

# Ending Working Poverty in British Columbia

With Hon. Min. Nicolas Simons, PS Adam Walker,  
Morag Carter & Tara Howse, Matthew Lowe

A Vibrant Communities Webinar



# Land Acknowledgement

*We acknowledge that we are meeting today on Indigenous land. As settlers, we recognize the contributions and historic importance of Indigenous peoples and affirm our collective commitment to make the promise and challenge of Truth and Reconciliation real in our communities.*

# Today's Speakers



**Hon. Nicolas Simons**  
Minister of Social  
Development and  
Poverty Reduction



**Morag Carter**  
Trail Community Skills  
Centre



**Tara Howse**  
Howse Business  
Solutions



**Matthew Lowe**  
CommunityPlus Care



**PS Adam Walker**  
Parliamentary Secretary  
New Economy



# Women Creating Change: Working Together for Economic Opportunity

Ending Working Poverty in BC

Cities Ending Poverty, Tamarack Institute

October 20<sup>th</sup>, 2021





# Women Creating Change

Three year project

Targeted to women in low or precarious employment

Focus on transformational change



# Structure





# Activities

Living Wage

GBA &  
PhotoVoice

Community  
Plan

Community  
Accord

Priorities

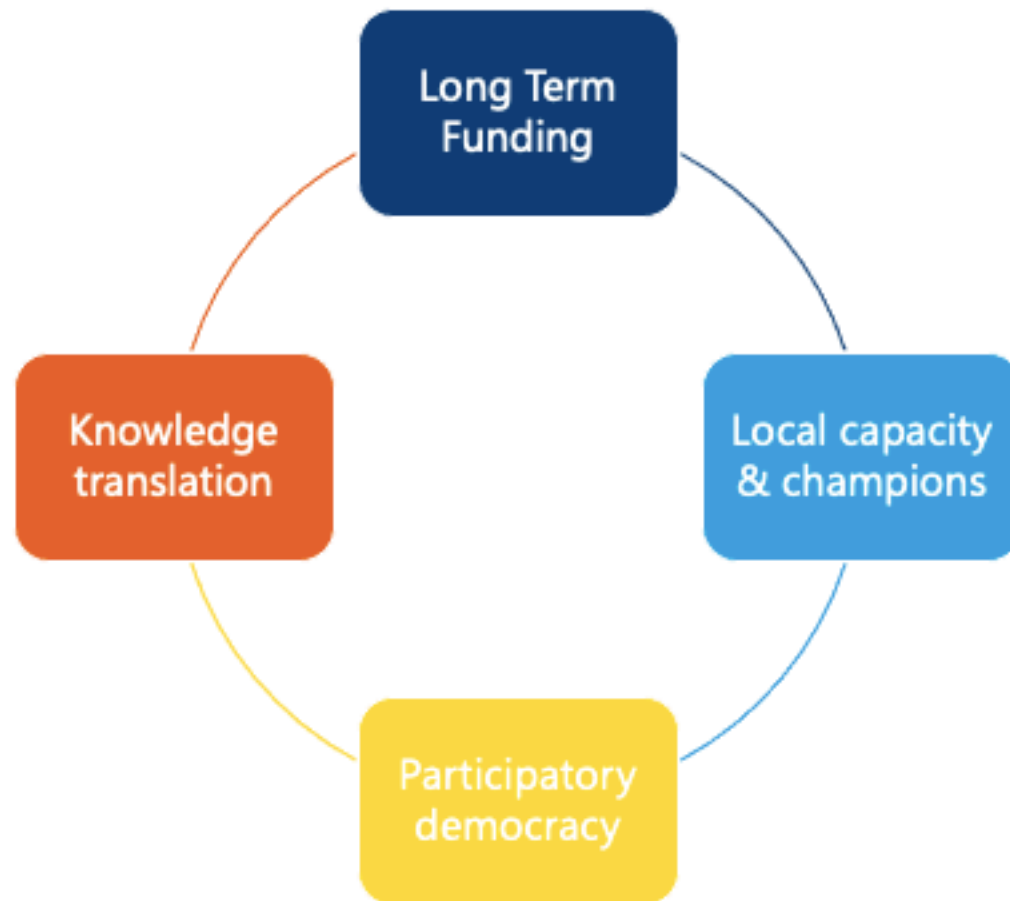
Actions







# Elements of Success





# Thank you

## Contact

Morag Carter, Executive Director

[Mcarter@CommunitySkillsCentre.com](mailto:Mcarter@CommunitySkillsCentre.com)

CommunitySkillsCentre.com

Tara Howse, Researcher

[Tara@HowseBusiness.ca](mailto:Tara@HowseBusiness.ca)

