



KEY INFO

POVERTYCOSTS@GMAIL.COM



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, and mobilize the Saskatchewan community to call for a **comprehensive poverty reduction plan**.



WHY IS THIS IMPORTANT?

1) Poverty costs everyone

3.8 billion breaks down into \$420 million a year in heightened health care costs, between \$50 -120 million in increased criminal justice system costs, and upwards of \$2 billion annually in missed opportunities and contributions.

2) In spite of a growing economy, poverty has not gone away 99,000 people in SK are living in poverty - that's 10% of the population.

3) Poverty is hard on people's health

People living in poverty are much more likely to suffer ill health than those whose basic needs are met.

4) Poverty is getting harder and harder to escape

Even as poverty levels have fallen, costs of living have risen

5) We can reduce poverty in Saskatchewan

The evidence shows that paying to respond to the effects of poverty costs more than working to reduce it in the first place.



WHY A POVERTY REDUCTION PLAN?

The evidence shows that paying to address the effects of poverty costs more than working to reduce it in the first place. Saskatchewan is one of only two provinces in Canada without a comprehensive plan for reducing poverty. Every day that we do not act, we pay the price.

WHO'S INVOLVED:



SHOW YOUR SUPPORT TODAY AT

WWW.POVERTYCOSTS.CA

POVERTY COSTS

GET INVOLVED WITH POVERTY COSTS

We believe in a Saskatchewan where everyone has access to true health and well-being, and where there is a plan to effectively and efficiently reduce poverty in this province.

Together, we can make a better plan.

FRIENDS

- ▷ Support the campaign through social media:
 -  Like the Poverty Costs Facebook page at facebook.com/PovertyCosts
 -  Follow us on Twitter at twitter.com/PovertyCostsSK
- ▷ Reach out to your neighbors, and ask them to sign a letter of support for a poverty reduction plan
- ▷ Stay up to date with the Poverty Costs campaign by signing up at povertycosts.ca
- ▷ Hang a Poverty Costs poster in your business, church, school, or at a local community hub

SUPPORTERS

- ▷ Endorse the campaign in your organization, business, club or group, or partner with a local school or church for a joint-endorsement
- ▷ Urge your town and rural municipality to endorse Poverty Costs
- ▷ Help us gather more letters of support! Collect letters in your community for us to present to government officials, showing that people all over Saskatchewan support a poverty reduction plan
- ▷ Get the word out about Poverty Costs through your networks and through social media by sharing content and information about events with people that you know



CHAMPIONS

- ▷ Host a Poverty Costs event during our provincial tour in October 2014, or host a Community Action Event in your town! Poverty Costs will provide all the necessary support to make your event a success.
- ▷ Tell people about why poverty reduction matters to you by writing a blog post for our website
- ▷ Make a media appearance, or give a statement in a press release about your support of Poverty Costs
- ▷ Share stories with us about what poverty looks like in your community, and connect us with the folks who want to see and contribute to positive change



**FOR MORE INFORMATION ABOUT ANY OF THESE OPTIONS, EMAIL
POVERTYCOSTS@GMAIL.COM**



[/POVERTYCOSTS](https://facebook.com/PovertyCosts)



[@POVERTYCOSTSSK](https://twitter.com/PovertyCostsSK)

VISIT [WWW.POVERTYCOSTS.CA](https://www.povertycosts.ca) TODAY AND SHOW YOUR SUPPORT

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.