

Basic Needs Task Group

Canada Learning Bond

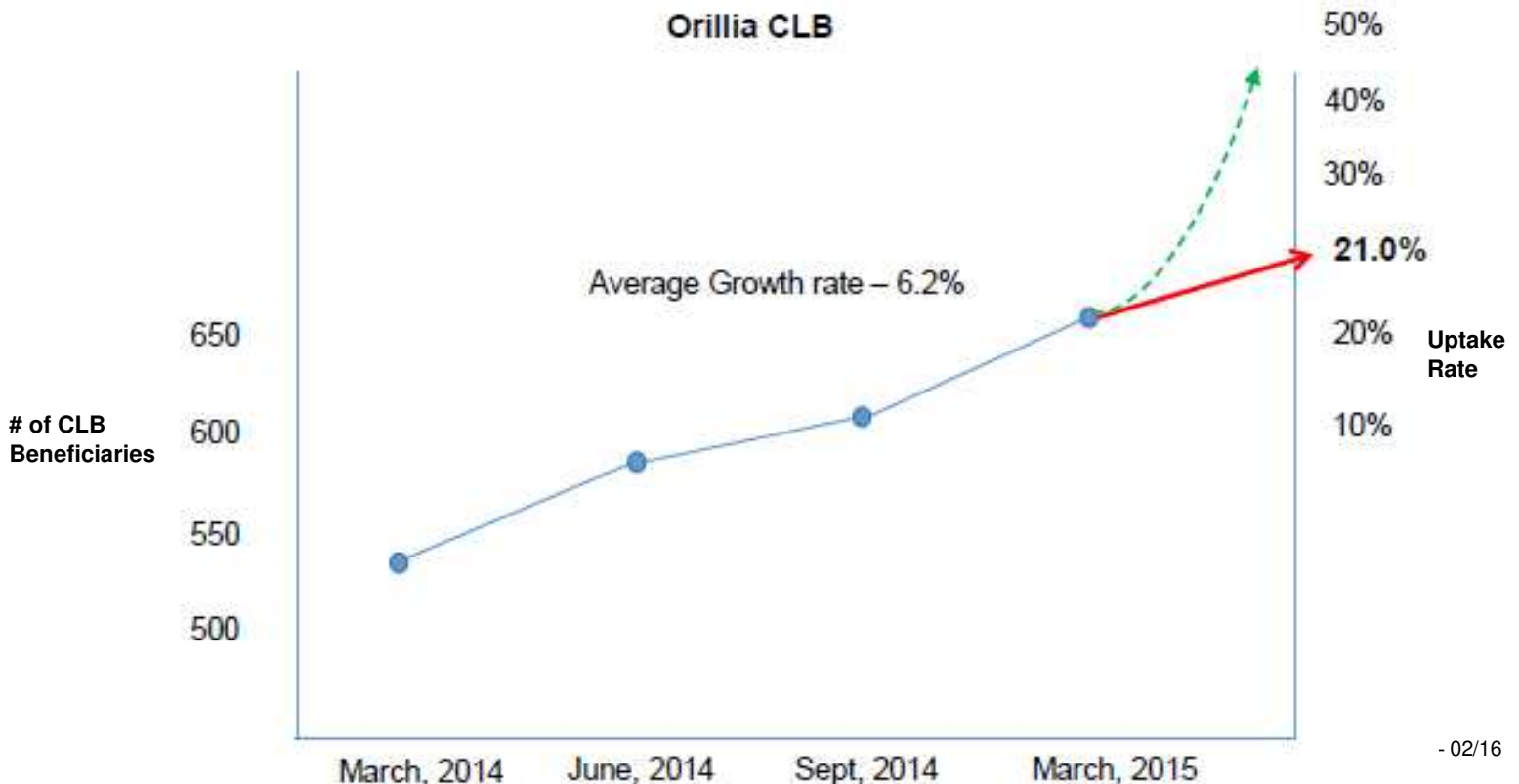
Resilience Outcome: Support assets and protective factors