HowseBusiness.ca







# COMMUNITY*PLUS*

## Home Health Care & Nursing

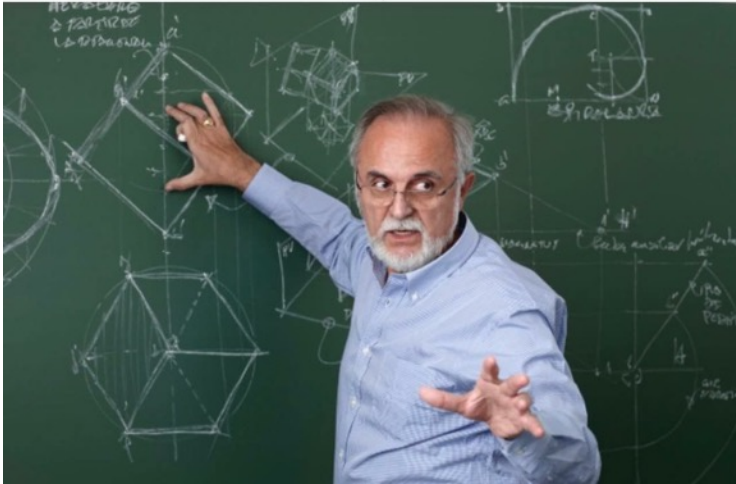


**living wage**  
employer

PUTTING PEOPLE FIRST  
STARTING A LIVING WAGE BUSINESS

TRYING TO EXPLAIN YOUR WORK  
SCHEDULE TO NON-NURSING FRIENDS

@snarkynurses



THE COMMUNITY CAREGIVER  
STARTING A LIVING WAGE BUSINESS





SURVIVE TO THRIVE  
STARTING A LIVING WAGE BUSINESS

### Dollar cost breakdown

Retained Earnings

1.4%

R&D

