

**BUSINESS COMMUNITY
ANTI-POVERTY INITIATIVE**
I N S A I N T J O H N

Breaking the Cycle of Poverty in Saint John
Visionaries Imagine Saint John Without Poverty. Leaders Make it a Reality.

Become a Partner in Poverty Reduction - Information Package

One in four children lives in poverty in Saint John. Without significant help from the community, many children are destined to suffer a lifetime of poverty. The Business Community Anti-Poverty Initiative (BCAPI) organized in 1997 with one goal: to help children, youth and young families *break out of the cycle of poverty* and thereby, substantially reduce poverty in Saint John.

BCAPI believes that charity alone is not the solution. Over the years, we've learned that a community can substantially reduce poverty when we work collaboratively and focus on equipping our more vulnerable children and youth with the specific tools they need to achieve their education. It has been proven that education is the primary route to a good paying job. Education has the power to change everything – for the individual, their family, our businesses, and our community. Helping children succeed, from *Cradle to Career*, has become BAPI's mantra. Our work involves a whole community of partners, rowing together, to build a smart community that helps every child realize their full potential.

The social and economic rewards are outstanding. Less poverty means healthier families who contribute to a strong, vibrant community. It means less government spending on negative poverty outcomes such as illness, crime and long term social supports. It means improved employment and productivity and increased tax revenues for Saint John and New Brunswick. Most importantly reducing poverty is the right thing to do. Absolutely no one should be trapped in a lifetime of poverty.

Enclosed, please find our ***Become a Poverty Reduction Partner*** Information Package. As you read it, you will see the many ways you can help. We'd be very pleased to meet with you to discuss the best fit for you.

If you'd like to be a BAPI sponsor or contributor, please contact us or visit www.bcapi.ca.

Thank you!

Tom Gribbons,
Chair, Business Community Anti-Poverty Initiative (BCAPI)

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What is BCAPI?

The Business Community Anti-Poverty Initiative (BCAPI) was founded in 1997 in Saint John, New Brunswick by civic minded business leaders and professionals who wanted to move beyond charity and substantially reduce poverty in Saint John. Over the years, BCAPI's work has grown to involve many partners. Today more than a hundred businesses volunteer their time, talents and money to projects and programs that are reducing poverty in the city.

In its primary role, BCAPI is a “catalyst for change” leveraging the skills, resources and influence of business leaders and professionals in Saint John to affect positive change for those who don't have the means alone to free themselves from the grip of poverty. Stated simply, BCAPI's unwavering goal is to **break the cycle of intergenerational poverty**, and in this **we must refuse to fail**.

Our work is informed by research and constant evaluation. We focus on the root causes of poverty in our community and specific interventions that are proven to help children and youth who live in poverty to succeed in school and achieve employment that pays a decent wage. Second to this is ensuring there are adequate resources in low income neighbourhoods and schools to enable low income families to improve their well-being, work toward economic self-sufficiency, and feel the value of being contributing members of a vibrant community.

How Your Participation Makes a Difference

BCAPI's small size means it can operate very efficiently to affect change in our community. Your contributions of time and money allow BCAPI to yield real results. The impact of every contribution, whether you can afford small or large, is tremendous.

Over the last decade, our community has made important strides. BCAPI's role as a poverty reduction catalyst has contributed to:

- Reducing poverty in Saint John from 27% (1996) to 20.8% (2006) ~ *Source: Statistics Canada*
- Building a Poverty Reduction Strategy for Saint John AND a Poverty Reduction Plan for New Brunswick to break the intergenerational cycle of poverty.
- Seeding best practice initiatives in the community that are helping children and families who live in poverty to succeed, from *Cradle to Career*, including:
 - Early Learning Centre
 - Partners Assisting Local Schools (PALS)
 - P.R.O. Kids
 - The Resource Centre for Youth
 - First Steps
 - Vibrant Communities Saint John
- Involving hundreds of volunteers from the business community in helping to address Saint John's poverty reduction priorities and achieve social and economic gain for families, businesses and community.
- Influencing government policy improvements that remove the *welfare wall* and help children, youth and families, who live in poverty, to succeed.

These of course are just a few of the significant community achievements and progress for which BCAPI is proud. We know what we are doing works and yields results. And failure is not an option; more must

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and can be done! With BCAPI's foundation in place and the success of many of community-led initiatives, Saint John is now in a position to empower more children, youth and young families who live in poverty to work towards a brighter future.

Thanks to many contributors from the business community and government and community partners, together, we have achieved much since BCAPI's inception in 1997. Your continued commitment along with new involvement from business leaders and their organizations are needed to continue this valuable work. BCAPI's aspirations for corporate involvement go beyond financial help. In-kind support – the participation of business leaders and aligned volunteer contributions from employees – is the most critical component of our success to date.

