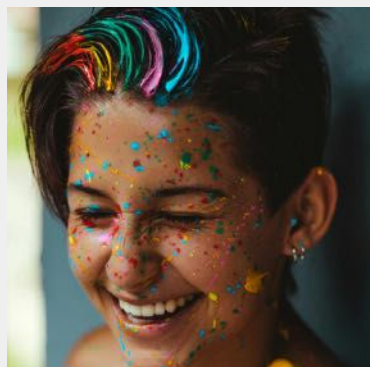
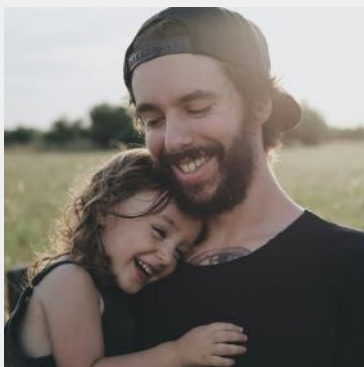


# Poverty Reduction Project



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# Executive Summary

The Be the Change campaign was our third Poverty Reduction Project targeted on the lower Sunshine Coast.

We conducted a monthly series of meetings, stakeholder reflections, and public engagement activities organized around thematic topics.

Our activities involved;

- Public lectures
- Pop up surveys
- Online sessions
- Focus groups
- Storytelling
- Practical workshops
- Multi-stakeholder presentations and discussions
- Intensive public communications, including print, social media and videos

The project provided a stage and an opportunity to showcase the work and expertise of a wide range of community, business, and organizational leaders.

These leaders helped identify the priorities for public education, highlight the key messages related to poverty, and make recommendations for further learning, civic engagement, and action.



KellyFoley, from Cover the Coast, speaking at our housing event on January 15 in Sechelt.



# What We Did



**Six months of community engagement – January to June, across six major themes.**

Our project underscored the variety of work being done in poverty reduction in our community across each priority area. Moving forward, we have an opportunity to improve our ability to consolidate, analyze, report on, and effectively communicate the impact of these efforts.

The project also emphasized the importance of organizing around thematic topics and maintaining a focused approach to discussions and actions. The shared agenda, along with ongoing discussions and momentum, has led to robust community conversations that have persisted beyond specific events.

Additionally, our project developed a strong communications strategy that included branding, diverse storytelling methods, and multiple communication channels. We discovered that public engagement significantly increased when we used storytelling, videos, infographics, and consistent branding. This approach helped ensure that local projects and poverty reduction efforts received the attention they deserved, attracting new stakeholders and community members. As a result, the work expanded beyond the nonprofit sector, garnering broader support for collective action.

**January**  
Housing

**February**  
Income, Wages & Workforce

**March**  
Social Inclusion

**April**  
Healthcare Access

**May**  
Transportation

**June**  
Climate, Environment and  
Poverty

**We were able to;**

Host **20 events** and  
**community activities.**

Engage/involve **1500 people**

Collaborate with more than  
**25 organizations and  
businesses.**

# Acknowledgements

**We respectfully acknowledge that we are on the traditional and unceded territory of the shíshálh and Skwxwú7mesh Nations and recognize the deep connection with their ancestral land.**

It is our responsibility to recognize the profound historical and ongoing impacts of colonization, which have created lasting socioeconomic disparities closely tied to elevated rates of poverty. The intergenerational effects of colonization—including trauma, loss of cultural identity, and restricted land and resource rights—have further compounded the challenges that perpetuate cycles of poverty today.

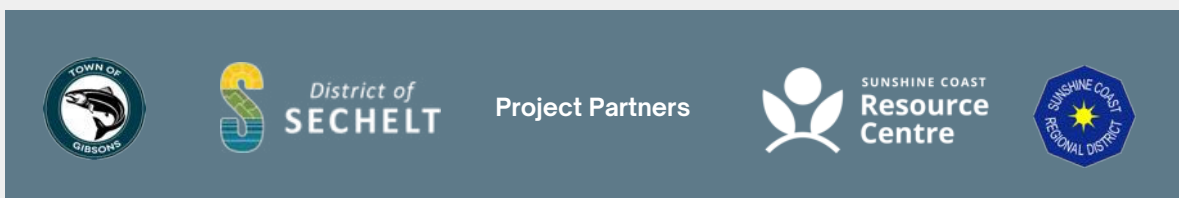
As our community continues its journey of reconciliation and decolonization, we acknowledge that each of us has a responsibility to actively promote justice, inclusivity, and equity for the shíshálh Nation while honouring their rights, culture, and self-determination.

