



**living wage**  
for families campaign

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2019

2020

# Impact Report

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September 2020

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Campaign Organiser

[livingwageforfamilies.ca](http://livingwageforfamilies.ca)

# INTRODUCTION

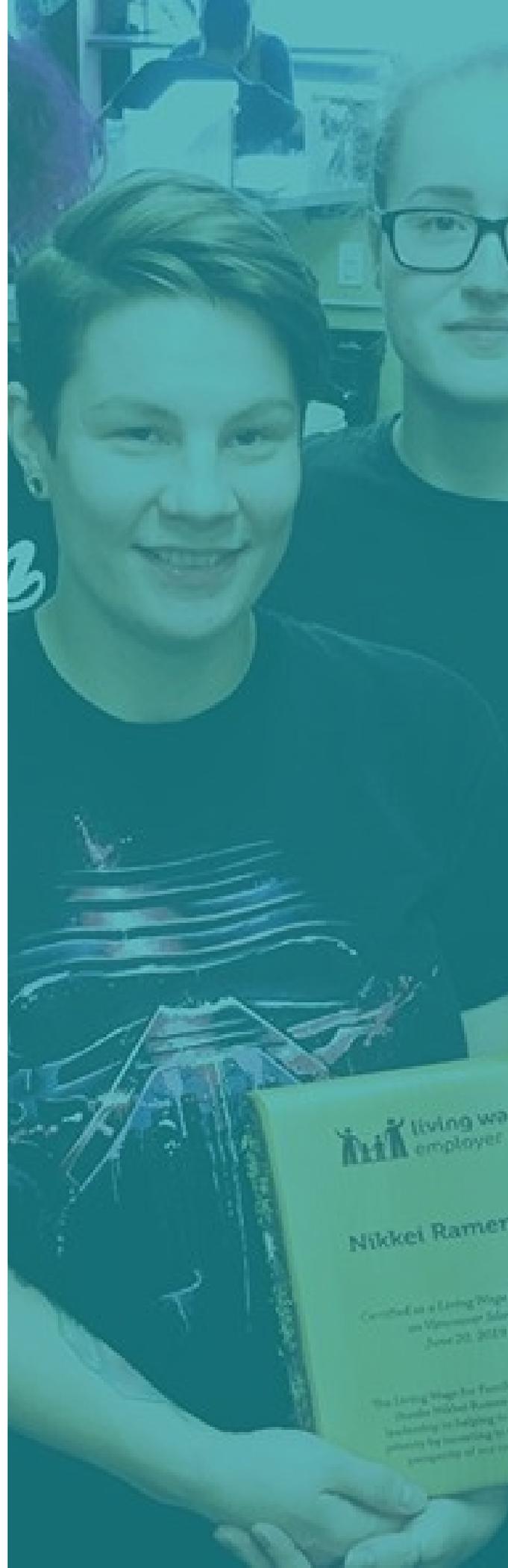
The past year at the Living Wage for Families Campaign has been an exciting one, full of change and growth at a time of flux and uncertainty.

The COVID-19 pandemic had many employers experience challenges and uncertainties they have never experienced before. They had to furlough or lay-off staff and close their doors while still needing to pay rent and other bills.

Despite this, we have seen an increase in the number of Living Wage Employers. For the first half of 2020 there were 25 new Living Wage Employers, compared to 21 for the same period last year and 14 in 2018.

We have also engaged in meaningful advocacy to the provincial government, and built stronger relationships with labour and community allies across the province.

This report provides an update on Campaign staff activities from August 2019- 2020 and a roadmap for our direction in the coming year.



# Living Wage Campaign

## June 2019-June 2020

**180**

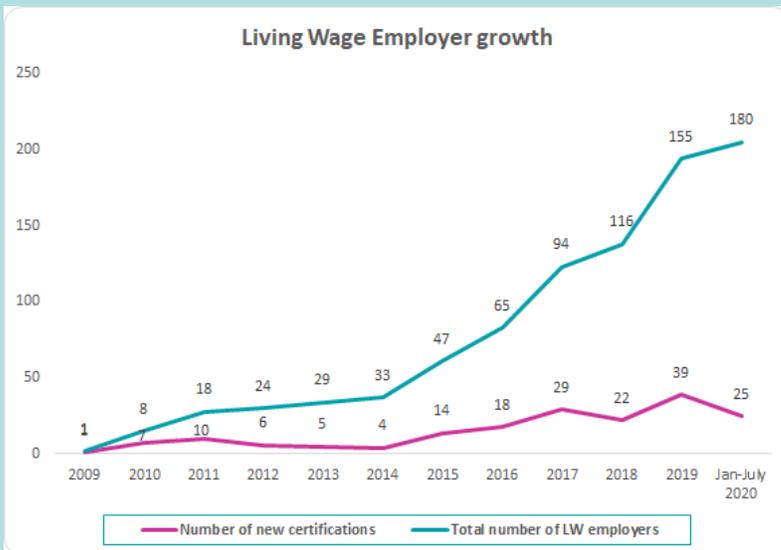
Living Wage Employers in  
British Columbia

**43**

New Living Wage Employers  
Since June 2019

**11**

Local Government  
Living Wage Employers



**25,925**  
People work for Living Wage Employers in BC



- Largest Living Wage Employers**
1. City of Vancouver
  2. City of Burnaby
  3. Vancity Credit Union
  4. SAP Vancouver
  5. City of New Westminster

# Everyday Heroes campaign

The COVID-19 pandemic has deeply affected Canadians and the Canadian economy. It has exposed both strengths and weaknesses in our economic and healthcare systems.

Many employers experienced challenges and uncertainties they have never experienced before. They had to furlough or lay-off staff and close their doors while still needing to pay rent and other bills.

When the pandemic hit hard in early March, it was those who work in minimum wage jobs, like retail, who lost their jobs as businesses closed and public health initiatives took hold to protect citizens from disease and death.

Low wage workers in healthcare and long-term care found themselves becoming ill and working in dangerous situations. The crisis brought to the general public's knowledge that many workers were employed in numerous sites, just to make ends meet for themselves and their families.

When the province began to re-open, it was low wage workers in the service industry who were putting their lives on the line to keep us safe, fed and entertained.

The COVID-19 crisis has shown for many employers the importance of supporting their staff and their local communities.

Government responses have helped protect individuals and businesses from the full damage that shutting down for several months could have caused. But it has also exposed the dangers low wage and minimum wage workers face and grown the argument for all workers to earn a living wage.

Over the next few months, we will be shifting our focus for the Living Wage campaign. We will be looking to grow support amongst union allies, the public and employers about the importance of frontline workers earn a living wage.

**We will be stepping up our campaigning to call for all of our "Everyday Heroes" to be earning a living wage of \$20 an hour in 2020.**



# Thank you to all our supporters!

We wouldn't have achieved the success we have this year if it wasn't for the leadership and support of our funders.



We look forward to working with you in 2021 to achieve a Living Wage for all BC families