

How to find prospective living wage employers

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living wage
for families campaign

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

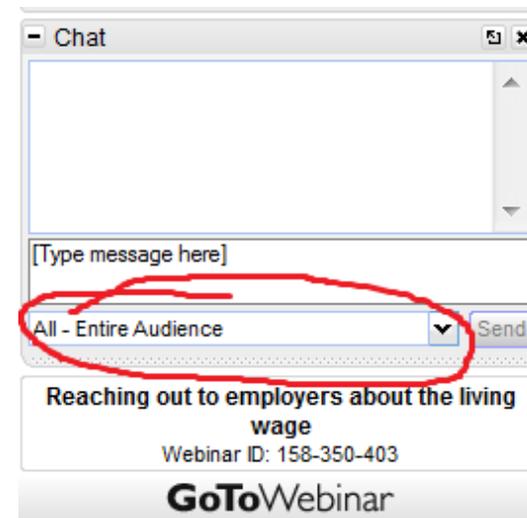
Goals for today:

- ▶ Provide concrete skills for approaching employers to discuss the living wage
- ▶ Reduce the fear that many feel around approaching employers



About GotoWebinar

- ▶ If you are having trouble with your audio you can call in: 1 (647) 497-9416 Access Code:987 836 033
- ▶ To ask a question type in the lower right hand corner. You can specify if the question goes to the group or to the presenters
- ▶ We will try to address questions as we go but will also have time at the end of the workshop for a question & answer session



Identifying potential employers



Identifying potential employers



- ▶ Focus on local and provincial employers
- ▶ Where is the head office?
- ▶ Do they use employees or contractors?

Will my group be able to meet the decision maker face-to-face?

Finding likely employers

- ▶ Pick employers who are allies
- ▶ What employers are already doing good?
- ▶ Where are the “aha” employers?



Before approaching an employer:

As part of your research you should be able to answer the following questions before approaching an employer:

1. Is the employer small (under five to 10 employees, medium (10 to 50) or large (varying by sector)
2. Where are the decision makers located within the company or organization?
3. What are the opportunities and challenges of the sector?
4. What are the values of the company or organization

Know the poverty context

- ▶ BC is the only province in Canada that does not have a Poverty Reduction Plan
- ▶ A majority of poor children in BC live in families with some paid income, and one in three live with at least one adult who works at a full-time/full-year job.
- ▶ Pitt Meadows has a child poverty rate of 13%; there are 470 children living in poverty in our community.
- ▶ Of 27 factors identified as having an impact on child development, up to 80% were seen to improve as family income increases

Know the living wage

Calculating a living wage

Bare bones calculation

- Includes: rent, groceries, as well as items like extended healthcare and two weeks savings for each adult.
- Does not include: debt repayment or savings for future plans

Paying a living wage

Combination of salary and non-mandatory benefits equal to a living wage.

- Salary + non-mandatory benefits = living wage
- In Metro Vancouver, Fraser Valley, Victoria, Kamloops and Prince George there is an online calculator to help calculate the value of benefits:

www.livingwageforfamilies.ca/calculator



Living expenses for a family of four



food



clothing + footwear



shelter



transportation



child care



household expenses



social participation



Medical Services Plan



extended healthcare



parents' education



contingency fund
2 weeks pay per adult

benefits

living expenses decrease when benefits are paid for by the employer



Medical Services Plan



extended healthcare



professional development



paid sick leave + vacation





Honey catches
more flies
than vinegar

Know the living wage: Learn the business case

- ❑ Lower employee turnover rates
- ❑ Improved performance & service delivery
- ❑ Stronger local economies
- ❑ Improved business reputation and profile



Business case: what other employers say...





REDUCED FOOTPRINT

Local businesses reduce transportation impacts associated with global supply chains when they work with local producers, manufacturers and distributors.

JOBS & WAGES

Local businesses hire locally, creating jobs and circulating wages.

BANKING

Local businesses often keep banking local. Those local banks and credit unions then finance other local businesses and community groups.



WHAT IS A LOCAL BUSINESS ANYHOW?

