



Final Report

April 2016



Origins of the Campaign

The **Keep The Promise (KTP) campaign** (2013-2015) was organized by friends of June Callwood in partnership with Campaign 2000 and the Canadian Teachers' Federation. It engaged over 2500 children across Canada in the work of ending child poverty in Canada and through them reached over 12,500 adults including members of all federal political parties.

Callwood was a passionate advocate for children, especially those living in poverty – Canada's "invisible citizens." For decades, she was a persistent supporter of successive campaigns to end child poverty, nabbing every chance to publicly embarrass various levels of government into positive action by arming herself with statistical evidence of Canada's shameful child poverty record on the global stage.

We launched *Keep The Promise* two years ago to mark the 25th anniversary of the 1989 unanimous motion in the House of Commons to end child poverty in Canada by the year 2000. The issue of child poverty had all but fallen off the public agenda. A group of friends of June Callwood committed themselves to re-igniting the engagement of Canadians, young and old, to this issue which is fundamental to the future well-being of our country. The group imagined and realized a two-year campaign by children, with children and for children that reached every province and territory in Canada.

This report provides a summary of the key elements of the campaign including the leadership, the partners, campaign funding and spending, key accomplishments, an assessment of impact, the estimated reach of the campaign and several appendices with additional background information.

Leadership

The campaign was spearheaded by two close friends of June Callwood, two highly respected leaders in the field of social justice and ecumenical collaboration — Rabbi Arthur Bielfeld and Mary Jo Leddy, both members of the Order of Canada. They convened a Steering Committee (see Appendix 2)

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composed of a broad cross-section of volunteers with a deep commitment to ending child poverty and who had exceptional credentials in the fields of advocacy, social change, education and community organizing.

The membership included Laurel Rothman, one of Canada's leading authorities on the issue and long-time director of Campaign 2000, and her successor Anita Khanna. There was a solid group of June's friends and collaborators who brought the long view to the task including Walter Pitman, Linda Rapson, Margaret McBurney and Pedro Barata. Doug Saunders, psychologist and long-time social activist, provided key strategic advice and generous financial support.

Joanne Gosselin, a retired teacher from the Ottawa Catholic School Board, brought deep knowledge of program design for children, a passion for the issue and the ability to recruit a highly energetic and talented team of retired teachers. They were joined by four other outstanding educators — Jennie Ucar, Stephanie Alexander, Megan Ramsay and Diane Lewis. These women worked with amazing wisdom and dedication to develop programs, engage schools, design curriculum and provide sage advice to KTP's Program Committee and to students who took up the cause.

David Craig, actor, playwright and creator of *Danny, King of the Basement*, worked with us to present ten readings of the play, which engaged 1000+ audience members in the issue in a very visceral way.

We were able to recruit significant talent to help us with the development of our communications strategy including Peter Restivo and Barbara Sheffield of MediaConnections, Brian Maclean, Todd Ross from Casey House, Valerie Pringle, Patrick Conlon, and Francine Fillion, Director of Communications at the Canadian Teachers' Federation. Our powerful videos were created and produced by June's granddaughter and grandson, Bree Fitzgerald and Jack Manchester, and Bree's good friends in the industry, Alex Lalonde and Teza Lawrence. Cathy Hunt worked tirelessly to make sure the videos were distributed widely through major channels including Rogers, Shaw and the CBC.

Our technical team included Deb Day who designed the website, Allie Kosela and Clare McDowell of Socially Good who drove our successful social media campaign, and Connie Winder and Rennie Fisher who made sure the website was current, user-friendly and content-rich. Sara Hildebrand, founder of Millenium Kids, inspired us with her creativity, her understanding of how to engage children and her deep dedication.

Mary Jo Leddy led the fundraising. Her team was small but powerful and very effective: Anna Porter, Valerie Pringle, Arthur Bielfeld and Mary Corkery, along with lots of support from many Steering Committee members.