9.3%

Advertising & Marketing

1.4%

Automotive

1.1%

Office Supplies & Software

0.6%

All Admin Wages & Benefits

8.6%

Employer - CPP, EI, WSBC, EHT

5.8%

Employee - CPP, EI, WSBC

5.8%

Employee - Bonus & Vacation

2.5%

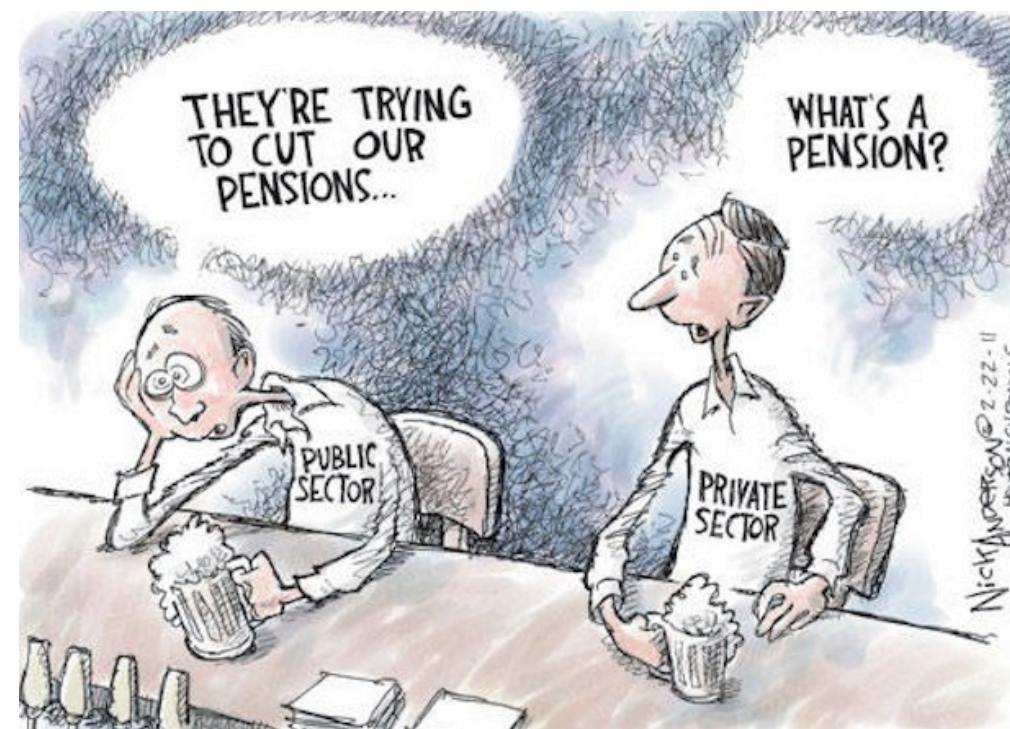
Employee - Base Wage  
62.5%



## NECESSITY

# STARTING A LIVING WAGE BUSINESS



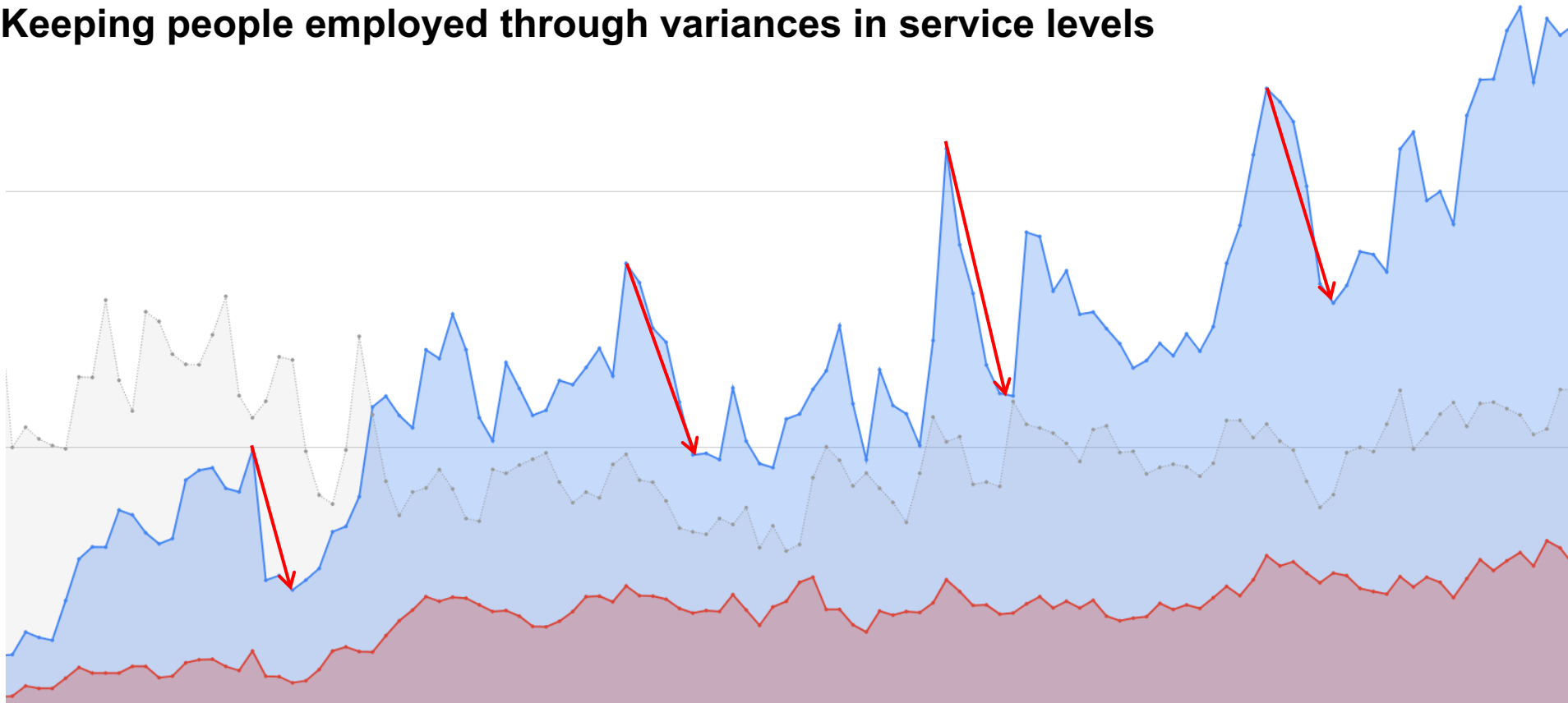


“...and the winner of this week’s “Race to the Bottom” is...”