Your support to BCAPI can come in many forms.

Time - to plan, develop and promote a project, an organizing committee is required. Time and personal involvement are contributions that enable an initiative to become established, recruit donations and accomplish goals. Time is often difficult to quantify, but the value of such personal donations to improve our community for everyone is immeasurable.

Money - pays the bills, gets work done and employs people. It is measurable. To those seeking better communities, lives or opportunities, it is priceless.

In-Kind - Painted walls, work done by equipment, chairs for clients to sit on. In-kind contributions accomplish things without cash flowing, and without need of volunteer time. It is measurable. Professionals can get things done faster. Recipients can get to work more efficiently. Clients meet with staff or volunteers who can focus on them.

Volunteers – Volunteers are the heartbeat of many organizations where no job is too big, too small or too daunting. There are lots of roles which volunteers can fill. There is literally something for everyone.

Please refer to [BCAPI's 2011-2012 Report Card](#) to review the many ways that Saint John business leaders and their organizations are helping children, youth and families who live in poverty to succeed.

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BCAPI SPONSORSHIP OPPORTUNITIES

Monetary contribution is an essential part of sustaining BCIPI and the initiatives it supports. BCIPI's efforts to break the cycle of poverty would not have achieved success over the last decade if it were not for the generosity of our sponsors who believe, as we do, that *We Must Refuse To Fail*.

Below is a list of BCIPI's sponsorship levels and BCIPI's 2011-2012 sponsors.

BCAPI Benefactor

Annual Gift of \$20,000 or more

BCAPI Patron

Annual Gift: \$10,000 - \$19,999

BCAPI Partner

Annual Gift: \$5,000 - \$9,999

BCAPI Friend

Annual Gift: \$1,000 - \$4,999

BCAPI's 2011-2012 Benefactors, Patrons, Partners, and Friends

BCAPI Benefactor (\$20,000 +)

J.D. Irving, Limited

BCAPI Patrons (\$10,000+)

Fortis Properties
Horizon Health Network

BCAPI Partners (\$5,000 +)

Dowd Roofing
Emera New Brunswick
Innovatia
Moosehead Breweries
TD Waterhouse
Mariner Partners

BCAPI Friends (\$1,000 +)

Bell Aliant
Dalhousie Medical Students Society
Deloitte
Irving Oil
Lawson & Creamer
Lino Celeste

BECOME A BCIPI SPONSOR:

We invite you to be a BCIPI Sponsor.

BCAPI is a unique organization of Saint John business leaders and professionals, recognized throughout Canada for its accomplishments in involving the business community in the vital leadership work that communities must undertake to reduce poverty. BCIPI is proud to promote its *raison d'être* and its sponsors; and to use its list of sponsors to draw more business participation into this important community goal that serves to strengthen Saint John's social and economic future.

Some of the mechanisms we employ to recognize the invaluable contributions of our Sponsors include:

- Your contribution will be publicly celebrated annually (and cumulatively where possible);
- Sponsorship recognition on the BCIPI website
- Speaking opportunities (e.g., introduction of guest speakers, award presenter, etc.)
- Verbal recognition at BCIPI events
- Company logo/signage at select events
- Press release, cheque presentation
- Sponsor recognition in BCIPI reports and materials
- Logo placement in BCIPI advertising

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- Use of BCAPI logo on sponsor websites

We will gladly work with you to determine the best forms of recognition that will mutually benefit your organization and BCAPI.

You can contribute directly to BCAPI or to a specific project or help to sponsor our annual fundraising event: The Fortis Charity Golf Classic, held the last Friday in May.

For more information, please contact Monica Chaperlin, BCAPI's Coordinator, by phone 506.633.5588, or email chaperlin.monica@jdirving.com

BCAPI Sponsor Recognition-At-A-Glance

	Benefactor \$20,000+	Patron \$10,000+	Partner \$5,000+	Friend \$1,000+
Amount	\$20,000+	\$10,000+	\$5,000+	\$1,000+
Speaking opportunities at BCAPI events. Introduction of guest speakers, etc.	✓	✓		
Verbal recognition at select BCAPI events	✓	✓	✓	
Company logo visible at select BCAPI events	✓	✓	✓	
Complimentary tickets (2) to Fortis Charity Golf Classic's Banquet	✓	✓	✓	
Name/Logo/ web link on BCAPI web site	✓	✓	✓	
Option to make cheque presentation to BCAPI /participate in a BCAPI media release	✓	✓	✓	
Recognition on BCAPI website	✓	✓	✓	
Sponsorship recognition in <i>BCAPI's Poverty Reduction</i> Partnership Package and other select BCAPI publications.	✓	✓	✓	✓
Use of BCAPI logo on company website	✓	✓	✓	✓
Charitable tax receipt				

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	✓	✓	✓	✓
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BECOME A BCAPI CONTRIBUTOR

– Volunteer Your Time - Offer Services or Goods in Kind - Make a Donation

BCAPI works with many committees and initiatives in the community that contribute to Saint John's Poverty Reduction Strategy. Monetary contributions, in-kind support, and volunteering are essential components of sustaining these projects. Contributions to BCAPI and the projects it supports are situational based on the specific needs, projects and events. Below is a sampling of committees and initiatives.