LOCO BC's Degrees of 'LOCAL':

- 1  **LOCAL**
All operations, staff and owners in BC
Local charitable contributions
Service providers often local
Profits stay local.
- 2  **LARGELY LOCAL**
Most operations, staff and owners in BC/Canada
Largely local charitable contributions
Service providers contained at 110%
Profits stay within Canada.
- 3  **LOCAL CHAMPION**
A public company that supports the local economy by marketing the products of local suppliers (food products, manufactured goods) or using local service providers.



LOCAL PURCHASING

Local businesses typically buy marketing, accounting, legal, maintenance and other services from other local businesses.



CHARITABLE GIVING

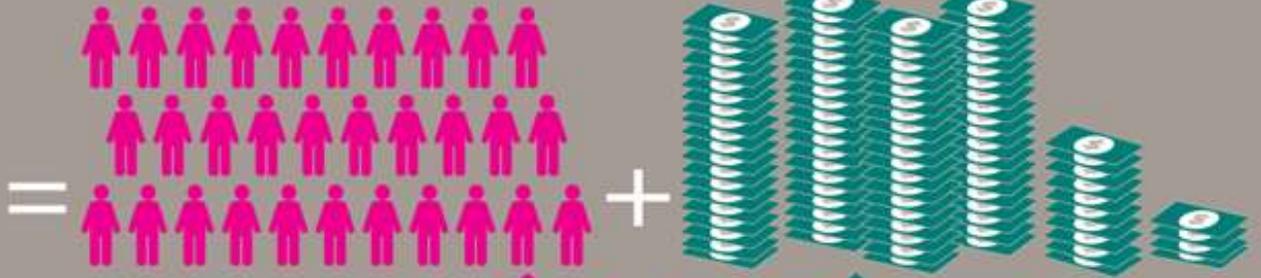
Local businesses give five times more per dollar of revenue to groups in their communities.

INFRASTRUCTURE

Local businesses have a greater share of operations here, contributing more of their taxes to our essential services like roads, transit, parks and community centres.



Small change creates BIG impacts for our local economy!



A 1% increase in BC consumer spending creates **3100 jobs** and **94M in annual wages** to BC workers

↑ = 100 jobs

Ⓜ = \$1,000,000

@LOCOBC #BUYLOCO

Benefits to local community

Business case: what other employers say...

- ▶ Initial costs for compliance with the living wage cost Vancity \$700,000 out of \$300 million annual operating budget.
- ▶ The procurement team at Vancity was able to use the skills gained in negotiating living wage contracts to renegotiate other contracts which has saved the credit union at least \$1 million a year.



Business case: what other employers say...

YOU SHOW ME
A HIGHLY UNEQUAL SOCIETY,
AND I WILL SHOW YOU
A POLICE STATE
OR AN UPRISING.
THE PITCHFORKS
WILL COME FOR US
IF WE DO NOT ADDRESS THIS.
IT'S NOT A MATTER OF IF,
IT'S WHEN.

NICK HANAUER, VENTURE CAPITALIST



Find a warm point of entry

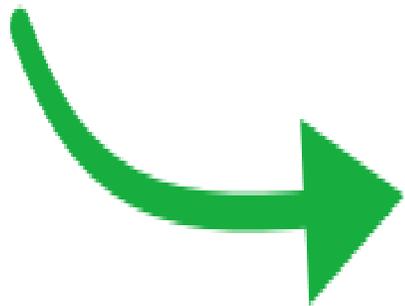
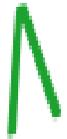
- ▶ Is someone in your org connected?
- ▶ Hang out where they hang out...
- ▶ Find a way to bump into them



Ask for a meeting

face-to-face

Request a Meeting



- ▶ Send an email asking to come for a visit
- ▶ Promise this as exploratory only
- ▶ Take a vow of confidentiality

Respect



- ▶ Always leave the door open for further conversation
- ▶ Acknowledge the work that the employer is engaged in
- ▶ Acknowledge that you are working towards common goals

Prepare for that meeting

- ▶ Make yourself appear relatable
- ▶ Remind of the meeting length
- ▶ Bring fact sheets to share



At the meeting!