Profile

- ❖ The Canada Learning Bond (CLB) is \$500 offered by the Government of Canada to help families start saving now for their child's education after high school. Plus, the child could get \$100 every year until he or she turns 15 years old to a maximum of \$2,000!
- ❖ The Canada Learning Bond can only be deposited into an RESP account, and they don't have to put any of their own money in to receive it.
- ❖ Children born on or after January 1, 2004
- ❖ The primary caregiver must also receive the National Child Benefit Supplement (family allowance” or “baby bonus”), under the Canada Child Tax Benefit

Performance Measures

HOW MUCH	HOW WELL
<ul style="list-style-type: none"> • # of info sessions held • # of rack cards created & distributed • # of JK package inserts • # of OW cheque inserts 	<ul style="list-style-type: none"> • # of banks attending Bankers Breakfast Event • # of parents receiving information • # of parents attending info sessions
Anyone Better Off?	
<ul style="list-style-type: none"> • Participation Rate of eligible families (Headline measure - quarterly) • Increase of the Growth Rate (Headline measure - quarterly) 	



Story Behind the Baseline

Why is it happening?

- The current uptake of the CLB program is low
- Families have a lack of information and awareness about the CLB program and resources
- The federal government has not marketed the CLB program widely enough... lots of ignorance about the program
- Due to multiple barriers, access to financial system is difficult for families, including issues with financial literacy and financial advocacy

Why is this issue urgent?

- The data shows very low participation rates for eligible families of CLB
- There are concerns about the long term availability of the education fund through the Federal Government
- In Simcoe, local uptake is at least 10% lower than rest of the country
- A RESP provides hope and future story for families who otherwise would not feel they could ever send their children to post-secondary.

What happens if we don't implement the program?

- Loss of investment in local families, loss of future story
- The possibility of decreased graduation rates over time or decreased post-grad enrollment rates
- Difficult to quantify the effects on families

The partners

Financial Institutions (Banks & Credit Unions)

Credit Canada

H&R Block

Information Orillia Tax Clinic

Service Canada

Canada Revenue Agency

Faith Community's volunteer Tax Clinics

Tax Clinics (HRC)

ID & Tax Clinic (Salvation Army)

Community Agencies (New Path; Catulpa; CAP-C; SMD Health Unit; 211; School Boards; YMCA; United Way GSC and others)

County of Simcoe - Ontario Works (Caseworkers)

Best Start Network of Simcoe County

CYFS Coalition of Simcoe County

County of Simcoe – Social and Community Services Division

What Works

- Connecting CLB eligibility with tax clinics
- Q & A document has been developed for people to use when talking about the CLB funding
- The Basic Needs Task Group requested the Best Start Network to endorse the campaign and take leadership through the member agencies
- County of Simcoe Communications department developed a CLB Rack Card/ poster marketing document
- The rack card have been printed in English and translated into French
- 7500 copies has been inserted into OW Cheques during the October 2014 cycle
- Approximately 10,000 rack cards have been distributed through Best Start Network Member Agencies in Nov 2014
- The rack card has been distributed to other Coalition members and service providers
- United Way shared rack cards with banks and to be distributed through Banks in Simcoe
- Meetings with OW Clerical staff in November to share info about CLB and the rack card
- Meeting with OW Caseworkers to share the CLB Rack cards and Q and A.
- Sharing updates at the Children's services-Childcare Representatives meeting in November 2014
- Further discussion with community partners (Salvation Army) and County of Simcoe on SCIF Funding for expenses such as barriers to cost of birth certificate and S.I.N. (first is free and others have a fee) Both are required in order to apply for the CLB
- Setting up CLB registration and ID Clinic booths at various events

Action Plan

CLB Financial Partner Engagement Event – May 2015

The Basic Needs Task Group organized a Breakfast event for Financial and business partners to learn of the Canada Learning Bond and how to support families who are experiencing barriers accessing the education funds. The main Banking institutions in Canada were in attendance.

CLB Registry Event – November 2015

The Basic Needs Task Group in partnership with the Best Start Network and United Way GSC organized a family registry day for families to learn information about the Canada Learning Bond and about registering for bank and RESP accounts. An Id clinic, tax clinic, credit counselling, child play area and refreshments were also available for families.