## REVERSING THE RACE STARTING A LIVING WAGE BUSINESS

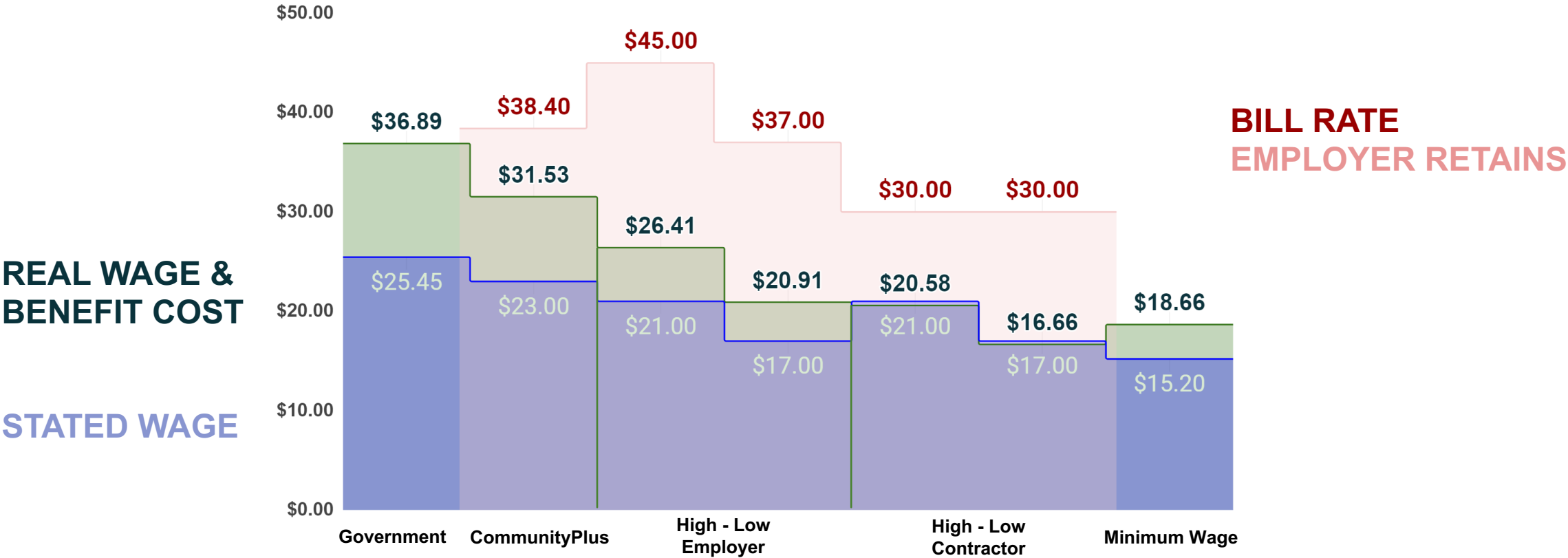


**Keeping people employed through variances in service levels**



SECURITY THROUGH CHAOS  
STARTING A LIVING WAGE BUSINESS

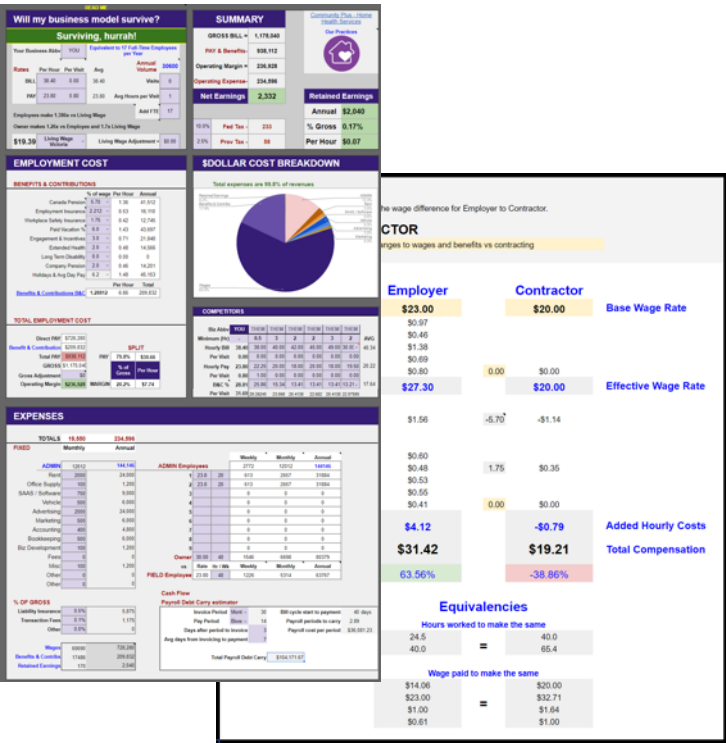
Where should the low water line be?



