



living wage

for families campaign

WORK SHOULD
LIFT YOU OUT OF
POVERTY,
NOT KEEP
YOU THERE

Why a Municipal Living Wage?



Living Wages are a simple and just solution

Receiving a locally-calculated Living Wage allows families with children to escape poverty and severe financial stress. It supports healthy childhood development, and allows families to participate in the social, civic and cultural lives of our communities.

Living Wages are good for business

Better pay translates directly into a healthier local economy. Low-income families spend almost all their money close to home. Businesses that have adopted the Living Wage report higher productivity and reduced turnover. (see Fact Sheet #2)

Low wages cost local governments

Local government is paying a high price for the low-wage sector. When children live in poverty, or when parents have to work multiple jobs just to stay afloat, all of society pays the price in additional support service costs. (see Fact Sheet #4)

Low wages are a key reason for child poverty

High living expenses and low wages mean that tens of thousands of working families are living in poverty in BC. For nine of the last ten years, our province has had the highest child poverty rate in Canada – unacceptable in a country with so much wealth. (see Fact Sheet #3)

Low wages cause health problems

Parents in low-wage jobs are trying to bring up children with constant anxiety. Low-wage families face impossible choices - buy clothes or heat the house, feed the children or pay the rent. (see Fact Sheet #1)

Local governments can do it!

Local governments have a responsibility to play a leadership role, to help raise the bar, and to set a higher standard. If enough local governments become Living Wage Employers, they will create a market for those local service contractors who in turn pay the Living Wage. (see Fact Sheet #4)

For answers to your questions, campaign strategies, fact sheets and more resources visit www.livingwageforfamilies.ca

“We cannot continue to allow rampant and growing income inequality. Every tool counts. If we reach 18,000 families with this tool and get them to a decent standard of living, that’s a game-changer for those families.”

- NYC mayor Bill de Blasio,
Sept 30, 2014, before signing an executive order expanding NYC’s Living Wage program

