

Basic Needs Task Group Turn the Curve Report Update

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Presented by Graham Raynor and Erika Haney

CoChairs for the Basic Needs Task Group

For the Planning Table for the Child, Youth and Family Services (CYFS) Coalition
of Simcoe County

Profile

- Canada Learning Bond – For each child -\$500 of Federal money given to start an RESP for eligible families with an additional \$100 per year up to the child turning 15 – total possible Federal money available per child is \$2000.
- Families do not need their own money to start the RESP but the primary caregiver must also receive the National Child Benefit Supplement under the Canada Child Tax Benefit in order to qualify for the Canada Learning Bond.

Rationale for this project:

- Number of eligible families accessing the CLB in Simcoe County is low
- Quarterly reports from the CRA are available to assess the uptake levels for the CLB
- Eligible families lack the information and awareness of the CLB
- An RESP provides hope and a future story for under-resourced families to plan for their children's future education to set them up for success
- Data from Smartsaver organization states that children in families using the CLB are 4X more likely to graduate from secondary school than the provincial average

Performance Measures : How Much?

- 2 information sessions held – May 2015 Financial Partners Breakfast and November 2015 Orillia Family Registry Event
- 67,950 rack cards created and distributed
- 6,000 JK package inserts
- 7,500 OW cheque inserts

Performance Measures : How Well?

- 13 bank representatives attended the financial partners breakfast event
- 11 service providers attended the financial partners breakfast
- 10 different direct services were available at the Family Registry event in Orillia

Performance Measures: Is Anyone Better Off?

- Simcoe County area CLB use data:
 - March 2014 – 24.16% (7,195 CLB beneficiaries/ 29,362 eligible children)
 - June 2014 – 24.65% (7,467 CLB beneficiaries/ 29,830 eligible children)
 - Sept. 2014 – 24.56% (7,784 CLB beneficiaries/ 31,025 eligible children)
 - March 2015 – 25.95% (8,388 CLB beneficiaries/ 32, 325 eligible children)
- Orillia area CLB use data :
 - March 2014 – 19.2% (538 CLB beneficiaries/2,804 eligible children)
 - June 2014 – 20.10% (574 CLB beneficiaries/ 2,856 eligible children)
 - Sept. 2014 – 20.40% (604 CLB beneficiaries/ 2,960 eligible children)
 - March 2015 – 21.00% (645 CLB beneficiaries/3,078 eligible children)
- Financial Partners Breakfast – 33.3% of partners reported “learning something new about CLB, 37.5% of partners reported “the information is useful in our work”, 37.5% of partners reported they could implement strategies at their institution or within the community
- Family Registry Day (Orillia) – 26 applications for CLB started - \$52,000 could be invested in RESPs for local children as a result of the event.

Next Steps

- United Way has partnered with SmartSaver to create a unique URL that can be utilized for Simcoe County families to start an RESP for CLB www.startmyresp.ca/possibility
- Living Wage calculation report (Coming soon)
- RBA Turn the Curve Report #2 – Bridges Out of Poverty (Coming Soon)
- Poverty Reduction Taskforce & BNTG alignment and planning (Coming soon)