Graphic artist and writer Bailey Fort worked with a team of volunteers to conceive of, design and produce *Keep The Promise – A Call to Action*, an excellent booklet that re-tells the KTP story in

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illustrated form, presents the key issues and offers readers aged 10 and up concrete suggestions for continuing the work.

Mary Jo recruited Gayle Duchene who acted as an unofficial “Project Manager” . She developed and maintained a project plan to keep everyone on track. She organized conference calls and handled a myriad of logistical tasks. She kept the mailing lists up to date and she edited/published the campaign’ s quarterly newsletters. In this latter task, she was ably assisted by Elizabeth Huntly, who did the graphic design work.

The Steering Committee engaged Michael Cooke to assist with overall campaign coordination and Patrick Flanagan to support the development and implementation of programs and resources. Together, they brought continuity and cohesiveness to the campaign and provided those extra hours required to fill the gaps where volunteers simply didn’t have the time or the expertise required.

Arthur and Mary Jo were responsible for bringing together this multi-talented team, for keeping them motivated and focused, and for ensuring that their talents and dedication were used to best effect for the overall success of the campaign. If there was one single ingredient that led to the success of this campaign, it was their visionary and sustained leadership.

Partners

The *Keep The Promise* Steering Committee had no institutional mandate or organizational capacity. At the outset, Mary Jo and Arthur turned to Family Service Toronto (FST) and to Campaign 2000 to provide the required institutional support. Margaret Hancock, FST’s Executive Director and Laurel Rothman, C2000’s Director provided unconditional support from the outset. Very early in the organizing process, Laurel Rothman reached out to the Canadian Teachers’ Federation. Then-General Secretary Calvin Fraser, and lead staff Myles Ellis and Pauline Théoret, embraced the concept enthusiastically and committed to provide significant staff support. Over the lifetime of the campaign, the two organizations made major contributions of staffing, systems support, strategic advice, communications expertise, resource development and school subsidies. Their combined contributions were essential to the campaign’s success. Together, their contribution represented an estimated \$150,000 in pro bono services. Their endorsement was crucial to establishing the credibility of the campaign and making it a truly national project by linking it to their extensive memberships across the country.

Casey House endorsed the campaign from the outset and provided generous hospitality for all our meetings. Todd Ross, Communications’ Director for Casey House, provided considerable expertise and networking services to the project.

As the campaign progressed, other partners came on board including Citizens for Public Justice, that played an instrumental role in organizing the National Children’s Summit, and the First Nations Child

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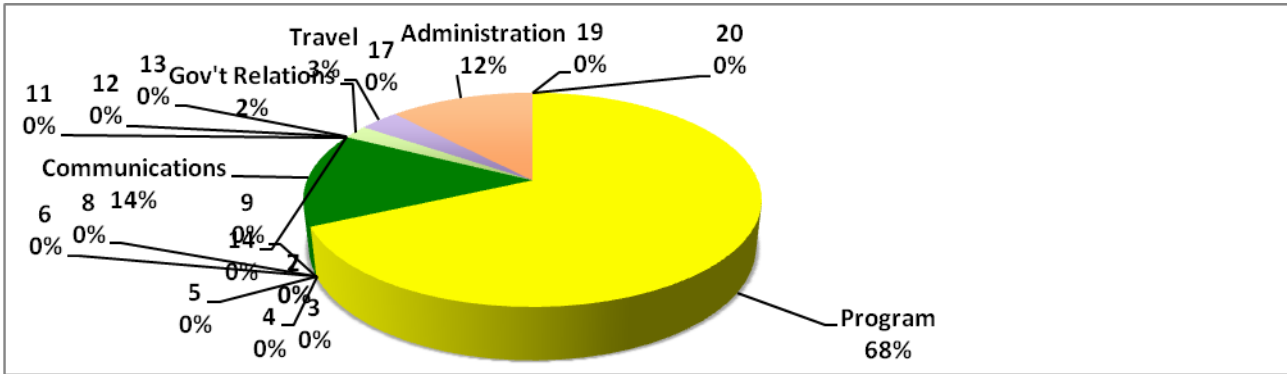
and Family Caring Society that provided an essential link to the perspective and experience of aboriginal children. The Ottawa Catholic School Board played a pivotal role in hosting the Summit and subsequently organized/hosted two regional summits. The Board has committed to integrating this work into their programs on an ongoing basis. The Children's Aid Society of Toronto and the Canadian Council for Reform Judaism endorsed the campaign as well, increasing its credibility and reach.

