




# FINAL PROJECT REPORT

---

**Localizing Canada's Commitment to  
the Sustainable Development Goals**

**CAMPAIGN 2000  
END CHILD & FAMILY POVERTY**





Campaign 2000 acknowledges the traditional and ancestral territories we work on and commits to a spirit of reconciliation in our work. We acknowledge the inherent rights of First Nations, Inuit and Métis Peoples in Canada and the treaty rights, title, and jurisdiction of all First Nations, Inuit and Métis across Canada. We are grateful for the generously shared knowledge and expertise of First Nations, Inuit, and Métis organizations and individuals. We will continue to join with First Nations, Inuit, and Métis Peoples in the work of decolonization and to advocate for the changes needed to uphold rights, and to build a society based on kindness, respect, and self-determination where all children, families and communities can thrive.

Campaign 2000 thanks our dedicated Project Advisory Committee members, National Steering Committee members, community partner organizations, as well as many volunteers and individuals for their contributions to this report. In particular, we thank the community conversation participants from across the country for sharing their knowledge and expertise with us.

The *Localizing Canada's Commitment to the Sustainable Development Goals* project is funded by the Government of Canada's Sustainable Development Goals funding program. The opinions and interpretations in this publication are those of the author and do not necessarily reflect those of the Government of Canada

# Canada

We also thank Family Service Toronto, our generous host, and an anchor agency of United Way Greater Toronto, for ongoing support.

*Campaign 2000: End Child and Family Poverty in Canada* is a non-partisan, pan-Canada coalition of over 120 national, provincial, territorial, and community organizations, committed to working together to end child and family poverty. Please visit [www.campaign2000.ca](http://www.campaign2000.ca) for more information and to download our publications. For hard copies of publications, call 416-595-9230 x250.

Copyright © Campaign 2000. This document may be downloaded, distributed, cited, or excerpted provided it is properly and fully credited and not used for commercial purposes.

Publication: Campaign 2000

February 2025

Authors: Hannah Barrie, Leila Sarangi, and Athavarn Srikantharajah

Cover and Design: Athavarn Srikantharajah

## **Campaign 2000**

c/o Family Service Toronto

355 Church Street, Toronto, ON Canada M5B 0B2

[www.campaign2000.ca](http://www.campaign2000.ca) & [www.familyserVICEToronto.org](http://www.familyserVICEToronto.org)

Email: [Campaign2000@familyserVICEToronto.org](mailto:Campaign2000@familyserVICEToronto.org)

Facebook: Campaign2000 Twitter: @Campaign2000

## TABLE OF CONTENTS

Executive Summary .....	4
Introduction .....	5
Approach .....	8
Advisory Committee and Project Team .....	8
Research Ethics .....	8
Community-Based Research .....	8
Ongoing Consent .....	9
Reciprocity .....	9
Data Collection .....	9
Ongoing Participant and Partner Input .....	11
Data Analysis .....	11
Indicator Framework Creation .....	12
Research Findings .....	12
Background Research .....	12
Community Conversations .....	15
Outcomes .....	20
Partnerships and Advocacy .....	20
Events .....	22
Materials and Tools .....	22
Honouring Relationships .....	23
Conclusion .....	24
Appendices .....	25
Endnotes .....	25

## EXECUTIVE SUMMARY

From 2021-2024, Campaign 2000: End Child and Family Poverty, Citizens for Public Justice and Canada Without Poverty co-led the national community-based research project, *Localizing Canada's Commitment to the Sustainable Development Goals*. The project built on Campaign 2000's ongoing monitoring of government progress towards ending child and family poverty, engaging communities experiencing poverty and marginalization across the country to recommend indicators that measure progress towards eradicating poverty and achieving the United Nations 2030 Agenda for Sustainable Development.

The project used a community-based research approach grounded in an intersectional rights-based research framework. Through this approach, the project co-hosted 17 conversations with local communities affected by poverty and intersecting forms of marginalization, engaging 227 people in the process. Community conversations were held in every province and territory and co-hosted by local partners in each region. Partnership and advocacy activities took place in each region during the project team's tour.

Among other outcomes, the findings resulted in a National Community-Based Indicator Framework for SDG 1: No Poverty, intended to supplement the Canadian Indicator Framework.

The framework includes indicators across twelve dimensions integral to ending poverty: social inclusion and community connection; equality, justice, and freedom; joy, happiness, and hope for the future; income and material security; decent work; education for all; right to housing is realized; food sovereignty and security; health and mental health; equitable access to services, programs, and supports; connected and supported families and children; and accountable and engaged governments and institutions.

These dimensions are interdependent and indivisible. The findings highlight the importance of community-based, culturally relevant, localized measures and indicators for ending poverty and the need to urgently recognize and address the systemic intersecting power structures that create and deepen inequities and experiences of poverty.

The circumstances of deprivation and desperation that people across the country are experiencing were also clear. Action at all levels of government is required to address the unnecessary hardships and rights violations people are facing.

The project findings amplify a broad range of expertise from across the country, but they remain a snapshot of 227 people, in 17 places, at one moment in time. Partners and participants throughout the project highlighted the need that remains. Further engagement, community-based research, and urgent follow-through on human rights commitments is required to continue to centre lived experts in the work of poverty eradication and achieving the Sustainable Development Goals.

## INTRODUCTION

From 2021-2024, Campaign 2000: End Child and Family Poverty, Citizens for Public Justice and Canada Without Poverty co-led the national community-based research project, *Localizing Canada's Commitment to the Sustainable Development Goals*. The project built on Campaign 2000's ongoing monitoring of government progress towards ending child and family poverty, engaging communities experiencing poverty and marginalization across the country to recommend indicators measuring progress towards eradicating poverty and achieving the 2030 Agenda for Sustainable Development.

The project resulted in a National Community-Based Indicator Framework for Sustainable Development Goal (SDG) 1: No Poverty, and addressed the following objectives:

- ▶ Identify gaps in knowledge and data to support Canada's efforts to meet the SDGs by using non-traditional, community-based research methods;
- ▶ Support and catalyze the participation of 225 residents from historically marginalized groups to contribute towards building inclusive monitoring and accountability systems to support impact measurement and demonstrate progress for the SDGs through 15-20 community conversations in locations across the country;
- ▶ Leverage and strengthen the relationship between three national anti-poverty networks: Campaign 2000 (representing non-profit organizations), Canada Without Poverty (representing lived and living experts) and Citizens for Public Justice (representing multi-faith groups);
- ▶ Create resources to enhance and share knowledge on the SDGs from community perspectives and increase national awareness;
- ▶ Increase national awareness of social issues related to poverty and inequality through an intersectional and rights-based framework that considers the unique experiences of First Nations, Inuit and Métis Peoples; and,
- ▶ Expand the partnerships within the three national networks to increase representation of historically marginalized groups.

