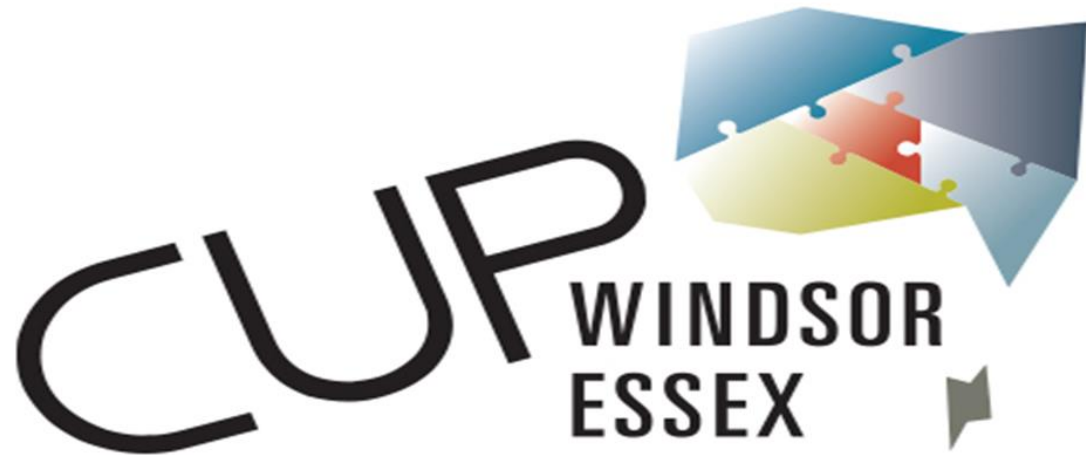


# HOW TO COLLABORATE: CUP STYLE

OMSSA LEADERSHIP SYMPOSIUM & ANNUAL  
GENERAL MEETING  
MAY 29<sup>TH</sup>, 2018  
11:00AM – 12:30PM





CommUnity Partnership  
...creating opportunities

**How CUP Began**

*Or...*

***How to Start a CUP***

Cheryl Taggart, Director

# INNOVATIVE PARTNERSHIPS – Background to the CUP collaboration style

*'necessity is the mother of invention' ... Plato*

## **PAST:** how it started

- 2005 – Windsor's economic situation
- Change required ~ 3 essential elements for change
  1. Resources
  2. Mutuality of need
  3. Timing *aka* 'political will'

# The Importance of Timing ... setting the stage or watching for opportunities

- Personnel shifts
- Social issues ...what's on the radar?
- Recognition of sector challenges
- Talents, skills & connections
- Moving the agenda forward
  - Consolidation not competition
  - “what can I do to help”

# FORGING THE PARTNERSHIP – Creative use of resources

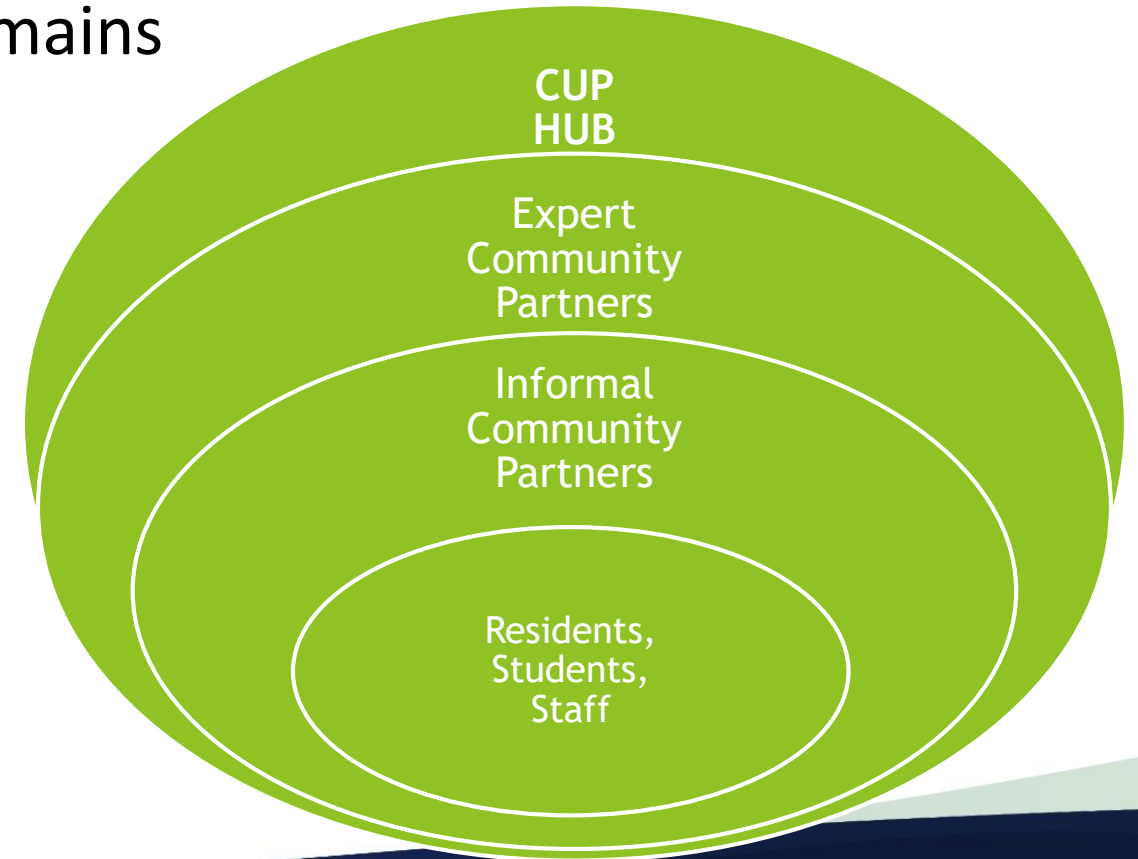
- **Space**
  - Base-camp needed
- **Practical resources**
  - The mantra becomes “find it, fund it or figure it out”
- **People**
  - Students
  - Residents
  - Staff?
- **Funding**
  - Out-side-the-box....and a step beyond
  - What works and what doesn't