ACCEPTABLE MINIMUMS

STARTING A LIVING WAGE BUSINESS

# Business - Service Model Tool



# Wage Cost Comparisons

## Caregiver, Companion & Nurse Visits

AGENCY	SKILLED CAREGIVER (1 HOUR)	SKILLED CAREGIVER (2 HOURS)	SKILLED CAREGIVER (3 HOURS)	COMPANION VISIT (2 HOURS)	COMPANION VISIT (3 HOURS)	PRACTICAL NURSE (1 HOUR)	REGISTERED NURSE (1 HOUR)	LAST UPDATED
Community Plus	\$ 42.00 / Hour	\$ 37.00 / Hour	\$ 37.00 / Hour	\$ 37.00 / Hour	\$ 37.00 / Hour	\$ 56.00 / Hour	\$ 75.00 / Hour	2021/07
Saint Elizabeth	\$ 43.00 / Hour	\$ 38.00 / Hour	\$ 38.00 / Hour	\$ 35.00 / Hour	\$ 35.00 / Hour	-	-	2021/07
Bayshore	\$ 48.00 / Hour	\$ 38.00 / Hour	\$ 38.00 / Hour	\$ 38.00 / Hour	\$ 38.00 / Hour	\$ 55.00 / Hour	\$ 75.00+ / Hour	2021/07
Van Isle Home Care	-	\$ 37.00 / Hour	\$ 37.00 / Hour	\$ 37.00 / Hour	\$ 37.00 / Hour	-	-	2021/07
Pacific Coast	-	\$ 38.00 / Hour	\$ 38.00 / Hour	\$ 36.00 / Hour	\$ 36.00 / Hour	\$ 55.00 / Hour	\$ 69.00 / Hour	2021/07
Just Like Family	-	\$ 38.00 / Hour	\$ 38.00 / Hour	\$ 38.00 / Hour	\$ 38.00 / Hour	-	-	2021/07
Right at Home	-	\$ 40.00 / Hour	\$ 40.00 / Hour	\$ 36.00 / Hour	\$ 36.00 / Hour	-	-	2021/07
Serenity	-	\$ 42.00 / Hour	\$ 42.00 / Hour	\$ 42.00 / Hour	\$ 42.00 / Hour	-	-	2021/07
Nurse Next Door Victoria	-	\$ 44.50 / Hour	\$ 44.50 / Hour	\$ 44.50 / Hour	\$ 44.50 / Hour	\$ 65.00 / Hour	\$ 80.00 / Hour	2021/07
Qualicare	-	\$ 45.00 / Hour	\$ 45.00 / Hour	\$ 45.00 / Hour	\$ 45.00 / Hour	\$ 55.00 / Hour	\$ 75.00 / Hour	2021/07
Care & Company	-	\$ 49.00 / Hour	\$ 49.00 / Hour	\$ 39.00 / Hour	\$ 39.00 / Hour	-	-	2021/07
Luxicare Senior Care	-	-	\$ 40.00 / Hour	-	\$ 37.00 / Hour	\$ 65.00 / Hour	\$ 75.00 / Hour	2021/07
Comfort Keepers	-	-	\$ 42.00 / Hour	-	\$ 42.00 / Hour	-	-	2021/07
ComForCare	-	-	-	\$ 37.00 / Hour	\$ 37.00 / Hour	-	-	2021/07
Home Care Assistance	-	-	-	-	\$ 39.00 / Hour	-	-	2021/07
Home Instead	-	-	-	-	\$ 42.00 / Hour	-	-	2021/05

# Victoria, BC Home Care Rates

## Request Yours for Free

My911 Kit keeps your **advance care & health information** in a travel-safe magnetic envelope.

