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## Mission Statement

Through research, community development, and public education, the Peterborough Social Planning Council works to build a strong community



## Vision

The vision of the PSPC is to be an organization that facilitates active broad based citizen participation in shaping healthy communities in Peterborough city and county; acts as a catalyst for positive, sustainable social change; and promotes understanding that social justice is in everyone's interest.



Member Agency

# 2005 Annual Report 2006



## A message from the President

This has been an exciting year for the Peterborough Social Planning Council. The agency is stronger and more vital and is enthusiastically providing unique and invaluable service to those of the city and county. The PSPC's strength is due to three main factors.

First, after a lengthy and invigorating process, which included careful community consultation, the PSPC's strategic plan was finalized. The plan clearly establishes our mandate as promoting social justice and a healthy community in both the city and county through initiating and supporting social research, public education, community development and partnership, and policy analysis and advocacy. It recognizes the community's priorities as access to health services; medical and dental, affordable housing and homelessness, and employment and income security. It pledges that the agency's work will be informed by the drive to address those priorities. Finally, the plan establishes strategic directions to further enhance the agency so as to provide even better service.

Second, after some challenging years, our core funders – the city, the county and the United Way – as well as a number of groups, foundations, and individuals, all recognizing the value of the PSPC's work, have been maintaining or increasing their support. Further, progress was and is continuing to be made through thoughtful financial management by staff and the finance committee, as well as through the fund raising efforts of Board members and other volunteers.

Third, while Board members and others who contribute their time and energies to the PSPC deserve recognition for their commitment, it is the staff that renders the agency effective. Yvonne Burton is a tireless and efficient Administration and Communication Coordinator. Dawn Berry-Merriam is a skilled and experienced Research and Policy Analyst and Brenda Dales is a talented, hard working and passionate Executive Director. Volunteers and contract personnel also provide tremendous support. I would also like to thank former staff members for their work towards the completion of projects on behalf of the agency during the past fiscal year. The people of the city and county are fortunate indeed to have such gifted and able people working together, through the PSPC, for the cause of social justice.

I am personally proud to be associated with the Peterborough Social Planning Council and share with others a deep confidence in the value of the contributions it is making now and will continue to make in the future.

*John Boyko*

### Board of Directors 2005/2006

<b>John Boyko</b> President	<b>Linda Slavin</b> Secretary	
<b>Michael Konopaski</b> Treasurer		
<b>LeeAnne Cross</b> Member at Large	<b>Julie Dotsch</b> Member at Large	
<b>Peter Earle</b>	<b>Donna Geddes</b>	<b>Nora Martyn</b>
<b>Christine Diaz</b>	<b>Nico Mulder</b>	<b>Peter Moore</b>
<b>Charlene Green</b>	<b>Kristian Partington</b>	<b>Renée Castro</b>

# 2005 - 2006 A Year in Review



## Executive Director's Report

This past year has proven to be a year of change, renewal and revitalization for the Peterborough Social Planning Council. We have been very busy with the completion of a number of research projects, a move to Simcoe Street and the orientation of new staff, including myself, who joined the PSPC team in late November of 2005.

We continue to enhance our community partnerships and facilitate community service initiatives to address unmet community needs.

In response to our strategic directions as outlined in our Strategic Plan we have focused our attention on the following priorities.

Access to Health Services:  
Medical and Dental; Affordable Housing and Homelessness;  
Employment and Income Security.

It continues to be both a privilege and pleasure to work together with staff, board and agency volunteers and I would like to thank them for their dedication, time, and expertise to social justice in our community.

I would like to also thank former employees, Margaret McCutcheon, Leni Rautiainen and Enrique Robert; for their contribution to the agency.

### Our Work

The following outlines our main areas of focus: Social research & systems planning, social policy analysis & development, community development, community partnerships and collaborations, convening & facilitating, community awareness & public education, and advocacy and social action.

### Social Research

Undertake independent research on social trends, needs and issues relevant to a variety of constituencies in their communities.

### Community Development

Facilitate and support positive change in partnership with community groups and individuals.

### Systems Planning

Ranges from definition of service needs to coordination and evaluation of program and service delivery.

### Community Partnerships & Collaboration

Community focal point for mobilizing those groups most affected by issues into working and problem solving partnerships, information networks and action coalitions.

### Policy Analysis & Development

Access to both professional and voluntary expertise on a wide range of social, economic and cultural issues enables us to provide sophisticated policy analysis and research-based proposals to public policy-makers at the local, provincial and federal levels.

I am excited to be part of this team to continue our work in building community capacity through research, community development, and public education.

