



# Feet on the Ground Leadership Training Program

## Information for Sponsors

### Background

Feet on the Ground (FOG) is a leadership training program organized by the Workers' Action Centre for a cross-sector experience with community groups, immigrant, racialized and low-income workers, union members and workers in precarious jobs from across Ontario.

The program provides classroom time and a practicum component over nine months for participants that support local capacity building around decent work issues. Participants learn crucial organizing skills, including outreach and consistent follow-up, relationship building, mentoring, alliance building, and movement building.

All participants will have an opportunity to undertake in-depth strategic planning, build their capacity to be decent work advocates, and develop community-building skills through an anti-racism and gender equity lens.

### Our Experience in 2017

In 2017, we trained 28 participants from nine cities (Toronto, Ottawa, Sudbury, Cambridge, Kitchener-Waterloo, Guelph, Brampton, Brantford, St. Catharines), six Toronto neighborhoods (Regent Park, Scarborough, Jane & Finch, North York, Rexdale, West Toronto), nine sectors (retail, hospitality, construction, cleaning, health, post-secondary students, migrant caregivers, faith, community service workers), and eight language communities (Spanish, Bengali, Somali, Punjabi, Chinese, Tamil, Tagalog and Franco-Ontarian). The training focused on capacity-building for decent work organizing, to begin laying the basis for new infrastructure that facilitates the self-activity of workers, especially those in precarious employment or facing systemic barriers within the labour market. Our approach emphasizes the particular issues facing workers in their respective communities.

The program was a huge success. By organizing extensive outreach activities, participants reached thousands of people through leafleting, petitioning, door knocking, community actions and meetings. By preparing deputations and written submissions for public hearings and meeting with MPPs, participants influenced public policy. These activities generated widespread print, radio and television media coverage of precarious work and related issues, including local news coverage reaching smaller communities and ethnic media.

Participants finished the program with more confidence as organizers, more connected to resources and networks, and with greater skills to lead outreach events and actions. Participants established and consolidated local community bases and networks of engaged people, which provides a strong foundation for expanding decent work organizing networks and multiplying local leadership going forward.

## Feet on the Ground 2019

The program provides classroom time and a practicum component over nine months:

- Program runs from February 2019 until the end of November 2019
- Field organizing weeks from March 25 to November 30 (seven hours per week)
- Four in-class training days held in Toronto (March 22-23 and June 7-8)
- One provincial strategy meeting and skills-building session (February 22-23)
- Evaluation session (1 day in October, date to be confirmed)

## Goals and expectations of participants

- Build a committee of people who are active in and committed to organizing for decent work, within their union, their workplace, their campus or their community.
- Lead and organize local outreach activities, local forums, local MPP visits and related solidarity actions.
- Commitment to the full program.
- Participate in monthly teleconferences with decent work organizers from across the province.
- Attend and participate in the two training sessions and end of program evaluation.
- Attend and participate in the provincial strategy session.

## Sponsorship 2019

We want to seed new ground in building leadership and community engagement to further strengthen the decent work movement. By sponsoring a person from your own organization who is interested in being trained, your organization would gain:

- A trained member with organizing skills to support current and future decent work organizing.
- Access to training materials and “train the trainer” tool-kit on community organizing that can be replicated locally for members in your broader community or within your membership.
- Exposure to a cross-sector analysis, an understanding of how organizing strategies are developed within diverse language and racialized communities, and how this can support deeper organizing.
- Participants will receive ongoing mentorship from the Workers’ Action Centre.

We find that this program works best if the participant has local access to a desk, phone, and copier within an organization. We are also hoping to find local mentors to support the program participants in the implementation of their action plans.

## Costs

The total cost per participant is **\$8,340\*** which covers the following:

- \$5,640 for training stipend (field organizing weeks + classroom/training days)
- \$900 for cell phone and local travel monthly expenses (\$100 x 9 months)
- \$900 for organizing expenses per month (\$100 x 9 months)
- \$900 fee to WAC for mentorship and support (\$100 x 9 months)

\*If your organization can provide resources for local organizing then we are able to remove the cost of \$900, which brings the total down to \$7,440 per participant.

\*If the participant is from outside of Toronto you should anticipate additional costs to cover four visits to Toronto, which could include travel and accommodation. Some meals will be covered for classroom/training days.

### Joint Sponsorships & Scholarships

If you don't have the resources to fully fund an individual, we are encouraging organizations and unions to jointly sponsor a participant. This format would work well for a campus, workplace, or community where a variety of organizations and unions are already active.

Alternatively, by making a contribution of \$1,000 to \$15,000, you could sponsor a community leader who would like to join the program but comes from an under-resourced community without the resources to offset program costs.

***If your organization is interested in sponsoring a participant or providing a scholarship, or if you have any questions, please let us know as soon as possible by contacting Brynne Sinclair-Waters by email at [Brynne@oeerc.org](mailto:Brynne@oeerc.org) or by phone at (647) 226-7184.***



# Feet on the Ground Leadership Training Program Information for Participants

Welcome to the Feet on the Ground (FOG) program. FOG is a leadership training program that has been designed by the Workers' Action Centre to provide support for community groups, workers affected by precarious work and low wages, immigrant and racialized communities, and rank-and-file union members in precarious jobs across Ontario that are interested in developing skills in community organizing for decent work.