The voices of those with lived experiences of poverty were central to the development, revision, and strategy of key components of the Be the Change campaign.

Our efforts in housing, income support, social inclusion and stigma, and transportation were informed by participant surveys, focus groups, informal interviews, and in-depth conversations with key informants and our existing networks. Learning from community members and ensuring their voices are heard and respected is essential to creating equitable, solution-oriented work.

Finally, leadership from the Street Degree and BC Hepatitis Network, Arrowhead Clubhouse, and the Sunshine Coast Food Bank Programs brought important questions and concerns from peers and those with lived experience to group discussions on priority areas and recommendations for collective action.

The Sunshine Coast Resource Centre is committed to supporting and developing mechanisms for ongoing, multi-year dialogue among peers, individuals with lived experience, community service providers, and governmental agencies. These multi-sectoral partnerships, community mobilizers, and leaders with lived experience play a crucial role in shaping community responses, actions, and policies to create thriving and equitable communities in our region.



# Understanding the Impact of Poverty

Poverty is the leading killer and greatest cause of suffering in the world. Poverty restricts opportunities. It is a driver of poor physical and mental health and poorer access to education and impacts, social mobility and feelings of inclusion and belonging.

Increasing awareness, breaking stigma, and providing opportunities for leaders working in particular areas to tell stories about their work in poverty reduction pathways are key next steps for our community.



---

# Background and Context

**While the statistical story of poverty reduction in our country and our province over the last decade is one of the targeted programs delivering successful reduction outcomes, recent national and provincial numbers show that poverty is on the rise.**

Alongside this, the incidences of deep poverty and disproportionate impacts on certain populations (i.e. vulnerable groups), including but not limited to lone parent families, single unattached individuals, racialized and marginalized individuals, seniors, Indigenous persons, and persons with a disability, remain a pressing and persistent concern and are rising.

## **Measuring Poverty**

While the official measure of Poverty in Canada is the Market Basket Measure (MBM), on the Sunshine Coast, poverty has been most commonly tracked using the LIM-AT measure (Low Income After Tax), which stands at 12.6% based on the most recent census data. However, this is not equally distributed across our population. Significant regional disparities in poverty rates persist, showing 11.6% LIM-AT in Gibsons versus 16% in Area A (Pender Harbour) and nearly 21% in the Sechelt Nation.

Furthermore, the disparities in low-income measures are also unequally distributed across demographic segments, with seniors and children under 18 facing traditionally higher rates of poverty than those of working-age individuals. Recent reports have begun to shed light on the increasing poverty rates of single, unattached, working individuals who have become some of the largest users of food banks in Canada and, unlike seniors and children, do not receive any direct, targeted income support.

Single working-age adults experience the highest rates and deepest levels of poverty in Canada. More than one in five (22%) lives below the poverty line. These national and provincial insights suggest that much work remains, and the time for investments, projects, and programs to counter rising poverty trends is now.

# Poverty Work in Our Community

While poverty has always been with us, the story of our dedicated and targeted poverty reduction work began more than four years ago against the backdrop of Opportunity for All: Canada's First Poverty Reduction Strategy and the Poverty Reduction Act becoming law.

Our local work has been strongly supported by local governments, agencies and the local community ever since.

Over the past four years, the Sunshine Coast Resource Centre has managed several local government grants to support planning and action initiatives for the region. The first of these was the 2021 Strategic Framework for Action on Poverty Reduction. Developed in consultation with the community and service providers, this framework ultimately presented eight key recommendations.