- ▶ **Be careful not to say why you are there when you arrive: the employer may want to start this conversation in confidence**

At the meeting!

- ▶ Start with thanks
- ▶ Ask what they already know
- ▶ Let the employer set their own stage



At the meeting!

- ▶ Ask permission to take notes
- ▶ Listen to ideas and concerns they have
- ▶ Listen for clues about they are already doing well

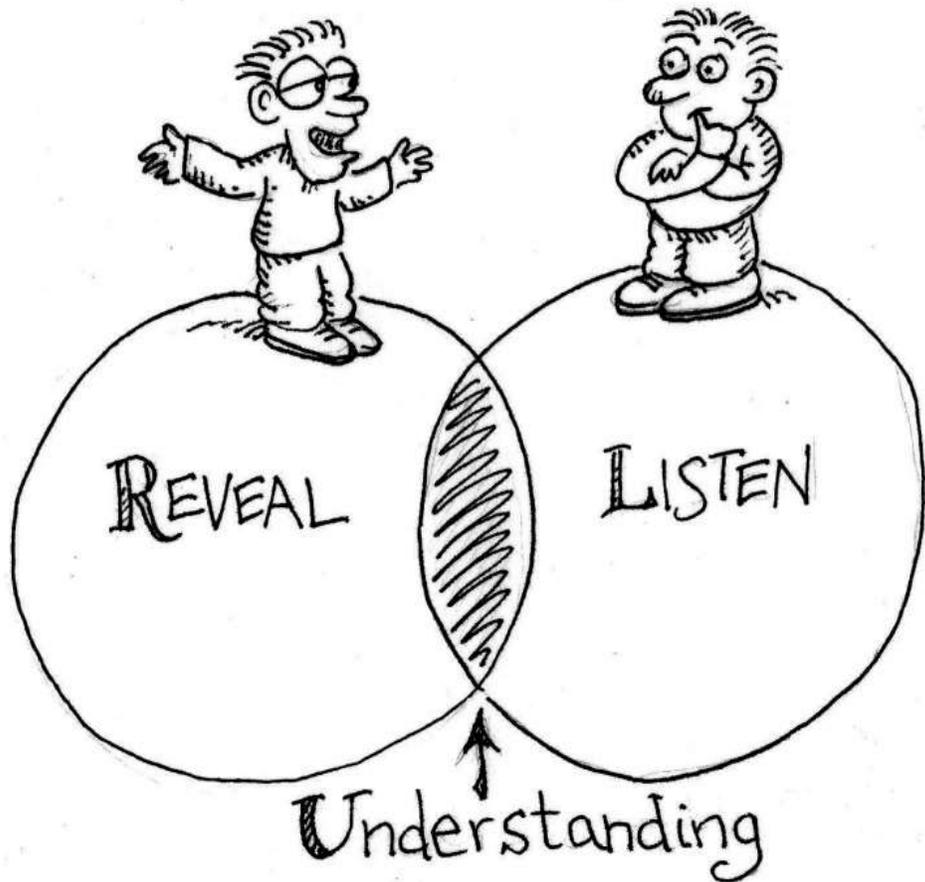


At the meeting!

Acknowledge the work that the employer is already doing



At the meeting!



- ▶ Try to answer all concerns
- ▶ Ask for their permission to introduce them to a current LW employer

At the meeting!

