



**United Way
Centraide**

Poverty Index Scorecard

BIG DATA Project

February 2024

Community Investment Plan 2023-2026

What we heard:



“Need to understand the impact UWSM work and funding is having locally.”



“UWSM needs to have the right performance metrics.”



**United Way
Centraide
Simcoe Muskoka**

Community Investment Strategic Pillars 2023-2026

Lead the Way (Organizational Effectiveness)	Sustainability	Unleash the Power of Collective Impact	Strategic Partnerships & Collaboration
<p>UWSM is the community leader for mobilizing collective action to achieve greater impacts towards reducing poverty and enhancing inclusivity. With a strategic focus on leading the way, UWSM can enhance its recognition as a leader, while modeling and mentoring the path forward, leveraging its expertise to drive and influence policy and change. In doing so, UWSM has a powerful opportunity to speak up, speak out, and truly advance meaningful and lasting change in our community.</p>	<p>Without a sustainable Community Investment Program and fundraising framework to support all aspects of the program, UWSM cannot improve the lives of community members in greatest need. This strategic pillar highlights the necessity of the Community Investment Programs to maintain and build upon its capacity to fundraise and enable critical community investment strategies to reduce poverty and improve inclusivity within the community. This includes building a stronger brand recognition through marketing and innovation to connect and compel citizens to want to be a part of the collective action. Sustainability requires innovation and more than ever, an infrastructure and culture that builds agility to continue to respond to volatile rates of change.</p>	<p>The power of the collective is greater than the sum of its parts. UWSM builds this belief in its intentional way of bringing people and organizations together to address complex problems. UWSM has the opportunity to enhance collective impact with a strategic focus on building community capacity driving change through collection and culmination of data.</p>	<p>People and organizations are better together. UWSM builds upon this understanding in the inherent way it achieves its outcomes and drives towards its mandate. Dedicated focus on building stronger, more strategic partnerships with UWSM and across its partners, will drive greater impact.</p>
<p>Be Leaderful and Bring Leadership</p> <p>Mentorship Advocacy</p>	<p>Build and market our</p> <p>Telling the Stories Build Agility</p>	<p>Building Community</p> <p>Research and Evaluation</p>	<p>Strategic Partnerships</p> <p>Community Collaboration</p>



211 data delivered quarterly to help identify gaps in the community.

Poverty Index Needs with Hierachy - Simcoe, Muskoka, TBM	Q1 (Jan-Mar 2023)	Q2 (April-June)	Q3 (Jul-Sept 2023)
Food	547	355	276
Emergency Food	461	279	204
Community Fridges/Food Cabinets	17	20	7
Dietary Supplements		2	1
Food Banks	175	134	123
Food Banks * Arts and Culture Occupations	2	1	2
Food Banks * Indigenous Communities	5	2	4
Food Vouchers	235	101	48
Food Vouchers * Mothers	2	4	1
Food Vouchers * Pregnant Individuals			1
Formula/Baby Food	5	7	8
Packed Lunches/Dinners	20	8	9
Emergency Food Clearinghouses			1
Emergency Food Clearinghouses			1
Food Outlets	34	30	26
Good Food Boxes	14	6	3
Grocery Ordering/Delivery	10	10	8



Community Data Program

Enabling communities across Canada to measure and track local well-being

HealthSTATS

SIMCOE MUSKOKA



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TOPICS

- ▶ Child and Youth Health
- ▶ Chronic Diseases
- ▶ Environment and Health

Welcome to HealthSTATS

The HealthSTATS section of our website provides information and data about the health status of our people and communities. In it you will find data highlights on specific health topics, demographics and geographies presented through interactive Power BI dashboards and other resources, such as reports and maps.

Use the dashboards to find and filter statistical data about health-related topics in Simcoe Muskoka. The dashboards will change as different filters are selected.

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Statistics Canada

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Project Description

We want to be able to measure the impact that we are making with regard to our focus on reducing poverty and social inclusion and to inform future planning in Simcoe County, the District of Muskoka, and the Town of the Blue Mountains.

“Partner with post-secondary institutions to research poverty and inclusion locally and then use the data to inform Community Investment Plan policy and local changes”

Georgian College Big Data Project

Project Deliverables

What is needed for the project

- Visual presentation/ Dashboard outlining census data to identify needs.
- Trend analysis of the data
- A scorecard/dashboard that can be updated quarterly to reflect the most current state of poverty in our communities to help us focus our efforts with regard to advocacy and funding initiatives and support for our community.

Status of the Project

State of poverty in
Simcoe/Muskoka –
Dashboard

Through this project, we would like to know the impacts that we are making with regard to poverty and inclusion in Simcoe Muskoka.