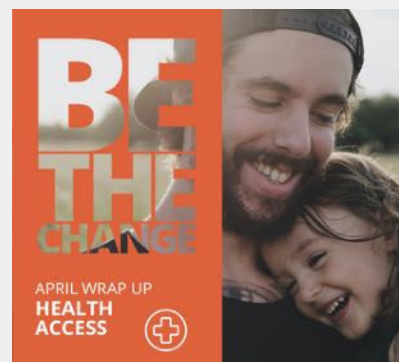
Building on this framework, our UBCM-funded 2022-2023 project included a high-profile branded campaign, "Do a Kindness," along with the completion of several specific micro projects.

This year's Be the Change project—the primary focus of this report—advanced the work further. The project brought to light the often-overlooked connections between poverty and six critical issues facing our community. It directly addressed these issues in the public sphere and reflected on them during monthly multi-sectoral leadership meetings.

The Be the Change campaign gradually became publicly recognized as a valuable platform for citizens to better understand critical issues and explore pathways forward for collective action in enhancing inclusivity and alleviating poverty.



Lesley Clark, Manager  
of Foundry Sunshine  
Coast — community  
presentation on April  
15th in Robert's Creek.







## January: Housing and Supports

**Creating affordable, diverse, and accessible housing for ALL people is essential to reducing poverty and creating a thriving and inclusive Sunshine Coast.**

Over the month of January, we learned from, collaborated alongside, shared space with and amplified the work of **14 organizations** that are connected and working directly and indirectly in the housing space.

We engaged **330+ people** through various forms, surveys, roundtables, group meetings, pop-ups, and dedicated engagement events.

We focused our collective efforts on three key areas:

- Pathways out and the prevention of homelessness
- Workforce Housing
- Seniors Housing and Support Services

### **Why it Matters**

Building diverse, accessible, and affordable units with varying degrees of on-site support is a prevention tool and a pathway out of homelessness.

The housing challenges experienced by many of our young and middle-aged workers are significant. There is a strong appetite for innovation in housing models and a need for different types of housing to increase inventory, reduce costs, and foster a deeper community.

Senior housing, for those aging in place and those seeking assisted living, goes beyond the need for physical buildings or modified homes. We must address a workforce gap and rapidly scale up the resources needed to keep up with 20% growth by 2026.

### **Be the Change by,**

Reading your Official Community Plan (OCP) is a widely accepted framework for zoning and land use that can significantly impact housing opportunities and possibilities.

Talking with friends, colleagues and neighbours about the importance of mixed housing arrangements to create diverse, inclusive neighbourhoods. Transitional, supportive, subsidized market rentals and residential CAN exist together and can create strong, informal neighbourhood support systems that extend beyond housing. Combat NIMBYism and stigma– be a champion and supporter of diversity and inclusivity.



## February: Income, Wages and Workforce

**A prosperous, inclusive and strong local economy is a key tool in poverty reduction. Income support, allowable earnings, and wages for those working should be sufficient to ensure that no one in our communities falls below the poverty line.**

Over the month of February, we learned from, collaborated alongside, shared space with and amplified the work of **7 organizations** connected to and invested in income, wages and workforce.

We engaged **110+ people** through a variety of forms, including interviews, focus groups, roundtables, group meetings, virtual learning, and dedicated educational events.

We focused our collective efforts on three key areas:

- Income and Wages & the Workforce
- Community Economic Development
- Making income support and the economy work for all

### Why it Matters

There are over 4600 businesses on the Sunshine Coast, and 85% percent of those are classified as small businesses with less than four employees. The Sunshine Coast workforce participation rate is 9% lower than the provincial average. Nearly 25% of the money on the Sunshine Coast comes from 'investment income,' 5-7% higher than neighbouring regions and provincial averages.

Over 60% of Sunshine Coast residents (from varying economic brackets) that we spoke with expressed concerns about their own financial stability. Few can save consistently right now. Recent research suggests that 76% of Canadians feel they are in a 'financially precarious' situation, with a further 19% feeling extremely vulnerable. A large part of poverty reduction work is prevention — to support individuals and households in retaining income security.

A vision of a prosperous Sunshine Coast must consider different conceptions of capital. To strengthen a sustainable and desirable economy, we can begin to prioritize and integrate community, social, and human capital into our plans.