Funding

The campaign raised \$354,000 in cash and \$300,000 in pro bono contributions over its lifetime. Alan Broadbent made a lead gift and many Catholic religious orders made early commitments to the campaign. Over 30 organizations and 200 individuals contributed to this result. The Fundraising Committee was tireless, persistent and thorough in identifying a wide range of organizations and individuals who gave generously and enabled a campaign that was national in scope, making it possible for thousands of children across Canada to participate and adding new momentum to the drive to end child poverty in Canada. The list of lead donors is included in Appendix 3. The fundraising results are particularly remarkable given that *Keep The Promise* had no professional staff to support this work, no donor base at the outset, and spent no campaign dollars beyond postage and printing on its fundraising work.

Campaign Spending

The chart below shows the breakdown of campaign spending. As indicated, the majority of the expenses (68%) were related to program activities and school subsidies. These expenses created concrete opportunities for 2500+ children to lead the campaign, to meet with other children from across Canada, to meet with federal political leaders and to develop their own local anti-poverty projects. The other major expenditure was related to communications (14%). This included the creation and maintenance of the campaign website, the social media program and the production of two powerful videos where children expressed their views on the issues and called on Canadians to keep the promise made in 1989 to end child poverty in Canada. These activities extended the reach of the campaign to 13,000+ individuals across the country.



Reach

Overall, the campaign reached over 15,000 people including 2,500 children who participated directly in campaign activities. The two charts below show the distribution of these participants by area of activity. Participants came from every province and territory across Canada and represented anglophone, francophone and First Nations populations. The estimates do not include readers/viewers of KTP communications, which appeared in major national media outlets.

Children	
Video participants	10
National Summit	75
CB Summit	75
Ottawa Summits	200
June Callwood Day	75
DKTB audiences	500
25 CTF schools x 25	625
40 other schools x 25	1000
Total children	2560

Adults	
June Callwood family	15
CTF Board/Staff	40
MPs and staff	40
Volunteers	100
DKTB audiences	100
Teachers/Admin	150
Donors	200
Social Media	5000

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Multiplier (3 for each child)	7680
Total Adults	13325

Accomplishments

The campaign's greatest accomplishment was to imagine and execute a project that engaged several thousand young people across Canada on this issue, an issue that has a profound impact on the lives of a million Canadian children today and one that will have a negative impact on the future of all Canadian children if it is not addressed decisively. The campaign empowered young people to speak and to act. Their voices were heard at the local and national level and they saw how they could create positive change to reduce and, indeed, eliminate child poverty.

Key elements of the KTP campaign included:

- A website with a rich collection of written, audio and visual resources, blogs and links to key organizations and documentation.
- Creation of a *Keep The Promise* stream on CTF's Imagine-Action website and an interactive map (iMap) of sites where school children have engaged with KTP.
- The first National Children's Summit on child poverty, which brought 70 children and their teachers from every province and territory in Canada to Ottawa in November 2014.
- Meetings between children and leaders of all the federal parties.
- Three regional summits organized by participants in the National Summit and modeled on their experience in that event.
- Five readings of *Danny, King of the Basement*.
- Two powerful videos where children expressed their views on the issue. These were shown on KTP's YouTube channel and by major media outlets including Rogers, Shaw and the CBC.
- Media coverage by several national outlets including the Toronto Star, the National Post, the CBC and Global TV.
- A creative and engaging handbook entitled *Poverty: What is It?*, in which children answer the question and provide moving insights into their perspective and experience of the issue.
- An illustrated booklet that both tells the story of the campaign and is a call to action. It summarizes the key issues and provides links to many resources for children and adults who want to be engaged. It's written in plain language in French and English and is accessible to readers of all ages 10 and up. The e-version can be found online <http://www.KeepThePromise.ca/wp-content/uploads/2016/03/Keep-the-PromiseA-Call-to-Action.pdf> and hard copies are available for \$4.00 each from Campaign 2000.
- Sheet music in four parts for the original score of *The Promise*, a song written for the original June Callwood Campaign Against Child Poverty.
- A Social media campaign, which engaged 5,000 viewers on Facebook, Twitter and YouTube.