BCAPI Committees

BCAPI Executive

The BCAPI Executive determines the policies, priorities and activities of the organization and supports the work of the BCAPI Coordinator, BCAPI committees and volunteers. The Executive members are essential to the long term health of the organization, quality service, and usefulness to the community.

Single Parent Family Working Group

The Single Parent Family Working Group involves senior business leaders in Saint John who help to guide Saint John's poverty reduction priorities and the business community's involvement. This working group is the driver of BCAPI's poverty studies, the ways and means to break the poverty cycle in Saint John and the annual priorities that:

- Help children who live in poverty to succeed in school;
- Enhance programs that prevent teen pregnancy, improve teen well-being and motivate high school completion and readiness for post-secondary pursuits;
- Develop services and supports that enable young adults to continue their education; and
- Help single parents, complete their education, get into the workforce and off of social assistance

Housing Working Group

The Housing Working Group involves business, government and community leaders in a Saint John housing strategy that aims to provide decent and affordable housing and quality neighbourhoods for all.

Education to Employment Working Group

The Education to Employment Working Group involves business, government and community leaders in examining and guiding the best ways to address the barriers experienced by "at risk" teens and young adults, to staying in school, achieving a high school diploma, and accessing post-secondary education and employment.

Poverty Reduction Initiatives Supported by BCAPI

The Early Learning Centre (ELC)

Under the leadership of the Saint John Early Childhood Development Coalition, BCAPI has been working with local service providers to strengthen early learning and childcare resources for young children and their parents. In 2008, a business case was made for Saint John's first Early Learning Centre – a comprehensive program that serves a neighbourhood and is accessible to young families, regardless of income. In 2009, the first ELC opened its doors at St. John the Baptist-King Edward School thanks to

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many partnerships provided by business, government and community organizations. Its success is already laying the groundwork for the growth of quality and accessible early childhood services in priority neighbourhoods and schools in Saint John.

Partners Assisting Local Schools (PALS)

PALS was developed to help local schools enrich learning opportunities for children. While all schools can benefit from PALS, BCAPI focuses on seven schools situated in Saint John's priority neighbourhoods (neighbourhoods with high concentrations of poverty). Local businesses partner with these neighbourhood schools, and provide support in the form of volunteers and financial assistance. The PALS model was founded in 2000 by Mr. J. K. Irving, Chairman of J.D. Irving, Limited in partnership with School District 8, and has received national and international recognition for its excellence. Today more than 100 organizations and 1000 volunteers contribute to PALS in Saint John.

P.R.O. Kids

P.R.O. Kids is a non-profit program operating out of the Leisure Services Department of the City of Saint John that enables children and teens, whose families don't have the financial means, to participate in after-school activities in an arts, cultural, recreational or sport activity of their choice. Donations and in-kind services enable P.R.O. Kids to make over 1000 placements per year.

The Resource Centre for Youth (TRC)

TRC is a safe and energetic place for teens to access free recreation; self-development programs; health and wellness services; and assistance with school studies and employment. TRC helps teens become leaders and active participants in their community. TRC also provides outreach services for schools and helps to establish teen programs in Saint John's low income neighbourhoods. Services for homeless youth can also be accessed at the TRC. On average, the TRC records over 1200 youth contacts per month.

First Steps

First Steps Housing Project Inc (First Steps) was developed in Saint John because of the high rate of teen pregnancy and the lack of support for homeless young women and their babies. These mothers and their children are in jeopardy of long term poverty, illness and abuse. First Steps provides a safe and supportive environment where young mothers can continue their high school education, further their personal development and gain the skills required to thrive as individuals and as parents. Since opening its doors in 2002, First Steps and its many partners have improved life opportunities for 438 young women and their children.

Vibrant Communities Saint John (VCSJ)

In 2004, BCAPI helped to establish Vibrant Communities Saint John, a poverty reduction leadership roundtable that is part of a pan-Canadian network of cities that are striving to reduce poverty. The VCSJ Leadership Roundtable drives Saint John's poverty reduction strategy. BCAPI is the convenor for VCSJ and chairs the Leadership Roundtable.

Many other projects are in the works. If you would like to volunteer your time or contribute resources to a BCAPI committee or project, please contact: BCAPI's Coordinator, Monica Chaperlin; Tel: 506.633.5588; Email: chaperlin.monica@jdirving.com

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