Really great meeting
you but I'm currently
not in the market
for new friends.



som^{ee}cards

- ▶ Offer genuine appreciation, even if it wasn't entirely positive
- ▶ An initial "no" may turn into a maybe or a yes with time

Post meeting

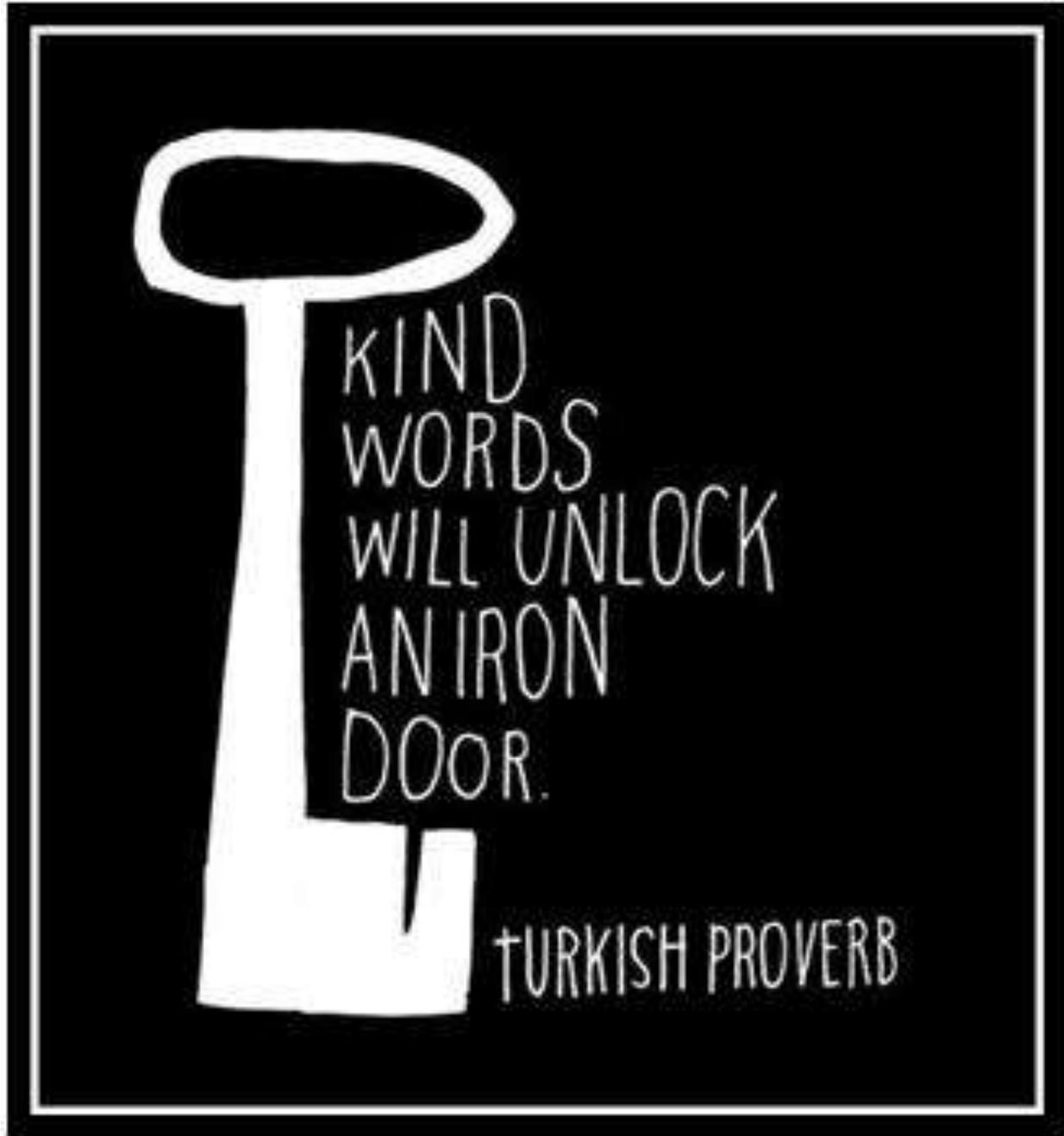
- ▶ Send an email thank you right away
- ▶ Answer any questions
- ▶ Include links employer section of Living Wage website



Post meeting

- ▶ Link them to other employers
- ▶ In a month, ask what they have been thinking since
- ▶ Also, ask what else you can do to help

Follow Up
Follow Up
Follow Up



Questions?

livingwage@vancity.com to talk to this employer

info@livingwageforfamilies.ca to speak with Deanna