Project Status:
Complete

Add a footer

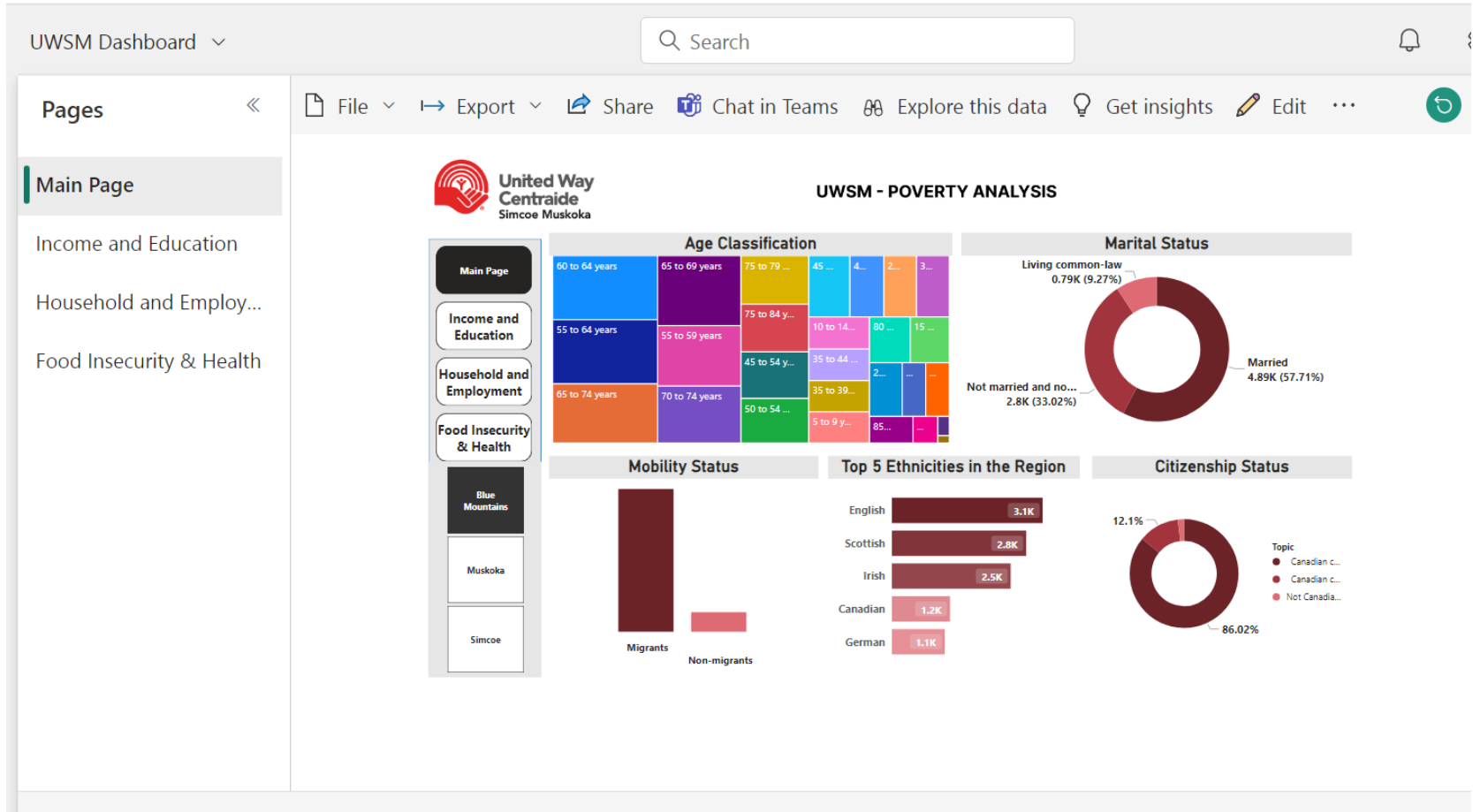
KPI's

- Income stability: low income/minimum wage
- Deep poverty
- Food insecurity
- Access to healthcare
- Literacy and numeracy (low literacy)
- Education: high school graduation rates?
- Housing: unmet housing needs and chronic homelessness
- Mental health
- Quality of Life

what poverty is – and what causes it.

- Lack of access to clean water and nutritious food.
- Lack of access to basic healthcare.
- Inequality or social injustice.
- Lack of education.
- Poor basic infrastructure.
- Climate change.
- Lack of government support.

Dashboard for Local Poverty Analysis





Why this is important to us?



Reporting to UWCC (data driven)



Ensure that we can tracking **all** of our investments and identify how they are having an impact.



Reflect on data and insights to make sound investment decisions



**United Way
Centraide**
Simcoe Muskoka

Thank you!

Rebekah Vaughan
Manager, Collaboration and Partnerships