

ENOUGH. ALL READY.

**CALGARY HAS HAD ENOUGH
OF POVERTY. WHEN WE ALL
JOIN FORCES, WE CAN END IT.**

Enough already. Not enough is being done about the fact that 104,000 Calgarians are living in poverty. It's a complex issue that won't solve itself – so we need to act now. Businesses, charities and networks in Calgary have a duty and the resources to take decisive action against poverty in our community. We're all in this together – and together we can make a real difference as Champions for Change.

HOW WILL WE MEASURE SUCCESS?

- Increased public awareness and support for tackling the causes of poverty
- Changes made to programs, services and supports that help Calgarians living in poverty
- Changes made to policies, regulations, structures and practices for Calgarians living in poverty
- A reduction in the city-wide level of poverty
- Increased local capacity to work together and develop impactful initiatives to reduce poverty
- Increased number of Calgarians benefitting from poverty reduction initiatives

WHAT VISION IS ENOUGH FOR ALL 2.0 WORKING TO ACHIEVE?

- 1** All Calgarians live in a strong, supportive and inclusive community.
- 2** All Calgarians have sufficient income and assets to thrive.
- 3** All Indigenous people are equal participants in Calgary's future.

**OUR COMMUNITY TARGET: A 30% REDUCTION IN THE
2015 CALGARY POVERTY LEVEL BY 2023.**

enough
for  all

WHAT IT MEANS TO BE A CHAMPION FOR CHANGE

Being a Champion means you're on board with Enough for All's principles and goals – so get the word out! We encourage you to publicly communicate your support on your organization's website and strive to model the principles in the strategy while deepening awareness about the impact of poverty in our city.

Your organization will be recognized as a key contributor to the Enough for All 2.0 poverty reduction strategy. You'll receive logo prominence on our web pages and co-branding on Champion collateral in addition to public acknowledgment of your partnership helping to end poverty in our community.

Engage with other program Champions, collectives, community organizations, businesses, charities and governments to spotlight initiatives and advance policy changes to address the roots causes of poverty. Together, we can reduce poverty and strengthen communities.

CHAMPIONS TO DATE



JOIN THE MOVEMENT

Thanks to a growing roster of Champions, the Enough for All 2.0 strategy has been making strides in reducing poverty in our city over the past five years. But there's still more to be done, and we need your help. By becoming a Champion for Change, your organization can make a meaningful contribution toward ending poverty in Calgary once and for all.

Ready to come on board and make a real difference? Reach out today!

Contact

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**LET'S END POVERTY ONCE AND FOR ALL.
FOR MORE INFORMATION VISIT ENOUGHFORALL.CA**

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