The objectives, outcomes and impact are further outlined in the project's Theory of Change (Appendix A) and throughout the report.

The project began in 2021 and included three phases (see Appendix B, Process Diagram).

The first phase, **Understanding the Issues (2021-2022)**, enabled staff to gain an understanding of the current landscape of poverty eradication in relation to the SDGs in Canada through background research, including a literature review, environmental scan, public survey and key informant interviews. A three-day in-person symposium in Toronto was held to launch the project. A project website was developed for communication and education purposes, a set of guiding principles and an intersectional rights-based framework for community-based research were created.

The second phase, **Engaging Communities (2022-2023)**, used the knowledge gathered in phase one to conduct a gap analysis, which determined the communities engaged in the project. Once the communities were identified, the project developed partnerships and co-hosted 17 conversations across the country with local communities affected by poverty and intersecting

forms of systemic marginalization, engaging 227 people in the process. Community conversations were held in every province and territory and co-hosted by local partners in each region. Partnership development and advocacy activities took place in each region during the project team's tour.

The location, community, and partner(s) for each community conversation are listed below, in the order in which the conversations occurred:

**Winnipeg, Manitoba:** Youth who have aged out of care through [Voices: Manitoba's Youth in Care Network](#), the [Social Planning Council of Winnipeg](#) and [Harvest Manitoba](#)

**St. Stephen, New Brunswick:** People experiencing homelessness or housing instability in Charlotte County through Vibrant Communities Charlotte County, the [Southwest New Brunswick Service Commission](#) and the [Human Development Council of Saint John](#)

**St. John's, Newfoundland:** Youth through the [Community Sector Council of Newfoundland and Labrador](#)

**Whitehorse, Yukon:** People with lived experience of poverty through the [Yukon Anti-Poverty Coalition](#) and [Voices Influencing Change](#)

**Carcross, Yukon:** Members of the [Carcross/Tagish First Nation](#) through the [Yukon Anti-Poverty Coalition](#)

**Ottawa, Ontario:** Inuit families in Vanier through the [Inuuqatigiit Centre for Inuit Children, Youth and Families](#)

**Toronto, Ontario:** People with developmental disabilities through [Family Service Toronto](#)

**Ulukhaktok, Northwest Territories:** Inuvialuit experiencing poverty through the Tahiuqtiit Women's Society

**Calgary, Alberta:** Parents with lived experience of poverty through [Poverty Talks](#)

**Iqaluit, Nunavut:** Board members with lived experience of poverty and gender-based violence through [Amautiit Nunavut Inuit Women's Association](#)

**Sydney Mines, Nova Scotia:** Young people with lived experience of poverty through [Community Cares Youth Outreach](#) and the [Canadian Centre for Policy Alternatives, Nova Scotia](#)

**Halifax, Nova Scotia:** People with lived experience of poverty through the [Canadian Centre for Policy Alternatives, Nova Scotia](#)

**Charlottetown, Prince Edward Island:** People of colour through [Black, Indigenous, and People of Colour United for Strength, Home, Relationship \(BIPOC USHR\)](#) and the MacKillop Centre for Social Justice

**Québec:** People with lived experience of poverty and allies across communities in Québec through [Agir Tous pour la Dignité \(ATD\) Quart Monde](#)

**Toronto, Ontario:** Tamil women with lived experience of gender-based violence through [Family Service Toronto](#)

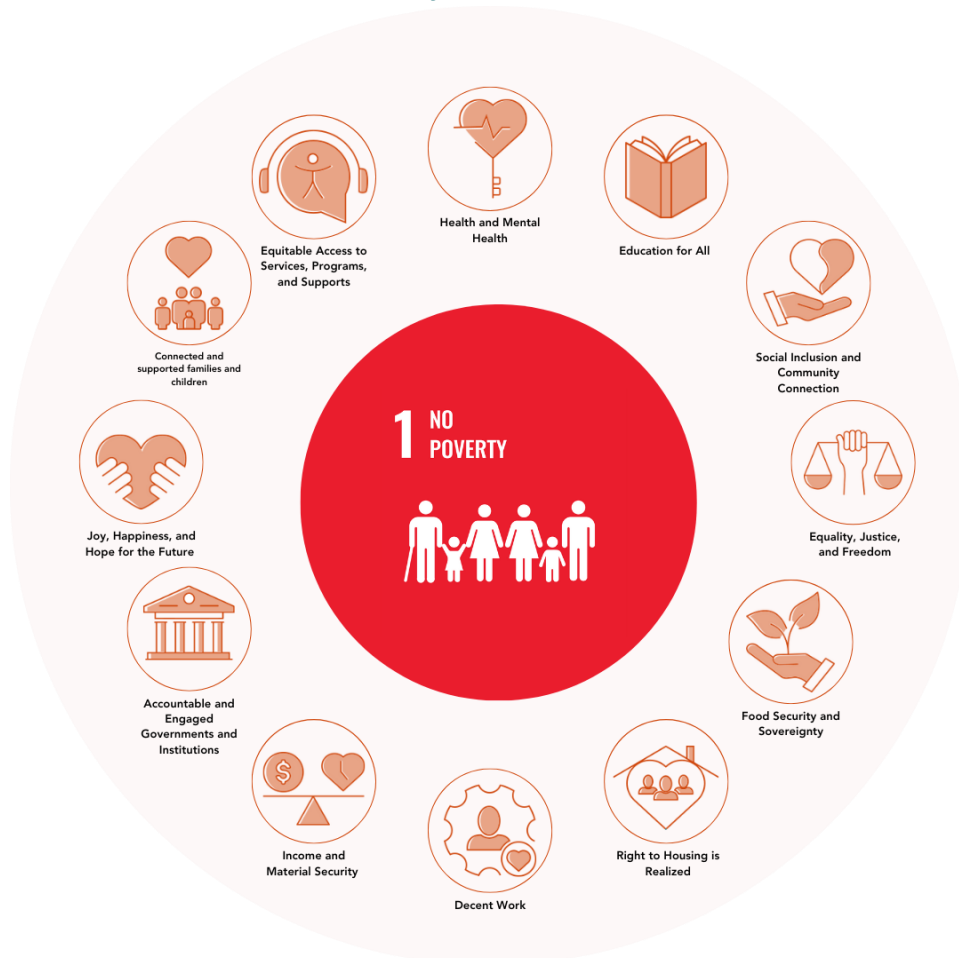
**Vancouver, British Columbia:** People with precarious immigration status through [Watari, Sanctuary Health](#) and [First Call: Child and Youth Advocacy Society](#)

**Regina, Saskatchewan:** People with lived experience of poverty through the [Street Workers Advocacy Project \(SWAP\)](#)

In this phase, the project co-lead organizations hosted three national roundtables over three days to strengthen the anti-poverty movement and raise national awareness about the SDGs and poverty in Canada.

