

## **WHAT IS THIS CAMPAIGN ABOUT?**

Poverty Costs is a campaign to raise awareness about the economic cost of poverty and give Saskatchewan people an opportunity to voice their support for a comprehensive poverty reduction plan.

## **HOW MUCH DOES POVERTY REALLY COST?**

Recent research shows the cost of poverty in Saskatchewan to be \$3.8 billion each year in heightened service use and missed opportunities.

## **HOW DID YOU COME UP WITH \$3.8 BILLION?**

We used an approach originally developed by Nathan Laurie for the Ontario Association of Food Banks in 2008. This approach has been reproduced by a number of other associations for other provinces, including, BC, Alberta, New Brunswick, Nova Scotia, and Quebec.

The calculation includes remedial costs (the direct costs), intergenerational costs (costs that arise because of the long-term effects of poverty) and opportunity costs (the economic contributions lost as a result of poverty). You can see our detailed methodology in the Resources section on our About page.

## **WON'T GROWING THE ECONOMY NATURALLY REDUCE POVERTY?**

No. The research shows that the growing economy has been benefitting some residents, but not all. In fact, the evidence points to times getting tougher for Saskatchewan's poor, rather than easier.

## **DO POVERTY REDUCTION PLANS REALLY WORK?**

Yes! Poverty reduction plans that are comprehensive and include targets, timelines and accountability measures have been proven effective.

For example, in Newfoundland the incidence of low-income in the province decreased from 12% in 2004 to 7% in 2009, the latest date for which data are available. The depth of poverty, or average low-income gap, decreased from \$5,500 in 2003 to \$4,900 in 2007 and is now the lowest in the country. Since implementing a poverty reduction strategy in 2006, Newfoundland has gone from being one of the provinces with the highest levels of poverty to one of those with the least.

## **DOESN'T THE GOVERNMENT ALREADY HAVE A POVERTY PLAN?**

Current efforts are a great start. We need to take it to the next level by incorporating targets, timelines, and accountability mechanisms to increase results.

## **WHO IS BEHIND THIS CAMPAIGN?**

Poverty Costs is a collaborative campaign with representatives from the Saskatoon Food Bank & Learning Center, Saskatoon Anti-Poverty Coalition, Saskatoon Health Region, Saskatoon Poverty Reduction Partnership, Upstream and Unite.

## **IS THIS A PARTISAN CAMPAIGN?**

No. Poverty Costs is a nonpartisan campaign. Poverty reduction plans have been developed by governments of all political stripes across the country.

## **HOW CAN I GET INVOLVED?**

Voice your support for a poverty reduction plan by heading to our Take Action page and writing a letter to the government. As well, check out our ladder of engagement in the resource list.