *The Record*, October 11th

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