The third phase, **Taking Action (2023–2024)**, a scan of existing indicator frameworks that measure poverty and wellbeing was undertaken. Analysis of all the data inputs gathered in phase two was conducted to propose local frameworks for poverty reduction and build a National Community-Based Indicator Framework for SDG 1: No Poverty. The project ended with a national virtual knowledge mobilization summit, bringing together individuals dedicated to ending poverty from across sectors, geographies, and communities to share learnings from the project, build and strengthen cross-country partnerships and to launch the indicator framework.

### *National Community-Based Indicator Framework*



See Appendix Q for Summary National Indicator Framework and full version on [the project website](#).

## APPROACH

### Advisory Committee and Project Team

The *Localizing Canada's Commitment to the Sustainable Development Goals Project* advisory committee was comprised of diverse representatives from the three national networks co-leading the project: Campaign 2000 (C2000), Canada Without Poverty (CWP) and Citizens for Public Justice (CPJ).

The project team, comprised of the Project Lead, Project Coordinator, and Project Researcher, was created with attention to removing barriers, valuing diverse skillsets, and prioritization of lived experience.

### Research Ethics

The project submitted an application for research ethics approval to the Family Service Toronto Research Ethics Board, which included an external reviewer at an academic institution. The project was approved by the ethics board in March 2022 (see Appendix C, Ethics Approval).

In recognition that traditional research ethics approval is only one part of an ethical approach, the project team committed to an ongoing, community-based ethics process, having conversations about ethical practices in each local context with community partners.

### Community-Based Research

The community-based research approach was developed and adhered to a principled, intersectional rights-based framework (see Appendix D, Research Framework Visual, and Appendix E, Research Framework). The framework emerged from a review of literature on intersectional GBA+, feminist and rights-based facilitation and engagement practices as well as Campaign 2000's own experiences and best practices of community-based research within a social policy context.

The framework identifies participants as rights holders, centres an analysis of intersecting systems of power, and holds a commitment to action through the research. It emphasizes the understanding that data is never objective and has historically been used to reinforce inequities. Especially in translating findings into policy recommendations, the framework asserts that research needs to be grounded in the knowledge and needs of the communities it represents. Particularly in the context of First Nations, Inuit, and Métis communities, the research should be aligned with the First Nations Principles of ownership, control, access, and possession.

The full framework outlines the project's grounding principles as well as considerations and questions for researchers at the four interconnected levels of Team, Methodology, Analysis, and Action.

The research methods were directly informed by the intersectional and rights-based framework, prioritizing an approach that centred equitable and reciprocal partnerships, with all partners sharing expertise and direction of the project and integrating knowledge into



action for policy and social change that reflects the expertise, decisions, and needs of community partners. Methods involved implementing practical accommodations such as translation, compensation for transportation and child care, using accessible and clear language in all communications and adapting to community contexts.

## Ongoing Consent

Letters of information and consent were given to participants of key informant interviews and community conversations (Appendix F and Appendix G) in addition to ongoing verbal consent.

A log (Appendix H) was used to record participant consent. After being fully informed about the project through the letter of information (LOI) or a verbal explanation of the LOI, participants provided written or verbal consent before participating in an interview or community conversation.

In the community conversation context, the consent process was ongoing, involving tailored processes for each community and negotiating consent at all stages of the conversation.

## Reciprocity

Key informants engaged in the research in their professional capacity and did not receive honoraria or compensation. Survey participants could enter a draw to win one of three \$50 Amazon gift cards.

The community conversations involved dynamic and flexible reciprocity practices. The project team sought to acknowledge that communities who are often labelled as underrepresented in decision-making can be over-consulted in research while not seeing changes they are identifying as necessary. The project aimed to provide tangible, ongoing benefits to these communities. The engagement with communities began with a discussion of reciprocal relationships and ongoing partnership-building. For local organizations who co-hosted the conversations, the project provided a flexible budget that included compensation for staff time. Other actions or items of recognition were also offered when appropriate, such as tobacco or sweets for elders.

Participants in community conversations received \$50 as an honorarium to participate and a culturally appropriate, healthy meal during the conversation. They could also access compensation for travel, childcare, elder care, or other accessibility needs, on an as needed basis. Honoraria were paid in cash at the start of the conversation to ensure accessibility and recognize the participant's agency. Paying participants for their time was essential to building reciprocal relationships and concretely demonstrating the value of their knowledge. Giving the honorarium at the start of the event was important so that participants could leave at any time, as needed.

## Data Collection

The research activities involving participants included the key informant interviews, survey, and community conversations.

### *Key Informant Interviews*

Key informants were identified through the literature review, environmental scan, and project co-leads' networks. They were recruited based on their expertise on one or more of the following topics: SDG localization in a poverty context, centring community knowledge in policy recommendations, and/or expertise of a community impacted by poverty. Geographic representation and a variety of areas of work were also considered. 18 interviews were conducted by phone or video call between April-May 2022. The interviews were 45-60 minutes each and were audio recorded and transcribed. (See Appendix I, List of Key Informants, and Appendix J, Key Informant Interview Guide.)

### *Survey*

The survey was disseminated virtually in April 2022 through the project co-leads' networks and open to any interested participants. It was short, with 6 main questions. 104 people responded. (See Appendix K, Survey Questions.)

### *Community Conversations*

Data collection for the community conversations occurred from August 2022-June 2023.

Communities were identified through the gap analysis process, which included a collaborative workshop with the project advisory committee and Campaign 2000 steering committee members, considering communities that experience poverty and marginalization, are typically excluded from policy and decision-making processes, and who may be absent from Campaign 2000's network. The ability to build an ethical and reciprocal relationship within the timeline of the project was also a factor. The workshop resulted in a longlist that was refined with attention to the background research and project objectives. The project team brought a draft community list back to local partners in each region for a final round of input to ensure the decision-making was grounded in regional understanding. See this report's **Introduction** for the final list of communities engaged.

Outreach and engagement with community members was conducted through local partners in each region. Relationship- and trust-building were prioritized, with the earliest community conversations organized with established partners, allowing for more time to build partnerships with communities and organizations new to Campaign 2000.

Conversations were co-hosted with local partners, who conducted outreach to participants. The project provided funding, resources, and support for the organization of the conversations. The conversations were tailored to each local context. They were typically 3-hour gatherings that involved sharing a meal and at times another local or cultural activity, like a sewing circle. Accessibility and support options, such as an active listener and resource list, were provided at each conversation, and adjusted based on community needs.