# 2008-2015

## Social investment for social impact

- Implementation of social investment through domain choices:
  - Health | Mental & Physical
  - Food Security
  - Recreation
  - Education
  - Community Sharing & Mobilization
  - Advocacy

- Delivery of social investment through domains



Providing safe, affordable housing for over 70 years



Families, seniors, singles

12,000 people



4,707 homes in  
Windsor Essex County



# Partnering Success



We will make a difference



Determine:

1. What you need but do not have.
2. Who has what you need.
3. Ask them for it. (make sure you have something in exchange)



# We meet the people who **NEED** affordable housing **NOW**

- CHC provides the centralized wait list function through CHR
- 39 housing providers
- Eligibility is determined by *Housing Services Act, 2011*
- **4,240** households waiting now \*
- 98 SPP (PI)
- 412 'Urgent' (PII)





## CONNECTIONS



- Connections to community resources for residents
- Advocacy for individual residents
- Advocacy for entire buildings
- Lobbied with CHC
- Facilitated Reciprocal relationships
- Grants and resources



**Moving together  
that's the  
beginning. Keeping  
together is  
progress. Working  
together that's  
success.**

# Today and Looking Ahead

Paulina Gillett, CUP Community Developer

# Today and Looking Ahead

- I. Why partner with a post-secondary institution?
  - a. Who and how?
  - b. Supervising and networking
  
- II. Establishing partnerships with diverse agencies
  
- III. CUP as HUB
  - a. Moving on | Setting up

# I. Why partner with post-secondary institutions?

The benefits are far-reaching:

1. To the student
2. To the client
3. To the community partners
4. To the institution

# Who and how?

## Students

- Opportunities to put theory into practice
- Bring creative thinking to identified community needs / gaps
- Provided with added networking opportunities
- Opportunity to work alongside various disciplines
- Understand / learn about the client in client's own environment

## Clients / Residents

- Receive current, evidence-informed practices / services
- Opportunities to partner with community partners
- Provide education / mentoring to students

# Who and how?

## Community Partners

- Links community partners to a range / variety of opportunities to create programs, etc.

## Institutions

- Benefit from connection to highly accountable and diverse placement opportunities
- Opportunities to do research
- Changes in social, political, economic environments forces new ways of thinking and doing



# Supervising and networking

- Liaise with a number of post-secondary institutions / faculties / schools
  - Universities, Colleges
  - Social Work, Nursing, Social Service Work, Music Therapy
- Provide supervision on the ground / in the field community work
- Connect with other departments / faculties on as needed basis
  - Sociology for survey development
  - Education
  - Law
  - CYW diplomas, Esthetician & Hairstylist diplomas

# II. Establishing partnerships with diverse agencies

- Impact depth of poverty and poverty of opportunity
- Physical presence in the neighbourhood
  - Able to hear directly from residents / community members what is and isn't working
  - Establish partnerships as a result
  - Able to work with clients who may not be ready for services, and help prepare them to meet program eligibility for higher rates of referral follow-through
- Not confined to partnering with social service providers
- Partnering is an evolutionary process

# III. CUP as HUB

- CUP instrumental in connecting residents / individuals to broader array of services
- Always enter a site with the intention of leaving
  - As communities develop resources & services are made more available, connections are made among community stakeholders

Clients navigate the system themselves

- Ouellette Manor example

# III. CUP as HUB

- Portable work:
  - 1. Approached to engage a community or neighbourhood
  - 2. Complete an environmental scan – identify community stakeholders
  - 3. Identify gaps and areas where CUP fits in – pay attention to community’s existing strengths
  - 4. Provide services / resources and / or partner with ‘experts in the field’