## Goals

- Build a shared understanding of how to organize for decent work among community and labour organizers.
- Increase the effectiveness and impact of local organizing efforts by collectively developing skills and strategies for community-building and base-building.
- Build community and connections among groups previously isolated from each other.
- Encourage alliance-building and solidarity within diverse language and racialized communities.
- Gain a more in-depth understanding of how policy change happens and how we can affect change from the ground up.
- Strengthen and expand participation in the decent work movement.

## Curriculum

FOG will use popular education principles that build from the experiences and skills of participants and the organizations and communities they represent. Participants will integrate learnings into their day-to-day work in their organizations and communities. The program will provide critical opportunities for reflection on current organizing practices and opportunities to try new approaches.

Topics covered in the sessions will include:

- Movement-building principles for community organizing
- Strategies for multi-racial and multi-lingual organizing
- Base-building
- Outreach & follow up strategies
- Leadership
- Accountability
- Introduction to community organizing theory
- Campaign development
- Strategy, tactics
- Alliance-building
- And MORE!

Workers' Action Centre staff will provide ongoing mentorship and support participants in designing work plans for integrating learnings into their organizing work in decent work movement.

## Key Dates and Program Timeline

The program provides classroom time and a practicum component over nine months from late February 2019 until the end of November 2019:

- **February 22 - 23:** Participation in the Fight for \$15 & Fairness Provincial Strategy Meeting and skills-building sessions in Toronto on Friday, February 22 and Saturday, February 23. FOG participants will also have a dinner together on the evening of Thursday, February 21, which would serve as an introduction to the program and other participants.
- **March 22 - 23:** First in-class training in Toronto. In-class training sessions will take place in Toronto at the Workers' Action Centre office (location at 720 Spadina Ave, Suite 202).
- **March 25 to November 30:** Field organizing for seven hours per week, including outreach, events, workshops, communication, workplanning, activity reports, and mentorship.
- **June 7 – 8:** Second in-class training in Toronto. In-class training sessions will take place in Toronto at the Workers' Action Centre office (location at 720 Spadina Ave, Suite 202).
- **October (date to be determined):** One-day evaluation session of the program in Toronto at the Workers' Action Centre office (location at 720 Spadina Ave, Suite 202).

\*\* Note: Participants are expected to attend **all** these activities as part of their training. Please plan in advance to make arrangements in your workplace and personal life to be able to participate in the activities outlined above

## Staying Connected

To ensure that participants during the training have adequate support to develop and execute their work plans in an effective and strategic way, as well as have an enjoyable learning experience, it is expected that participants will participate and engage in the following activities:

- Participate in Fight for \$15 and Fairness campaign meetings according to their geographical location.
  - Participants in Toronto will participate in the *Toronto City-Wide Organizing Meetings* once or twice a month at the Workers' Action Centre office location at 720 Spadina Ave, Suite 202 (email invitations will be sent out every month).
  - Participate in the *Provincial Mobilization Network* conference calls once a month.
  - Both meetings are spaces to get and provide updates about local campaign organizing activities, and to plan actions together in a coordinated way.
- Pro-actively stay connected and engaged via campaign updates and communications sent by email and on social media, such as Facebook and Twitter.
- Subscribe to Fight for \$15 and Fairness campaign online communications.
- People with limited access to computer and no email address, please call Brynne at (647) 226-7184 to make arrangements.

## Reporting of Activities

FOG participants are expected to provide written monthly activity reports to their mentors and supporting/sponsoring organizations as a way to get support, trouble shoot, and reassess workplans. A *Monthly Activity Report* template will be provided in the participants' package.

Along with the *Monthly Activity Report* there will also be a *Base-Building Contact List* to keep track of the connections and people you are meeting. Both will be filled out regularly and sent to participants' respective mentor at the Workers' Action Centre.

## Peer Mentoring

The program will provide a peer-mentoring system as well as ongoing mentoring from the Workers' Action Centre.

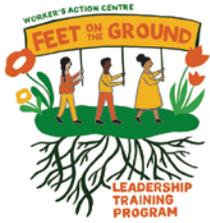
## Communication

Communication is a key element for success. To ensure that FOG participants will have a successful experience during their training and their organizing work, participants are expected to proactively stay in communication with their mentors.

Participants are expected to read and respond to emails, phone calls, and text messages in a timely manner. Communicating with your mentor is part of your work as an organizer. We expect communication to be constant and flowing from both mentors and participants.

Participants are expected to have a cell phone to do their organizing work because they need to be able to be reached and to reach out. If you don't have a cell phone or have limited cell phone plan, talk to Brynne by email at [brynne@oeerc.org](mailto:brynne@oeerc.org) or by phone at (647) 226-7184.

***Interested participants should fill out the attached application form by January 14<sup>th</sup>, 2019 by email to [brynne@oeerc.org](mailto:brynne@oeerc.org) or by mail to: Workers Action Centre, Attn Brynne Sinclair-Waters, 720 Spadina Ave, Toronto, ON, M5S 2T9.***



# Feet on the Ground Leadership Training Program 2019 Application Form

## Basic Information

**Full Name:**

**Organization/Union:**

**Home Address (street address, Town/City, Postal Code):**

**Neighbourhood/Region/City:**

**Email:**

**Cell phone:**

**Social media information (e.g. Facebook, Twitter, Instagram username)**

**What is the best to communicate with you (email, text, phone call, facebook messenger, whatsapp etc)?**

**Languages (if other than English):**

***Please submit this application form by January 14<sup>th</sup>, 2019 by email to [brynne@oeerc.org](mailto:brynne@oeerc.org) or by mail to Workers Action Centre, Attn Brynne Sinclair-Waters, 720 Spadina Ave, Toronto, ON, M5S 2T9.***