After the meal, the group typically sat together in a circle and the facilitators led a strengths-based group discussion about visions of a community with no poverty, participant experiences, strengths of communities, and priorities for government action (See Appendix P, Sample Community Conversation Participant Package, and Appendix M, Community Conversation Facilitation Guide). One facilitator took notes, usually on a large flipchart, at the front of the room so that participants could see a summary of their responses in real time and clarify if

necessary. Participants were also provided with writing and/or art supplies to brainstorm their answers and take notes as desired. Participants were welcomed to take breaks, visit the active listener, or leave the conversation at any time.

The conversations were most often conducted by the Project Lead and Project Researcher, but the approach was flexible, and at times it was more appropriate for local partners to lead and facilitate the conversations. For example, the conversations with French, Spanish, and Tamil-speaking communities were facilitated in their respective languages, and the conversation in Ulukhaktok was facilitated by a community leader on the project advisory committee. In some cases, the project team was present in the conversation space, while in others, it was more practical and appropriate for the team to support the event at a distance and receive transcriptions or summaries after the conversation. Accessibility of participation and comfort of participants were prioritized at all times.

Optional demographic and evaluation surveys were offered to conversation participants (see Appendix N, Community Conversation Demographic Survey, and Appendix O, Community Conversation Evaluation Form).

## Ongoing Participant and Partner Input

In line with the research framework, ongoing consent process and valuing reciprocity, the project provided participants with multiple opportunities for input in the various stages of research. Local partners, too, were provided with these opportunities, to ensure that the local context was reflected accurately and that the materials developed were useful for their work.

After each conversation, the project team drafted a ‘What We Heard’ summary for participants and partner organizations to review. All feedback was incorporated into finalized summaries and also informed the data analysis. (See Appendix P, Sample Community Conversation Summary.)

The conversation data informed the development of indicator frameworks for each community. Partner organizations were able to review these drafts and provide feedback. The local data in turn informed the development of a draft National Community-Based Indicator Framework. The national framework was reviewed by partners through an interactive virtual workshop on December 8, 2023, which explored the framework’s structure and content. Participants of the workshop included members of the Campaign 2000 steering committee, project advisory committee, and local partners across the country.

## Data Analysis

Interviews and community conversations were audio-recorded and transcribed, except in the case of one conversation, in which participants were not comfortable with audio recording and instead the facilitator took detailed notes.

The data was analyzed using MAXQDA with a qualitative thematic approach that reflected the guiding principles of the project, with attention to the intersectional rights-based research framework (see Appendices D and E) and feedback from participants and partners. The analysis was collaborative with the project team and reviewed regularly with members of the project advisory committee.

## Indicator Framework Creation

During the data analysis process, the project team conducted a scan of existing indicator frameworks for measuring poverty and wellbeing. The scan provided insight into how to translate community knowledge into indicator recommendations, organize the framework, and prevent the duplication of existing work.

Rising themes were identified in the data. Informed by the indicator framework scan, these themes resulted in the framework being organized by 12 dimensions, all relevant to SDG 1: No Poverty (see **Research Findings: Community Conversations** and Appendix Q, Summary National Indicator Framework, for dimensions).

A local indicator framework was created for each community engaged. The local frameworks (available on the project website) reflected all community input and were aggregated to create the National Community-Based Indicator Framework. The local frameworks are intended to be living documents. The indicators included in the national framework are not listed by prevalence, but roughly by theme, beginning with more general indicators and gradually growing more specific.

# RESEARCH FINDINGS

## Background Research

### *Literature Review*

The literature review, available in full on the [project website](#),<sup>1</sup> assessed the current landscape of SDG localization related to poverty reduction in a Canadian context and informed the each phase of the project. 81 sources, including academic literature, grey literature, community documents, and webpages, were reviewed between November 2021 and March 2022.

Findings from the literature review included:

- ▶ Limitations of the narrative of sustainable development;
- ▶ Limitations of the Canadian Indicator Framework for tracking progress toward the SDGs, in part due to the use of the Market Basket Measure as well as lack of community consultation in developing indicators;
- ▶ The corresponding need for community-informed, culturally relevant, localized targets and indicators for ending poverty—these should go beyond income measures, highlight wellbeing, and use non-traditional data including qualitative local data, especially in light of systemic intersecting power structures that create and deepen inequities and particular experiences of poverty, and the challenges of quantification of human rights approaches;
- ▶ The need for community ownership over knowledge and data, considering the historic use of data to reinforce inequities in society, and particularly in the context of Indigenous self-determination, data rights, and data sovereignty; and

- ▶ Limitations in accountability for the SDGs, particularly to local communities and the general public.

---

*“Standard poverty measures do not account for the interlocking, co-constitutive systems of oppression, exclusion, and discrimination that create particular experiences of poverty for different groups.” -Literature Review*

---

The literature review's findings provided essential context and rationale for the following phases of the project.

#### *Environmental Scan*

The environmental scan, available on the [project website](#),<sup>ii</sup> provided an overview of existing initiatives aiming to localize the SDGs related to ending poverty across the country as of March 2022.

The scan provided a snapshot of 41 initiatives and included information about communities engaged or centered within each project, whether the project developed indicators or not, whether the project had the stated goal of localizing the SDGs, and whether the project engaged with lived and living experts. The findings of the environmental scan included identification of potential key informants, organizations to connect with throughout the project, as well as good practices for indicator frameworks related to poverty and the SDGs.

#### *Key Informant Interviews and Survey*

As part of the background research conducted in phase one of the project, findings from the key informant interview and survey informed the following project phases, including the gap analysis; opportunities for partnership; good research, engagement, and indicator development practices; and an early understanding of project themes, explained further here. (For details on this stage of data collection, see Appendix I, List of Key Informants; Appendix J, Key Informant Interview Guide; and Appendix K, Survey Questions.)

Interview and survey participants expressed a range of perspectives on the SDGs. For example, almost 70% of survey respondents who were aware of the SDGs said that they are somewhat or very helpful for reducing poverty in Canada. Critiques of the SDGs were also common, with participants expressing that the goals are not useful or meaningful without action, and that they do not speak to the holistic approach that would be necessary to actually achieve the goals. A more neutral perspective was also shared, with these participants noting that the SDGs are a starting point – they are not necessarily useful in themselves but are a good place to start a conversation or leverage for other work.

---

*“[The SDG framework] is a way of bringing people together, based on their shared values. So we didn’t frame it as the be-all-end-all. It’s just really a way for us to come together on common ground.” -Key Informant*

---

At this stage of research, the project also heard critiques of government accountability for the SDGs and for ending poverty in Canada. At the time of the survey, Canada's official poverty line, the Market Basket Measure, showed that poverty rates had been decreasing across the country in the past years. But 70% of survey respondents disagreed with that perception. Key informants and survey respondents shared that people's experiences were not reflecting the data that the federal government was presenting.