### Be the Change by,

By recognizing that poverty includes restricted opportunities to fully participate in society due to stigma, shame and ability. We have the opportunity to build and sustain a truly inclusive economy where all people's unique skills and contributions have value.

We must be conscious of where and how we spend our money to support a thriving local economy that can increase the stability and sustainability of small businesses. Our local dollars are a poverty prevention tool.

We all have a role in advocating to 'raise the rates,' supporting efforts for minimum income floors to ensure that no one in our community falls below the poverty line.



## March: Social Inclusion and Community

**Building community and inclusion starts with breaking stigma, finding your people and finding spaces where we can come together to feel connected. Some systems and stigmas keep people on the outside. Poverty intensifies loneliness. Social networks can be one tool for helping reduce poverty. Knowing where services and supports are is crucial.**

Over the month of March, we learned from, collaborated alongside, shared space with, and amplified the work of **6 organizations** that are connected to and invested in community building and social inclusion.

We engaged **185 + people** through various forms, interviews, focus groups, roundtables, group meetings, virtual learning, and dedicated educational events.

We focused our collective efforts on three key areas:

- The work of creating inclusive spaces and mapping resources
- Community building and placemaking
- Breaking Stigma through education and engagement

### Why it Matters

A supportive social network is vital to human health and well-being. A lack of meaningful social relationships, infrequent social contacts, and loneliness all contribute to social isolation. In turn, this experience negatively influences mental and physical well-being.

Loneliness and social isolation have become pronounced challenges, with nearly 40% of Canadians self-reporting these feelings. 43% of British Columbia's lower mainland residents reported a low or very low sense of community belonging (2018). In 2019, in VCH rural health areas, the reported rate of social isolation was nearly 5%. Nearly 1500 individuals in our region feel alone, disconnected, cut off and lonely.

Our engagement this month highlighted the fact that some members of our community, disproportionately those vulnerable, isolated and/or those living with disabilities, often feel excluded and stigmatized and have challenges finding connections. Furthermore, they also often lack the financial means to participate fully in society and social activities, which increases feelings of loneliness and isolation.

### Be the Change by,

Recognizing that structural and systemic can greatly shape people's options and choices.

All people are looking for connection and belonging no matter their circumstances. Be the change by not allowing stigma to create hierarchies.

Be the change by intentionally meeting and gathering your neighbours on street corners and engaging in shared projects and activities at any scale (street, block, neighbourhood or town). Build a little library. Plant some fruit trees. Paint a mural. Hold a party.



## April: Access to Healthcare

**Health and poverty are intricately linked. Health inequalities are disproportionate in their impacts. A core part of poverty reduction work is to work towards health equity for all.**

Over the month of April, we learned from, collaborated alongside, shared space with, and amplified the work of **6 organizations** that are connected to and invested in community building and social inclusion.

We engaged **205 people** through various forms: presentations, videos, meetings, interviews and the sharing of resources.

We focused our collective efforts on two key areas:

- Innovative and integrated approaches to Youth Mental Health (Foundry)
- The rollout of Primary Care Networks

### **Why it Matters**

Poverty can lead to limited access to healthcare due to financial constraints. People living in poverty are often forced to prioritize immediate needs over preventive healthcare.

Various factors such as inadequate housing, food insecurity, restricted mobility and exposure to environmental hazards —often referred to as the social determinants of health— can negatively impact physical and mental health outcomes. Poor physical and mental health can perpetuate the cycle of poverty.

Addressing physical and mental health disparities in our society and our communities requires approaches that address both the social determinants of health and the structural inequalities that perpetuate poverty.

### **Be the Change by,**

Advocating for and supporting universal access to affordable, comprehensive physical and mental health care services. Get involved with Foundry Sunshine Coast to support vulnerable youth and/or register your suite on Cover the Coast's essential worker registry to assist the Primary Care Network in recruiting and retaining more health professionals to build a holistic and efficient circle of care.

Be part of fostering collaboration and coordination among government agencies, healthcare providers, community organizations, philanthropic groups, and other stakeholders to implement integrated strategies for poverty reduction and health equity.

