



# MEDIA KIT



## WHAT (BRIEF):

Poverty Costs is a campaign to raise awareness about the cost of poverty in Saskatchewan, recently calculated to be **\$3.8 Billion each year** in heightened service use and missed economic opportunities. People all over Saskatchewan are calling for a **comprehensive poverty reduction plan**.



The **Poverty Costs Saskatchewan Report** indicates that poverty rates are declining in this province, but poverty is also deepening for those who experience it. **Now is the time** for a plan that ensures that everyone in this province has the opportunity for true health and meaningful participation in the workforce. Let's join the majority of Canadian provinces and create a comprehensive poverty reduction plan for Saskatchewan.

## THE POVERTY COSTS SASKATCHEWAN REPORT:

This report, released in October 2014 by the Poverty Costs team, examines the current state of poverty in Saskatchewan and provides evidence for the need of a poverty reduction strategy.



### Some Highlights from the Report

- o Saskatchewan's resource-based economy is booming, contributing to reduced poverty rates for our province.

*In recent years, our poverty rate has been in the area of between 10% and 15%. This is a great deal lower than what it was in the 1980s when it reached as high as 20%.*

- o Poverty is declining, but it is also deepening for those who experience it.

*According to Stats Canada, in 2002, the average poor household in Saskatchewan reported incomes 26.9% below the poverty threshold, while this number rose to 37.6% in 2010.*

- o This is our moment. We are well-positioned to focus resources and set ambitious target to reduce poverty where it's hitting the hardest.

*Poverty reduction plans that are comprehensive and include targets, timelines and accountability measures have shown positive results.*

**READ THE FULL REPORT AT**  
**WWW.POVERTYCOSTS.CA**

# MEDIA CONTACTS:



## FOR QUESTIONS REGARDING:

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## WHY A POVERTY REDUCTION PLAN?

Saskatchewan is one of only two provinces in Canada without a plan for reducing poverty that includes targets, timelines, and accountability mechanisms.

The evidence shows that paying to address the effects of poverty costs more than working to reduce it in the first place. Every day that we do not act, we pay the price.

## WHO'S INVOLVED:

Poverty Costs is a collective of efforts involving several community-based organizations, including representatives from the Saskatoon Food Bank & Learning Centre ([www.saskatoonfoodbank.org](http://www.saskatoonfoodbank.org)), Saskatoon Anti-Poverty Coalition ([www.saskatoonantipovertycoalition.weebly.com/](http://www.saskatoonantipovertycoalition.weebly.com/)), Upstream ([www.thinkupstream.net](http://www.thinkupstream.net)) the Saskatoon Poverty Reduction Partnership, ([www.saskatoonpoverty2possibility.ca](http://www.saskatoonpoverty2possibility.ca)), and Unite Digital Marketing Co-op, ([www.unitecoop.com](http://www.unitecoop.com)).