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Challenges

- *Scope*

The Steering Committee envisaged a project that would be national in scope, that would be led by children and that would re-engage public and political commitment to ending child poverty in Canada. At the outset, the Steering Committee was Toronto-based, had no infrastructure and no budget. It took several months of imagining, strategizing and debate to arrive at a framework for a campaign that would meet the Committee's very ambitious agenda, and that was within reach given the resources and networks available to it. It was a constant challenge throughout the campaign to keep these two forces (vision and capacity) in healthy balance. Happily, the Steering Committee demonstrated an ability to make wise, strategic choices, and to recruit volunteers and partners who brought much needed capacity to the table and a sustained will to achieve results.

- *Funding*

The Steering Committee was composed of a group of individuals who had a deep and passionate commitment to eliminating child poverty in Canada. Most had a direct connection to June Callwood and to her extraordinary work on the issue a decade earlier. However, they had no organizational structure and no collective history of fundraising. They had to start from zero. Mary Jo Leddy and Arthur Bielfeld recruited a small but powerful team to help raise the funds: Anna Porter, Valerie Pringle and Mary Corkery. Then, they made the case to their extensive list of friends and colleagues. Family Service Toronto and the Canadian Teachers' Federation committed their expertise, resources and organizational capacity from the outset. These two organizations made huge in-kind contributions, brought credibility and visibility to the campaign and connected the Steering Committee to their extensive national networks. As a result, what seemed impossible was accomplished: funding for the first ever National Children's Summit, three regional summits, an effective communications capacity including a website, powerful videos, a social media strategy and outreach to major media outlets, and the development of innovative resources to support programs across the country.

- *Alignment*

The campaign was only possible if a strong cross-section of partner organizations could be brought together. Inevitably, this raised the challenge of aligning the strategic priorities, the corporate cultures and institutional processes, the timetables and the communication styles of the participating organizations. This is never easy, but the Steering Committee managed to create and maintain strong relationships among the partners by staying focused on the shared goal of ending child poverty, by exercising flexibility in its approach and by taking time to

dialogue with partners throughout to make sure it understood what was needed to maintain and build alignment.

- *Volunteer-driven*

Keep The Promise was entirely volunteer-driven. Volunteers bring a diversity of talent, networks and experience to the table. The volunteers who joined the KTP Steering Committee and its various working teams delivered a campaign that was innovative in design, national in reach and effective at multiple levels. Still, volunteers have limited time and juggle multiple commitments. The campaign results are especially impressive given that the Steering Committee had to rely so heavily on volunteers to provide leadership, to raise funds, to network with partners, to recruit talent and to deliver programs. Where it didn't have the required volunteer expertise or time, it made wise and efficient use of purchased services. This explains how it was able to deliver such an ambitious two-year campaign on a very modest budget.

- *Messaging and Communicating*

The issue of child poverty is complex. The related policy issues have been widely debated. The solutions involve multiple levels of government and an integrated approach by many different players. KTP's challenge included framing the issues in terms that were accessible to children, and supporting children in formulating their perspective in ways that would get a good hearing among politicians and decision-makers. There are also many possible strategies for communicating these messages. Again KTP had to reach agreement with multiple partners on messaging, communication tools and strategies that all were willing to adopt/support. There were a few bumps on the road, but again, the Steering Committee demonstrated wisdom and agility in reaching agreement on this piece of the puzzle. It was greatly assisted by the careful research and policy development provided by Campaign 2000's Laurel Rothman and Anita Khanna.