Request your free kit



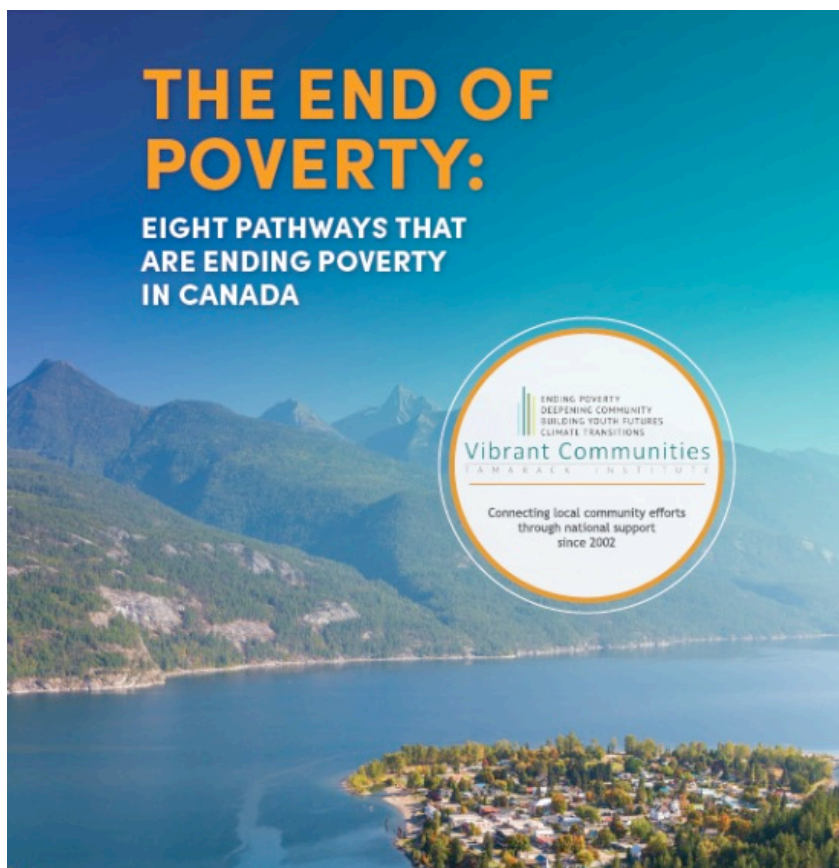
SHARING PERSPECTIVE

STARTING A LIVING WAGE BUSINESS



# Now Live! The End of Poverty

**Guide:** Eight Pathways that are ending poverty in Canada



**Podcast Series:** Ending Poverty Pathways ( 8 Episodes)



Learn how governments, businesses, non-profits and communities can contribute to the end of poverty through policies, collaborations, and big ideas.

Visit [www.communitiesendingpoverty.ca](http://www.communitiesendingpoverty.ca)

# ENDING POVERTY PATHWAYS ONLINE COURSE



## Ending Poverty Pathways Online Course

**This course is designed to help you learn at your own pace as you advocate for and advance high impact ending poverty pathways in your community.**

Welcome to the Ending Poverty Pathways Online Course, Vibrant Communities' first online course. Through this course, you'll be guided through reflective questions and exercises that will help you make the most of the course materials and content.

Join Vibrant Communities' Natasha Pei, Manager of Cities, in this new five module course. Topics include Ending Working Poverty, Governments and Communities Ending Poverty, and Big Ideas for Ending Poverty.



### Purpose

To support government, business, non-profit, and lived/living experience leaders to understand, advocate for, and advance high impact ending poverty pathways in their communities.

#### ENDING POVERTY PATHWAYS

##### ONLINE COURSE FEATURES



ONLINE COURSEWORK  
AND VIDEOS

5-10 HOURS



LEARNER COMMENTS  
AND QUESTIONS



SMALL GROUP  
LEARNING  
SESSIONS

JOIN US FOR OUR LATEST  
ONLINE COURSE AND