---

*"Where I work, I see deeper poverty, homelessness and addictions. A marked difference from 10 years ago." -Survey Respondent*

---

Participants had recommendations for better government accountability for achieving the SDGs and ending poverty, such as increased funding and community control of that funding; better government coordination of the SDGs between departments; increased transparency on progress towards the SDGs; community-informed evaluation; and increased accountability through having people with lived experience in leadership positions.

Key informants and survey respondents shared their visions for communities with no poverty, like community conversation participants would later in the project. At this stage, visions for no poverty included:

- ▶ Income security, housing, childcare, health care, pharmacare, employment, food security, clean drinking water, access to services, public transit, and equitable access to all of these;
- ▶ Feelings of belonging, being respected, treated with dignity, having collective well-being, and community connection; and
- ▶ Systemic changes, such as ending systemic oppression of all kinds, Indigenous sovereignty, no prisons or policing, decriminalizing sex work, no children in the child welfare system, and moving towards systems that are equitable and just.

---

*"Poverty-free, to me, looks like decolonization." -Key Informant*

---

Participants at this stage of research identified the importance of inclusive, community-based, localized, qualitative, non-traditional indicators of positive change towards these visions. The project team heard it was essential to create additional indicators that tell a fuller story than relying merely on existing quantitative statistics; what is needed are ways to measure culture shifts and systemic change, holistic visions of no poverty, and thriving communities. Stories and other kinds of qualitative data were suggested to complement quantitative indicators. The importance of disaggregating this data for various marginalized demographics to ensure poverty is truly being reduced for all was also named as essential to localization, inclusivity, and the actualization of human rights.

## Community Conversations

### *Gap Analysis*

The gap analysis was conducted from March–May 2022 and determined which communities to engage for this project. However, it also resulted in its own findings. Through the process outlined in this report's **Approach: Data Collection** section above, the gap analysis resulted in a longlist of proposed communities identified as important to engage. For this project's engagement, this list was further narrowed by analysis from the team and input from local partners. It is important to note that, through a short workshop, over 75 specific communities were identified as deeply impacted by poverty and intersecting forms of marginalization but typically excluded from policy processes or decision-making aimed at ending poverty. This underscores the urgent need for further ethical, reciprocal engagement with these communities and many others who were not named in any efforts towards poverty eradication and achieving the SDGs.

### *Demographic Context*

The demographic survey was offered to participants at community conversations. It was optional. 146 participants completed the demographic survey (see Appendix N for survey). Some groups of participants did not complete them, including the participants of the Whitehorse Voices Influencing Change conversation, the Carcross Tagish First Nation conversation, the Amautiit Board and service providers in Iqaluit, and the participants of conversations held in Québec via ATD Quart Monde. In other conversations, not all participants chose to complete them. Within the survey, questions were also optional, to allow for comfort and agency of participants. This is a partial snapshot of the diverse range of participants the project engaged. The term 'respondent' is used below to denote that these percentages reflect respondents to the demographic survey rather than participants in the conversations overall.

The demographic data presented here is not intended to inform conclusions about the participants and their experiences of poverty, but instead to understand the diversity of the participants engaged and provide context to the community conversation data and indicator framework to track progress toward ending poverty. It is important to understand the extent to which marginalization, violence, and encounters with harmful systems affect the lives of people with lived experience of poverty and highlight the need for trauma-informed approaches and critical analysis of systems of marginalization and oppression in anti-poverty research and advocacy.

---

*"Safety is jeopardized when people's human rights are not being met."  
-Halifax, NS Conversation Participant*

---

**Age:** The age of respondents ranged from 18 to 70 years. The average age of respondents was 37.9 years. The median age was 34 years.

**Country of birth:** 72.4% of respondents were born in Canada. 27.9% of respondents were born in a country other than Canada. Of the respondents born outside Canada, half were born either in Mexico or Sri Lanka (this reflects the specific communities engaged for two conversations).



Other countries of birth with more than one respondent included Bangladesh, India, Lebanon, and the United States.

*Arrival in Canada:* Of the respondents born outside Canada, most arrived in Canada either 1–5 years ago or more than 15 years ago. (These time frames had 16 respondents each, or 35.6% each of the respondents born outside Canada.)

*Race:* About three quarters (72.2%) of respondents were racialized, while about one quarter (22.2%) were white, and 5.6% preferred not to answer. Of the total respondents, 38.2% identified as Indigenous, 13.2% as South Asian, 8.3% as Latine, and 5.6% as Black.

*Indigenous identity:* Of the 58 respondents who identified as Indigenous, 56.9% identified as Inuit, 34.5% as First Nations, and 6.9% as Other ('Other' responses included specification such as Indigenous Black and European/Métis).

Respondents were welcomed to specify further. Additional responses included 20 respondents identifying as Registered, Treaty or Status First Nations, 13 respondents living in Inuit Nunangat, 8 respondents identifying as non-status First Nations, 3 respondents identifying as Inuvialuit, and 2 respondents who were members of Métis organizations or settlements. Some respondents named the First Nation or band to which they belong, and examples included the Kwanlin Dün First Nation, the Piapot First Nation, the Miawpukek First Nation, and the Cowessess First Nation.

*Citizenship status:* About three quarters of respondents were Canadian citizens (74.5%). 7.6% of respondents had no status, 6.2% were permanent residents, and 2.8% were refugees or refugee claimants. The remainder selected 'Other' or preferred not to answer.

*Annual household income after tax, 2021:* Most respondents had household incomes below \$39,000. 21.4% had incomes between \$10,000 and \$19,999, 15% had incomes between \$5,000 and \$9,999, 12.4% had incomes between \$20,000 and \$29,999, and 11.4% had incomes below \$5,000. 20.7% did not know or preferred not to answer.

*Household or family structure, with gender breakdown if including children:* When asked about household and family structure, 34.8% of respondents identified as single with no children and 7.8% identified as part of a couple family with no children. 29.8% identified as a single parent, 18.4% identified as part of a couple family with children, and 9.2% identified as 'Other' or preferred not to answer. 48.2% of total respondents had children.

Of the single parents, all were female lone parents (or preferred not to answer). Of the couple families with children, all were female and male couple families (or preferred not to answer).

*Gender:* Respondents were welcomed to select multiple responses for gender identity. 73.8% of respondents described themselves as women (including specific responses of cisgender and transgender women, with 7 and 1 respondents respectively), 18.6% as men (including specific responses of cisgender men, with 5 respondents), 3.4% as non-binary, 1.4% as Two Spirit, 0.7% as bigender, and 0.7% as agender. 2.8% of respondents selected Other or preferred not to answer.