Be the change by being patient and understanding that much work on many fronts is underway and will benefit our communities in the years ahead.



## May: Transportation Equity

**Lack of income alongside lack of infrastructure restricts transportation and mobility options. This can result in reduced economic opportunities, added time and stress, and increased social isolation.**

During the month of May, we supported the convening and conversation of over **twenty different transportation organizations** that are connected to, working in, and responsible for transportation in our region.

We engaged **102 members** of our communities through surveys and conversations and published a comprehensive **transportation guide** for our region.

We focused our collective efforts on three key areas:

- Seniors-specific transportation challenges
- Sharing transportation options & hearing directly from our community about challenges
- Officially convening transportation partners and stakeholders for discussion & strategizing

### Why it Matters

Transportation is a critical determinant of seniors' quality of life, impacting their independence, social connectivity, and access to healthcare and other essential services. With seniors making up nearly 25% of the population by 2026, innovative and creative transportation solutions cannot wait.

Our transportation guide shows a solid range of options for a small rural community. However, top barriers noted by community members at our pop-ups include bus frequency and route gaps (35%) and highway safety (24%), vehicle and gas costs, distance to shops and activities, and weather and time impacting more active transportation.

There is a strong appetite for collaboration and coordination between transportation actors and agencies. And a lot of impactful local work is getting done. Getting clear about shared objectives, outlining a structure for collaborative work, and defining the top and timely priorities (what the advocacy asks are) are critical parts of our collective work moving forward.

### Be the Change by,

Being engaged in the rollout of transit planning.

Utilizing alternative transportation methods (walk, cycle, bus) when seasonality, distance and resources allows.

Continue to advocate for greater highway safety and support the work of TracC on the active transportation corridor.



## June: Climate, Environment and Poverty

**The links between climate change and poverty are complex and interconnected, influencing each other in various ways. Current and future impacts can include disrupted livelihoods, lower agricultural outputs, supply chain disruptions, extreme weather events, health impacts, water scarcity, displacement, economic losses, growing inequality, and challenges to security and safety.**

During the month of June, we learned directly from more than **100 members** of our community and supported conversations of over **12 organizations** connected to, working in, and responsible for climate and environmental work in our region through different public learning opportunities.

We collaborated with VCH, SFU, and the SCRD on a practical, DIY air filter-building workshop and applied for a VCH funding stream to host workshops with up to 40 attendees for free. We facilitated a presentation of the newly adopted SCRD Community Climate Action Plan for our multi-stakeholder leadership committee.

We focused our collective efforts on three key areas:

- Public education on projects supporting climate resilience and community development
- Supporting our municipal action plan and recognizing the importance of regional efforts
- Hearing people's lived experiences of extreme weather events and climate concerns

### **Why it Matters**

Acting on climate justice means recognizing and acknowledging the disproportionate impacts on certain communities, advocating for large-scale policy solutions, and working on local-level projects in our region.

Guided by over a decade of efforts and municipal plans, our region is well-positioned to begin the work of making our communities more resilient, becoming more attentive to the disproportionate impacts of climate change on our most vulnerable members, and rallying public support for immediate action.

### **Be the Change by,**

Reading and supporting the newly adopted SCRD Community Climate Action Plan to help guide our collective regional work.

Recognizing our privilege regarding our ability to shelter ourselves from more frequent extreme weather events and their direct impacts.

Connecting with your neighbours and community associations to have an active dialogue about plans and networks that will help build regional resilience.

# Summary of Events



## January

January 15th: Housing Forum, Seaside Centre // Sechelt  
 January 17/18: Taproom Takeovers // Gibsons and Sechelt  
 January 24: Senior Questions Pop-Ups  
 January 25: Seniors Housing Forum // Roberts Creek  
 January 29: Thriving Communities Council // Sechelt

## February

Community Volunteer Income Tax Clinic (ongoing promotions and activities)  
 February 10: Sunshine Coast Credit Union // Sechelt  
 Feb 12: Seaside Centre // Sechelt  
 Feb 22: Online presentation  
 February 23: Focus groups  
 February 26: Gibsons, Sechelt, Pender Harbour