# III. Moving on | Setting up

- Portable work:
  - 1. Approached to engage a community or neighbourhood
  - 2. Complete an environmental scan – identify community stakeholders
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# SOCIAL INVESTMENT IN WINDSOR-ESSEX

# CONTEXT

- January 2017 - Community Development and Health Services (CDHS) responded to Windsor City Councillor's Council Question asking what more the City can do to reduce poverty
- The Council Report outlined best practices and trends from around North America in municipal poverty reduction efforts
- CDHS is the System Service Manager for Windsor & Essex County and the funding envelope covers the region
- Pathway To Potential (P2P) is part of the solution...

# CHANGING THE CONVERSATION

- Moving away from “Poverty Reduction” to “Social Investment”
- Focus on creating opportunities
- Recognizing individual and community strengths
- Looking for long-term solutions, not addressing symptoms
- Enhance recognition of initiatives not funded by City (United Way & WECHU)



# SOCIAL INVESTMENT PLAN



**1. FOUNDATIONAL SERVICES**

**2. SUPPORTIVE PARTNERSHIPS**

**3. CITY COUNCIL INVOLVEMENT**

**4. AFFORDABLE RECREATION & CULTURE**

# SOCIAL INVESTMENT PLAN



**5. AFFORDABLE TRANSIT**

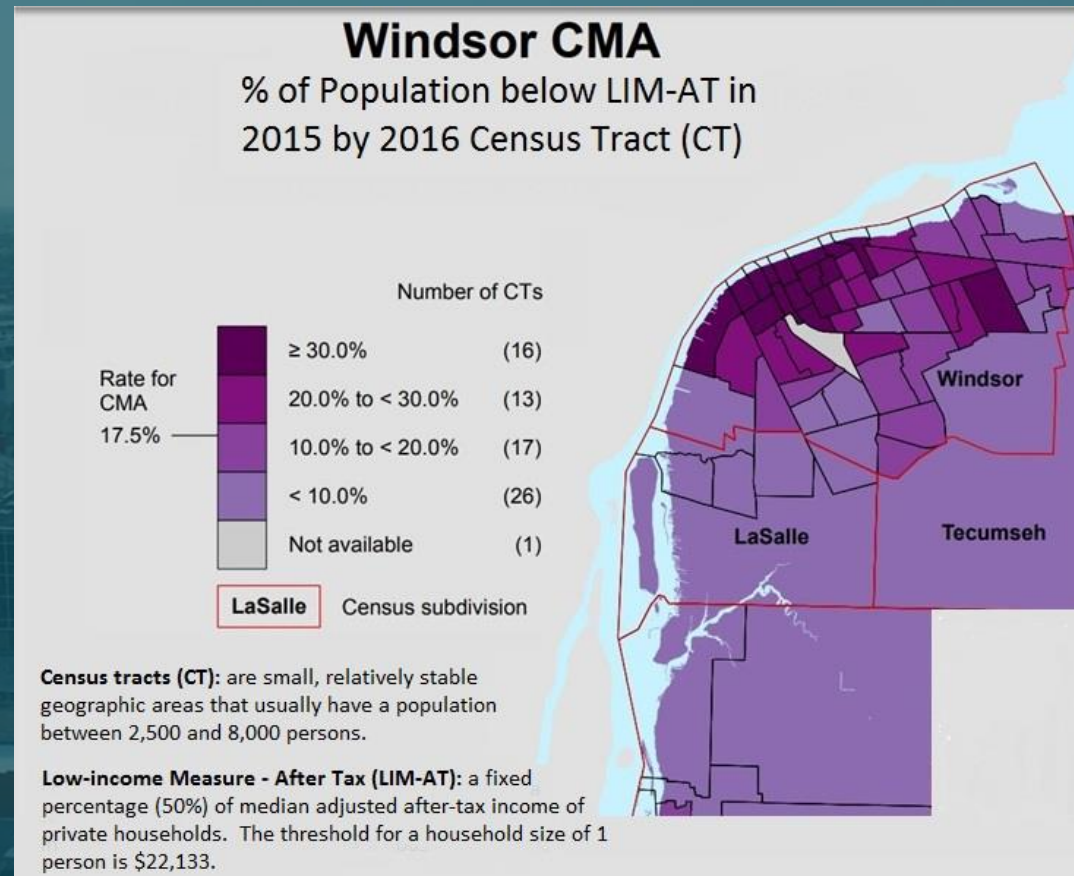
**6. COMMUNICATIONS**



**7. IMPACT**

**8. CORPORATE CHAMPIONS**

# NEIGHBOURHOOD LEVEL POVERTY



Source: StatsCan

# SOCIAL INVESTMENT PLAN



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## 9. NEIGHBOURHOODS