# Upcoming Webinar

**Basic Income and Climate Change**

*November 9<sup>th</sup> at 12pm ET*

Speakers: **Speaker(s):** Janet Patterfung, Mitchell Beer, Scott Santens, and Jim Mulvale

# Upcoming Webinar

## **How Collective Impact can Support Climate Transitions: Lessons from Communities Ending Poverty**

*November 17, 2021 | 12:00-1:00 p.m. ET*

This webinar explores what potential the Communities Ending Poverty model has for the climate transition space, and how communities can use collective impact to accelerate just local transitions.

Speakers: Paul Born, Cathy Wright, Teika Newton

<https://events.tamarackcommunity.ca/how-collective-impact-can-support-climate-transitions-in-communities>





# Closing announcements:

- *Open Networking*: Join us right now to discuss what you've heard and connect with your peers (100 person limit)

<https://us06web.zoom.us/j/86140881664>

- *Save the Date! Next BC CoP* – Tuesday November 16<sup>th</sup> at 11 am – 12 noon – join communities across BC who have completed poverty reduction strategies this year for a roundtable discussion of successes, challenges and innovations and next steps

A large flock of birds is seen in flight against a warm, orange-hued sky at sunset. The birds are silhouetted against the bright light, creating a dense pattern of small dark shapes. In the foreground, the dark, bare branches of trees are visible on the left side. The water in the background is calm, reflecting the light from the sky.

# Thank you!

Please send your questions, comments and feedback  
to [Jill@tamarackcommunity.ca](mailto:Jill@tamarackcommunity.ca)