## March

March 11: Social Inclusion Presentation, Sechelt  
 March 12: Social Infrastructure Mapping open house  
 March 19: Virtual lecture: Inclusion and Placemaking  
 March 25: Thriving Communities Council // Asset Mapping workshop

## April

April 15: Keynote Presentation Foundry Sunshine Coast // Roberts Creek  
 April 29: Community Town Hall // Sechelt  
 April 29: Thriving Communities Council: Summary and Reflections Meeting // Sechelt

## May

May 11: Transportation Pop-Ups // Sechelt  
 May 12: Transportation Pop-ups // Gibsons  
 May 15: Transportation Pop-ups // Roberts Creek  
 May 28: Multi-sector Transportation Convening Workshop  
 May 29: Thriving Communities Council: Reflections and Summary Discussions

## June

June 20: Climate Change Talks // Gibsons Public Market  
 June 21: DIY air filter community Workshop // Gibsons  
 June 24: Thriving Communities Council, Reflections and Discussions

# Partners in Change



## January

CTC housing needs report  
 Seniors planning table and seniors forum  
 key learning summary  
 Workforce housing summary learnings  
 Everybody Deserves a Home  
 Cover the Coast  
 Sunshine Coast Affordable Housing Society  
 Building Together Project  
 Adams Housing Story youtube

## February

[Community Volunteer Income Tax Program \(Sunshine Coast\)](#)  
[Sunshine Coast Credit Union](#)  
[Sunshine Coast Foundation](#)  
[Sunshine Coast Chamber of Commerce](#)  
[Sunshine Coast Regional Economic Development Organization](#)  
[Living Wage for Families BC](#)  
[Sunshine Coast Labour Council](#)  
[Sunshine Coast Association for Community Living](#)

## March

Vancouver Coastal Health  
 City Repair  
 I2i peer support project  
 Information and Referral Hub  
 Street Degree  
 Spaces to Thrive: Vancouver Social  
 Infrastructure Strategy  
 Sunshine Coast Social Infrastructure Mapping

## April

Vancouver Coastal Health MHSU unit  
 Sunshine Coast Division of Family Practice  
 Primary Care Networks  
 Foundry BC  
 Foundry Sunshine Coast  
 Health Link BC  
 Sunshine Coast Resource Centre

## May

TRAC  
 VCH  
 Seniors Transportation Working Group  
 Sunshine Coast Transit Master Plan  
 (2014-2026)

## June

[SCRD Community Climate Action Plan](#)  
[VCH Healthy Environments and Climate Change](#)  
[BC Lung Foundation Breathe Project](#)



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# Project Learning and Impacts

**The Be the Change campaign increased public awareness and education about the linkages between regional challenges and poverty, helping to reframe the causes and drivers of poverty beyond the myths of individualistic choices and poor judgment.**

The thematic series highlighted areas where younger individuals and those not typically involved in community-based poverty reduction could connect. For instance, the turnout for discussions on housing, social inclusion, transportation (especially alternative transportation options), and climate was much higher among our younger demographic, as these issues continue to shape the living conditions of young workers and community members.

In contrast, issues such as healthcare and the workforce attracted a larger number of middle-aged and senior participants, as well as community service providers. Overall, the project's ability to identify and address poverty-related issues for the younger generation is expected to lead to higher engagement and understanding as the work progresses in the years ahead.

After 3.5 years of project-oriented poverty reduction work, it has become clear that poverty reduction is everyone's responsibility. The Be the Change campaign forged new and unconventional partnerships by providing a platform for people to share their work and highlight key issues, which drew participation and interest from local government in new ways. The project has resulted in the establishment of a stable, organizationally funded poverty reduction program based at the Sunshine Coast Resource Centre. This program includes a work plan focused on education, interventions, advocacy, and partnerships.

This project has brought regional awareness that many projects, organizations, services, and individuals are working to address the growing financial challenges and inequality in our communities. There is a recognized need to improve how we collate and share stories of our existing efforts, coordinate and collaborate for maximum efficiency and effectiveness, and continue to scale projects that have proven successful in increasing collective impact.