### Convening & Facilitating

Provide a non-threatening "meeting place" for discussion and resolution of difficult community issues. Facilitate the building of community consensus on issues and/or shared actions.

### Community Awareness & Education

Promote broader and deeper community understanding on social development issues, which affect certain groups or the general quality of community life.

### Advocacy & Social Action

Serve as a catalyst for change. Advance the interests of marginalized sectors of the community by advocating specific policy positions to government.





## Social Research

Our main publication, the **Peterborough Profile** continues to be used as a source of information for community based organizations, students, local governments, and planning departments for the accurate information about the community in which we live.

We are in the third year of the Community Social Data Consortium (CSDC) which consists of a group of social service agencies and local government services that share data and information to implement planning.

In partnership with the Workforce Development Board this year, we engaged in two research projects (1) Service Needs of Seniors in the City of Kawartha Lakes and (2) Community Consultation with Consumers of Services for Persons with Disabilities in Peterborough. The Project was completed in March of 2006.

In partnership with the Urban Aboriginal Strategy Circle we completed a review and researched the needs of the urban Aboriginal people in the City under the project named "Don't Tell Me What I Need, Ask Me".

## Public Education

The federal election was called this year so we partnered with the Peterborough Community Legal Centre, Peterborough Coalition for Social Justice, Older Women's Network, Peterborough Women's Events Committee, Ontario Public Interest Research Group, Trent Central Student Association, Peterborough ODSP Action Coalition, and the Peterborough Health Coalition to sponsor an all candidates meeting on social issues.

Over the year we presented at Trent University, community groups, and County Council.

## Social Policy Analysis / Advocacy

The Social Planning Council continues to be an active participant and resource to the Peterborough Community Social Plan (PCSP).

## Community Development and Community Partnership

We are pleased to be a partner with the following grass root groups:

Peaceful Communities Steering Committee that involves promoting innovation and public awareness to engage the community in reducing violence.

Food For Kids Steering Committee supports healthy nutritious foods for children in schools.

The Ontario Disability Support Plan (ODSP) Action Group which supports the Walk Wheel and Ride for Dignity an awareness initiative that informs the public that social support and minimum wage are less than sufficient to have a dignified existence.

The Peterborough Coalition for Dental Health Care has a broad representation of citizens and agencies concerned with the health care of society and how dental care directly affects the overall health and wellbeing of a person.

The Urban Aboriginal Strategy Circle is an initiative to build capacity within the Aboriginal community. The Social Planning Council is a member of this initiative and is part of the discussion circle.

Our staff team looks forward to the coming year and working together to build a healthy community.

*Brenda Dales*



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The Peterborough Social Planning Council  
acknowledges the generous support of

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United Way of Peterborough & District

City of Peterborough County of Peterborough

F.K. Morrow Foundation

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**Special thanks to the many contributors  
who anonymously and faithfully support our work  
both financially and as volunteers**



## Personnel

### Staff in 2005/06 fiscal year

**Brenda Dales**  
Executive Director

**Enrique Robert \***  
Executive Director

**Dawn Berry Merriam**  
Research & Policy Analyst

**Margaret McCutcheon \***  
Research & Policy Analyst

**Leni Rautiainen \***  
Research & Policy Analyst

**Yvonne Burton**  
Administration & Communication Coordinator

\*staff who left during 2005/06

### Student & Other Volunteers

Alan Law's  
Trent University Class

Mignon Mildenberger  
Tonya Bosch  
Gregory Campbell

### Research and Planning Associates

Paul Bourgeois  
Greg Conchelos  
Barbara Hawthorn  
Dawn Berry Merriam

## The Peterborough Profile

The Peterborough Profile 2004 edition uses a full range of demographic data to provide a social and economic profile of the people of the Peterborough City and County. Where possible it provides data covering the period from 1981 to 2001, allowing an examination of trends over the last two decades.

Previous editions reported on the pre-amalgamation of municipalities. For this edition, recalculated data from prior Censuses allows the reader to see trends since 1981 for the new amalgamated townships.

Information is important and that is why caution should be used in interpreting of statistics and making comparisons among communities. An increase of 50 people in the City of Peterborough (population 71,446) changes verily 0.07%, whereas an increase of 50 people in Hiawatha First Nation with population of 265 shows an increase of almost 17%.

The Peterborough Profile is one of the key ways in which the Peterborough Social Planning Council fulfills its mission of building a strong local community through research, community development and public education. The Peterborough Social Planning Council has provided the Peterborough City-County community with reliable local data for over 25 years.

This year the Peterborough Profile has two formats; print and CD ROM. You can order yours from our office.