*Sexual orientation:* Just over half of respondents identified as heterosexual/straight, at 54.5%, while 23.8% of respondents identified as part of the 2SLGBTQIA+ community, and 21.7% preferred not to answer. Bisexual was the most prevalent response within those who identified as 2SLGBTQIA+, with 13.3% of total respondents. Other responses included pansexual, Two Spirit, asexual, gay, lesbian, demisexual, and queer.

*Experience of harmful systems:* Respondents could select multiple responses for their experience of harmful systems. They were also reminded that the question was optional and of where to find resources for support. Of the 143 respondents to this question, 53.1% had experience of multiple harmful systems. 20.3% had experience of one harmful system. 14% had no experience of harmful systems, and 10.5% preferred not to answer.

61.5% of respondents were survivors of violence or abuse. 35% had experienced homelessness. 20.3% had experienced institutionalization and 18.2% had experienced incarceration. 15.4% had been in conflict with the law. 10.5% had been involved with the child welfare system as a child.

*Disabilities or chronic health issues:* 70.2% of respondents identified as having one or more disabilities or chronic health issues. 22.7% stated they had no disabilities or chronic health issues, while 7.1% preferred not to answer. Mental illness, mental health disabilities, or other difficulties with mental health was the most common disability or chronic health issue reported, followed by mobility disabilities.

*Current employment status:* 20.6% of respondents were not employed and not looking for a job. 19.6% were employed full-time, 16.9% were employed part-time, 7.4% were volunteering, and 6.6% were employed occasionally. 2.9% were self-employed. 14.7% of respondents selected 'Other' or preferred not to answer. 'Other' included responses such as retired, unpaid medical leave, in treatment, and full-time mom.

*Primary source of income:* 32.6% of respondents' primary source of income was formal employment. Income or social assistance was the primary source for 24.8% of respondents, while 14.2% listed disability assistance as their primary source of income. 5.7% of respondents listed informal employment. Other primary sources of income, all with 5% of respondents or below, included none, Canada Pension Plan, self-employed, student grant/loan, Employment Insurance, and child benefits.

*Current living situation:* The majority of respondents lived in rental housing, with 36.9% renting an apartment or condo, 27.7% renting a house, and 10.6% renting a room. 9.2% of respondents lived in a house they owned, and 4.3% lived in a shelter. The remainder of respondents, other than the 2.1% who preferred not to answer, gave other responses that included living in a group home, on a friend's couch, or staying with family.

*Highest level of education:* 40.7% of respondents had a secondary (high) school diploma or equivalency certificate as their highest level of education. 20.7% had no certificate, diploma, or degree. 16.4% had a college, CEGEP, or other non-university certificate or diploma. 8.6% had a university certificate or diploma at the bachelor level. 3.6% had a university certificate or diploma at the master's level. 2.9% had Indigenous land-based education, and 2.9% had an

apprenticeship or trades certificate or diploma. The remainder had other responses, including unfinished studies.

### *Indicator Findings*

A primary goal of the project, reflected in the gaps identified in the background research, was to analyze community experiences and knowledge to propose community-based indicators for tracking progress towards SDG 1 at local and national levels, supplementing the Canadian Indicator Framework. The National Community-Based Indicator Framework (see Appendix Q, Summary National Indicator Framework) and corresponding local frameworks reflect the findings of this aspect of the project in detail. These can be found in full on [the project website](#).<sup>iii</sup>

The indicators used in the Canadian Indicator Framework for measuring progress towards SDG 1: No Poverty are the Market Basket Measure (MBM) and the prevalence of asset resilience.<sup>iv</sup> Campaign 2000 report cards and early research from this project highlighted the limitations of these two indicators to track progress towards SDG 1.<sup>v vi</sup>

The community conversations focused on local visions of communities free from poverty, experiences of participants, strengths of their communities, and priorities for change. The indicators drawn from this research reflect participants' subjective, multidimensional experience of poverty, which is wide-ranging, affects every aspect of life, and differs place to place and community to community. Synthesized across community contexts, the national indicators also reflect poverty as a violation of human rights resulting in short- and long-term physical, mental, spiritual, and social harm.

The National Community-Based Indicator Framework outlines dimensions, measures, indicators, and data sources for poverty eradication (including recommendations and gaps, where no indicators exist) that reflect the knowledge and experiences of lived experts and community organizations across the country. Measures and indicators are strengths-based and positive where possible, reflecting participants' visions of communities without poverty.

---

*“Be celebrated for your purpose, no matter what that purpose is [...] Everyone has value.” -St. Stephen, NB Conversation Participant*

---

The community conversation data resulted in indicators across twelve dimensions integral to ending poverty and achieving SDG 1:

- ▶ Social inclusion and community connection
- ▶ Equality, justice, and freedom
- ▶ Joy, happiness, and hope for the future
- ▶ Income and material security
- ▶ Decent work
- ▶ Education for all
- ▶ Right to housing is realized
- ▶ Food sovereignty and security

- ▶ Health and mental health
- ▶ Equitable access to services, programs, and supports
- ▶ Connected and supported families and children
- ▶ Accountable and engaged governments and institutions

These dimensions are interdependent and indivisible. The findings highlight the importance of community-based, culturally relevant, localized measures and indicators for ending poverty and the need to urgently recognize and address the systemic intersecting power structures that create and deepen inequities and experiences of poverty.

The need for urgent change was also underscored in the community conversation findings. While conversations were strengths-based and emphasized visions of no poverty, the circumstances of deprivation and desperation that people across the country are experiencing were also clear. Urgent action at all levels of government is required to address the unnecessary hardships and rights violations people are facing.

---

*"It used to be that it was proven that a hunter would support seven households. They can't anymore. They can barely support their own."  
-Iqaluit, NU Conversation Participant*

*"It's beyond hurt. Hurt was so far back. I wish it was hard. But it's desperate. The government needs to hear that, it's desperate, it's not hard. Not asking for easy, asking for some sort of hope for a future for my life, for my child."  
-Calgary, AB Conversation Participant*

---

While the findings depict a broad range of expertise and experience from across the country, they remain a snapshot of 227 people, in 17 places, at one moment in time. Further engagement and community-based research are required to continue to centre lived experts in the work of poverty eradication and achieving the 2030 Agenda.

### *Relational and Place-Based Findings*

In addition to indicator-related conclusions, the research also allowed for broader relational and place-based knowledge. The project team spent between 2-7 days in each community context. The relationships and understanding of place that this experience facilitated were integral to the project.