# Conclusion and Next Steps

**After years of stewarding grant funding and managing the service delivery of these grant-funded projects, the Sunshine Coast Resource Centre has developed and implemented a new poverty reduction program to build on and scale some of the work completed over the last two UBCM-supported projects.**

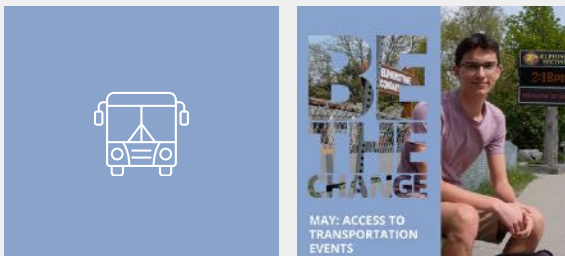
There is broad recognition across multiple sectors that this work must continue beyond grant-funded projects. The support from community organizations and local governments has solidified this program as a permanent addition to a suite of other important and related initiatives. Launching in September 2024, this program marks a significant milestone for our region, with a local organization providing backbone support to a regional initiative, drawing in a diverse range of stakeholders and supporters to drive both practical and policy-oriented efforts.

Small funding contributions have been secured to sustain this program for an additional 18 months. We hope that by delivering results, we can mobilize further community and governmental support—both financial and in-kind—to advance this work in a sustainable and effective manner.

We are grateful for the support of UBCM and the LGPS streams, which have been instrumental in launching, guiding, and sustaining our important community work since 2020. The strategy, the 2022-2023 Action Project, and the 2023-2024 Be the Change campaign and events exemplify the transition from strategy to action, effectively addressing community concerns.

Be the Change took on the heavy lifting of community development work on behalf of many organizations, and it became recognized and utilized by community organizations and partners as a viable and positive platform for engaging with the community on their work and issues. The Be the Change engagement opportunity provided community partners with a professionally hosted, facilitated, and organized event that delivered exceptional community engagement. Organizations that might not have had the capacity, expertise, or confidence to engage in public were included in the conversation with minimal investment and the assurance of a well-organized public event.

We hope to continue this community development and engagement work in the future.



## Appendix #1: Community Support and Acknowledgments

We are grateful for the leadership and support provided by our governmental collaborations on Poverty Reduction work since 2020. The Be the Change campaign (2023-2024) would not have been possible without the expertise, support, and encouragement of the following individuals.

### Poverty Reduction Project Leadership Team

Mary Caros, Executive Director, Sunshine Coast Resource Centre  
Chris Hergesheimer, Project Manager  
Sarah Tesla, Communications Specialist  
Dawn Henderson, Community Engagement Coordinator  
Sue Elliot, Board Co-Chair, Sunshine Coast Resource Centre

### Interview and Storytelling Subjects

Adam's Housing Story  
Rylan, Arrowhead Clubhouse  
Kelly Foley, Cover the Coast, Housing Coordinator  
Lesley Clarke, Manager of Foundry Sunshine Coast  
Miranda Beall, EOTO Certified Trainer, Sunshine Coast Credit Union  
Theresa Logan, Sechelt Downtown Business Association  
Erin Storey, Sunshine Coast Foundation  
Jill Stones, Arrowhead Clubhouse  
Nick Gaskin, Pender Harbour Health Centre  
Stephan Forgacs, Transportation Choices Sunshine Coast (TraC)

### Creative Direction, Brand, Design, Photography and Video Creation

Sarah Tesla  
Sean Ramsay  
Aina Kawamoto  
Katelyn Bishop

### Individuals with Lived Experience and Peers

Sarah and Keith  
Adam  
Rylan  
Paul  
James

## Appendix #1: Community Support and Acknowledgments

### Financial Supports Work // Community Volunteer Income Tax Program Volunteers

Carol Shaley  
Charlene Orr  
Diane Moniz  
Greg Thompson  
Gwen Wilcox  
Harry Drost  
Jerry Coulson  
Jim Westell  
Louis Legal  
Terri Fjaagesund