The project team was able to be immersed in a local community, witnessing its beauty, strengths, and unique regional context, and at the same time learning and holding space for the challenges and structural inequities people are experiencing there. We witnessed this in different ways in every province and territory yet found threads of commonality across the country. For example, in speaking with young people in St. John's, Newfoundland and hearing about their visions of self-sustaining food systems in their particular island context, and in learning from peer leaders in Whitehorse, Yukon about traditional First Nations food sharing

practices, the team witnessed these parallel narratives materializing from geographically distant and culturally distinct conversations:

---

*"If you know somebody that goes out fishing, they'll bring you fish. It's a really big community thing to share what you already have."  
-St. John's, NL Conversation Participant*

*"Every family in that community got fish. Because if someone did good there was that sharing, there was that building." - Whitehorse, YK Conversation Participant*

---

These findings are reflected in the indicator framework, but the rootedness in place, the storytelling through which the content emerged – these are their own learning.

Participants shared generously with the project team. They asked to begin conversations in different and deeply productive ways, held space for each other to be vulnerable and emotional, showed pictures of their experiences, brought petitions to the conversation and used the space for their own advocacy, connected with each other and exchanged numbers, sent follow-up emails, and stayed after to talk more.

As participants connected with each other, the project team also built a relationship or connection with each person who shared their knowledge and expertise in the spaces we created together. A fundamental learning of this project is the importance of honouring that connection, and being accountable and in good relationship, honouring what community members shared by amplifying their expertise and their priorities, and advocating for these in all arenas possible.

### *Participant Evaluation*

Participants were given the option to complete a short evaluation form after each community conversation and asked to rank different aspects of the event on a scale of *1: Poor* to *5: Excellent* (See Appendix O for evaluation survey.) The average ranking for each aspect was 4.7. Comments ranged from "Fantastic to get everyone together and just to let people know someone is listening :)" to "Dismayed by some people's despair," from "Hope the word gets out in regard to change" to "Need to have more of these conversations in the future." The team is grateful for all the feedback and reflection that participants shared.

## **OUTCOMES**

### **Partnerships and Advocacy**

The community conversations across the country supported the project's partnership-related objectives. In each region, the project team partnered with local organizations to support local advocacy and events. In addition to the community conversation, a roundtable with

community organizations was often held, to learn from each other about the regional context and ongoing work and priorities. These sessions also contributed to increased national awareness of the SDGs and considerations of their local advancement.

Other activities varied depending on the context. These included community events, advocacy with all levels of government, media relations, partnership in ongoing work, and more.

Examples include:

- ▶ Attending and supporting the Yukon Anti-Poverty Coalition's Poverty and Homelessness Action Week in Whitehorse, including media engagements, meetings with elected officials, public presentations, and a community celebration, in partnership with lived experts. The team amplified local calls for immediate solutions to the housing crisis in the Yukon, better income supports and community services, and action to address systemic racism and colonialism in the territory.
- ▶ Supporting the launch of the first Disability Poverty report card with Disability Without Poverty through participation in a press conference in Burnaby, BC. Campaign 2000 had co-authored the report card, and the partnership offered the opportunity to leverage Family Service Toronto's long history in the developmental disability sector, Campaign 2000's research and advocacy on poverty, and the opportunities provided through the Localizing SDGs project.
- ▶ Establishing or deepening relationships through community conversations that resulted in first annual child and family poverty report cards for Newfoundland and Labrador (with the Community Sector Council of Newfoundland and Labrador, the Jimmy Pratt Foundation, and Choices for Youth) and for Nunavut (with Amautiit: Nunavut Inuit Women's Association).
- ▶ Supporting Agir Tous pour la Dignité (ATD) Quart Monde in hosting their annual People's University process, a forum where people from different social backgrounds can come together to discuss a dimension of poverty, in eight communities across Québec. This year's People's University focused on the project's community conversation questions and allowed for the engagement to be conducted by the ATD team in trusting, language-appropriate settings.
- ▶ Remotely supporting a project advisory committee member based in Ulukhaktok, NWT, to host a conversation with Inuvialuit experiencing poverty in her community. She leveraged the community conversation to engage in cultural activities with the participants, including a sewing circle that received positive feedback.
- ▶ Working closely with the Community Centre for Policy Alternatives in Nova Scotia on events in Halifax, such as a dental care book launch, but also on events with their partners in Cape Breton, Community Cares Youth Outreach. Leveraging this project to support deepened partnerships between local organizations was a key success.
- ▶ Publishing a press release calling on the federal government to accelerate efforts to eliminate poverty and meet its human rights obligations under the SDGs during the United Nations' 2nd SDGs Summit and 78th General Assembly, marking the halfway point to the 2030 Agenda. The story was picked up by CBC Radio and the Project Lead spoke to morning shows across the country with UNICEF Canada, sharing learnings from lived experts through the community conversations and reiterating Campaign 2000's recommendations for the federal government to meet these obligations.

## Events

### *Toronto Symposium*

In the first phase of the project, the team hosted a three-day symposium in Toronto for over 30 partners from across the country. Partners included those from academia, community agencies, grassroots networks, and advocates from Ontario, New Brunswick, Prince Edward Island, Nova Scotia, Manitoba, Alberta, British Columbia, and the Yukon. This symposium served as the official launch for the project and an opportunity to share research findings and knowledge, build networks and partnerships and gather input for considerations for the remaining phases of the project.

### *National Roundtables*

In the second phase of the project, the team hosted three national roundtables to strengthen the anti-poverty movement and raise national awareness about poverty. The roundtables included a presentation from the team about the project and Campaign 2000's work, a panel discussion with community leaders who were engaged through the national tour, and small group discussions. The roundtables focused on meaningfully engaging lived experts, advocating for policy change and strengthening the anti-poverty movement. The three events continuously highlighted the expertise and experiences of people marginalized by systems, including First Nations, Inuit, Métis, Black, racialized, and disabled communities. A total of 214 people from across the country attended the event, representing a diversity of sectors including community agencies, academia, philanthropic organizations, grassroots networks, government agencies, lived experts and more. The roundtables elevated several poverty-related issues such as housing, food insecurity and discrimination to a national audience.

### *Knowledge Translation Summit*

The project culminated in a virtual knowledge translation summit, with 75 attendees, marking the end of the *Localizing Canada's Commitment to the Sustainable Development Goals* project and beginning of renewed community-led mobilization to end poverty in Canada. The summit brought together individuals dedicated to ending poverty from across sectors, geographies, and communities to share learnings from the project, build and strengthen cross-country partnerships and advocate for the implementation of a community-based indicator framework and action plan for the SDGs. The event included speakers, panels, and facilitated activities and was the official launch of the National Community-Based Indicator Framework.

## Materials and Tools

The project developed materials and tools throughout its three phases. These materials were useful to the project itself but will continue to have use after its completion. They are discussed throughout the report and are all available on the project website, and listed here for reference:

- ▶ Research framework (Appendix E)
- ▶ Interactive website
- ▶ Literature review
- ▶ Environmental scan
- ▶ Community conversation summaries (Appendix P for example)

- ▶ Local frameworks
- ▶ National Community-Based Indicator Framework

Implementation of these tools will be key to their utility. The National Community-Based Indicator Framework offers specific recommendations for its implementation, included here:

- Integrate the National Community-Based Indicator Framework into the Canadian Indicator Framework and Canada's Poverty Reduction Strategy.
  - Enshrine human rights within the Poverty Reduction Act to reflect Canada's international human rights obligations as part of the 2030 Agenda for Sustainable Development and increase accountability for the SDGs.
  - Mandate and resource locally-led meaningful engagement of communities impacted by poverty, reflecting regional, demographic, and cultural diversity, to continually evaluate the efficacy and representativeness of federal poverty reduction and human rights efforts and measurement.
- Collect data that addresses the indicator recommendations and data source gaps in the National Community-Based Indicator Framework.
  - Mandate a data-collection strategy that collects data disaggregated by local, provincial, and territorial geographies; First Nations, Inuit and Métis identity; ability; race; gender; migrant status; and 2SLGBTQQI+ identity among other sociodemographic identities.
  - Centre First Nations, Inuit, and Métis approaches, knowledge, solutions, and data collection in all measurement, policy and decision-making that affect First Nations, Inuit, and Métis peoples.
- Fund and support the implementation of National and Local Frameworks in provincial, territorial, and local contexts.
  - Integrate the Frameworks in provincial, territorial, and municipal poverty reduction strategies.
  - Fund and support local, community-based data collection (by and for communities) to address data gaps and exclusionary data sources and ensure local realities are reflected in national data; resource the development of community-based surveys and data collection methods based on project findings adapted to local and cultural community contexts.
  - Fund and partner with existing organizations and groups already engaged in this work.

## Honouring Relationships

An important positive outcome of the project resulted from its focus on ethical and reciprocal relationships. The project created spaces where participants felt heard when sharing their stories and priorities for change. Some participants shared that the space made them feel less alone, valued, and connected to a larger sense of community. Some highlighted the value of being connected to national-level advocacy on many of the issues they are experiencing locally. The project team and co-leads echo the value of this connection and the spaces that were co-created through the project. We will honour these relationships in the project and beyond it.



*The Feather of Love and Hope*



During the knowledge translation summit, Jack Bogaard, the impetus behind the [Yukon Anti-Poverty Coalition's Voices Influencing Change](#)<sup>vii</sup> peer leader group and a community conversation participant, carved a feather in his Whitehorse workshop as he attended the event. Jack presented this feather at the end of the summit and mailed it to the Campaign 2000 team to share its message across the country. Jack named this feather the Feather of Love and Hope. In Jack's words:

---

*"May you share this feather with respect, love, and hope. The ones that touch this feather will feel the grounding and balance they seek." -Jack Bogaard*

---

The project team plans to build on the work of this project and bring the Feather of Love and Hope across the country, sharing its beauty and its message with communities.

## CONCLUSION

Agenda 2030's commitments to eradicate poverty and to leave no one behind must be reflected in action. Tracking progress towards these goals must be inclusive, using community-centered targets, indicators, and data; involve corresponding policy change; and clearly demonstrate the impact of community knowledge and priorities. *Localizing Canada's Commitment to the Sustainable Development Goals* aimed to fulfill these needs through community-based research, connecting with communities with lived expertise of poverty



across the country to create a National Community-Based Indicator Framework that addressed existing gaps and augmented the Canadian Indicator Framework.

The project findings amplify a broad range of expertise from across the country, but they remain a snapshot of 227 people, in 17 places, at one moment in time. Partners and participants throughout the project highlighted the need that remains. Further engagement, community-based research, and urgent follow-through on human rights commitments is required to continue to centre lived experts in the work of poverty eradication and achieving the Sustainable Development Goals.

## APPENDICES

Note: Please see the project website, [sdg.campaign2000.ca](https://sdg.campaign2000.ca), for the Literature Review, Environmental Scan, Community Conversation Summaries, Local Frameworks, and National Community-Based Indicator Framework, as they are not included in full here.

Appendix A: Theory of Change

Appendix B: Process Diagram

Appendix C: Ethics Approval

Appendix D: Research Framework Visual

Appendix E: Research Framework

Appendix F: Key Informant Interview Letter of Information and Consent

Appendix G: Community Conversation Letter of Information and Consent

Appendix H: Community Conversation Consent Log (Blank)

Appendix I: List of Key Informants

Appendix J: Key Informant Interview Guide

Appendix K: Survey Questions

Appendix L: Sample Community Conversation Participant Package

Appendix M: Community Conversation Facilitation Guide

Appendix N: Community Conversation Demographic Survey

Appendix O: Community Conversation Evaluation Form

Appendix P: Sample Community Conversation Summary

Appendix Q: Summary National Indicator Framework

## ENDNOTES

---

<sup>i</sup> Project Website: <https://sdg.campaign2000.ca>. See Our Work: Research for Literature Review.

<sup>ii</sup> Project Website: <https://sdg.campaign2000.ca>. See Our Work: Research for Environmental Scan.

<sup>iii</sup> Project Website: <https://sdg.campaign2000.ca>. See Indicator Framework page.

<sup>iv</sup> Statistics Canada. (2021). The Canadian Indicator Framework for the Sustainable Development Goals. Statistics Canada. <https://www150.statcan.gc.ca/n1/pub/11-26-0004/112600042021001-eng.htm>

- <sup>v</sup> Campaign 2000. *Pandemic Lessons: Ending Child and Family Poverty is Possible*. February 14, 2023. [https://campaign2000.ca/wp-content/uploads/2023/02/English-Pandemic-Lessons\\_Ending-Child-and-Family-Poverty-is-Possible\\_2022-National-Report-Card-on-Child-and-Family-Poverty.pdf](https://campaign2000.ca/wp-content/uploads/2023/02/English-Pandemic-Lessons_Ending-Child-and-Family-Poverty-is-Possible_2022-National-Report-Card-on-Child-and-Family-Poverty.pdf)
- <sup>vi</sup> Barrie, H., & Sarangi, L. (2022). Literature Review: Localizing Canada's Commitment to the Sustainable Development Goals. Campaign 2000: End Child and Family Poverty. <https://sdg.campaign2000.ca/wp-content/uploads/Campaign-2000-Localizing-SDGs-Project-Literature-Review-May-2022.pdf>
- <sup>vii</sup> To learn more about Voices Influencing Change, visit <https://yapc.ca/actions/detail/voice-influencing-change>.