Miranda Beall, EOTO Certified Trainer, Sunshine Coast Credit Union

### Social Planning Council Membership

Sunshine Coast Foundation  
St. Hilda's Anglican Church  
Sunshine Coast Community Action Team  
Sunshine Coast Community Services Society  
Partners in Change Society  
District of Sechelt  
Sunshine Coast Regional District  
Vancouver Coastal Health  
Cover the Coast Alliance for Affordable Housing  
Sunshine Coast Regional Economic Development Association  
Sechelt Downtown Business Association  
Sechelt Community Safety Task Force  
Town of Gibsons  
Sunshine Coast Association for Community Living  
SCRD Planning Department  
Sunshine Coast Affordable Housing Society  
Sunshine Coast Resource Centre  
Capilano University, Sechelt Campus

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## Appendix #2: Project Outcome Measurements

Project outcomes were monitored and tracked using four main metrics.

### 1. Brand visibility and social media engagement

#### 1.1 Website Data: Jan 2024 to June 2024

- We have had over 6,000 people visit Be the Change on the RC website during the campaign period.
- We had over 2,000 people click and discover information about our events during the same period.

#### 1.2 Social Media Data: Jan 2024 to June 2024

- We reached over 8,000 people through our @doakindness Instagram account.
- We attracted the highest number of new followers between the ages of 35 and 44 from Gibsons, Sechelt, Roberts Creek, and Halfmoon Bay.
- Through boosted content on our Facebook account, we reached over 45,000 people throughout the Lower Sunshine Coast with over 2,000 interactions on our posts and 3,000 link clicks to our website or Eventbrite pages.

#### 1.3 YouTube: Featured Stories: <https://www.youtube.com/@doakindness>

Overviews and experiences by:

- Lesley Clarke, Foundry, Sunshine Coast
- Stephan Forgacs, Transportation Choices Sunshine Coast (TraC)
- Theresa Logan, Sechelt Downtown Business Association
- Miranda Beall, Sunshine Coast Credit Union
- Chris Hergesheimer, Be the Change project
- Erin Storey, Sunshine Coast Foundation
- Jill Stones, Arrowhead Clubhouse

Feature stories:

[Adam's Housing Story](#)

[Rylan, Arrowhead Clubhouse// Social Inclusion](#)

[Nick Gaskin, Pender Harbour Health](#)

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## Appendix #2: Project Outcome Measurements

### 1.4 Newspaper Coverage & Columns

<https://www.coastreporter.net/in-the-community/just-ask-angie-be-the-change-events-dig-into-housing-this-month-8093718>

<https://www.coastreporter.net/in-the-community/community-volunteer-income-tax-program-returns-on-the-sunshine-coast-8313975>

<https://www.coastreporter.net/local-news/from-egmont-to-redrooffs-coaster-treks-50-km-to-highlight-transit-desert-8789158>

<https://www.coastreporter.net/in-the-community/just-ask-lets-talk-about-climate-change-9095959>

<https://www.coastreporter.net/local-news/sunshine-coast-soft-launches-primary-care-network-so-what-is-it-8740819>

<https://resourcecentre.ca/enhancing-healthcare-access-the-role-of-primary-care-networks/>

### 2. Event(s) performance (extensive performance metrics noted previously in the body of this report)

- 20 public events in total
- An additional 8 multi-stakeholder meetings

### 3. Surveys, interviews and conversations (translated to summaries, “why it matters,” and Be the Change offerings, also identified in section 6 above)

- 260 surveys and focus group participants in total

### 4. Key informant feedback from community leaders and stakeholders (consistent with the visibility of the campaign, consistency of messaging, etc.)

These combined metrics were crucial to understanding the reach in our community, which themes appealed most to which demographics (as measured by attendance and engagement), and how our project connected leaders and organizations across the coast are vital to helping target future poverty reduction efforts.


Based on the expertise of our multi-stakeholder committee, the Thriving Communities Council's monthly activities were subject to reflection and constructive feedback. This engagement from local government, organizational leaders, and members of civil society was invaluable in helping refine and revise, as needed, the messaging and plans for the months ahead.

Katie Clogg, Manager  
Primary Care Network  
speaking on April 29th  
in Sechelt.




# Thank You

For questions, comments or presentation requests.

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