Impact

Of course, measuring impact is tricky business, especially on an issue that is as widespread and complex as child poverty. KTP adopted four measures to evaluate the success of the campaign: (1) engagement of children, (2) media coverage, (3) resources developed and (4) partnerships.

- ▣ KTP's goal was to do something that had never been tried before – to give voice to the experience and perspective of children on the issue of child poverty, to empower them as leaders and to cultivate a new generation of “June Callwoods” who would advocate for the rights of children to adequate housing, good food, accessible education and safe conditions

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for play and learning. The campaign engaged over 2500 children in 75+ schools from every province and territory across Canada. Students analyzed the issues, participated in national and regional summits, deepened their understanding of citizenship, implemented anti-poverty projects in their local communities, met with politicians to discuss the issue and engaged the conversation with the adults in their circles. In 2015, CTF engaged ten more schools, and in 2016 they will engage another 25 schools.

- ▣ KTP was able to generate significant coverage of the issue around the 25th anniversary of the 1989 commitment to end child poverty in Canada by the year 2000. There was strong coverage in the Toronto Star, on the CBC and on Global TV, as well as in many regional media outlets where KTP children are active. In addition, the campaign attracted 1000+ followers on our social media channels (our website, Facebook and Twitter). KTP's videos calling Canadians to action were shown regularly on the Rogers, Shaw and CBC cable networks between March and November 2015.
- ▣ KTP, in collaboration with Campaign 2000 and the Canadian Teachers' Federation, created a set of video, print and curriculum resources that will support the work of teachers and students in the years ahead. It also produced *Keep The Promise: A Call to Action*, which tells the KTP story and provides teachers, students and other activists a one-stop source for all the tools, resources and organizations that can help them work on the issues.
- ▣ Many groups and organizations jumped on board to support the KTP campaign, including the Canadian Teachers' Federation, Family Service Toronto, the Ottawa Catholic School Board, Citizens for Public Justice, the First Nations Child and Family Caring Society, Rogers, Innovate By Day, Socially Good, the Children's Aid Society of Toronto, the Canadian Council of Muslims and Jews, and the Canadian Council for Reform Judaism. Together, they represent a powerful network of advocates who will continue to work for an end to child poverty in the years to come.

Conclusion/Next Steps

The campaign ran from 2013 to 2015 and played a useful and important role in drawing attention to the fact that 25 years after the commitment to end child poverty, a million children in Canada are still living in poverty. There is no national plan. The human, social and economic costs to Canada far exceed the cost of addressing the issue. KTP engaged 2500+ children in working on the issue and got 13,000 Canadians thinking about solutions. It developed new resources that will support the work in the future. The campaign's lead partners, the Canadian Teachers' Federation and Campaign 2000, are deeply committed to continuing the work, to ensuring that KTP participants stay active, to disseminating KTP resources and to engaging new participants in this vital work.

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**Appendix 1:
Motions for Steering Committee
June 16, 2015**

1. Moved to appoint Michael Cooke and Patrick Flanagan to complete the transfer of responsibilities and assets to CTF and C2000 respectively as set out in the MOUs by August 31, 2015. Action completed.
2. Moved to appoint Anita Khanna, Patrick Flanagan and Connie Winder to manage final changes to the KTP website, the transfer of the website and related hosting issues to C2000 by August 31, 2015. Deferred to March 31, 2016. Action completed.
3. Moved to add Michael Cooke as the contact person for KTP on the legacy website. Action completed.
4. Moved to issue a final newsletter edited by Gayle Duchene by July 31, 2015. Action completed.
5. Moved to appoint Michael Cooke to develop a generic letter of thanks to all donors and supporters, which Steering Committee members will send to their respective contacts. Action completed.
6. Moved to appoint Mary Jo Leddy, Arthur Bielfeld, Michael Cooke, Gayle Ducehene and Anita Khanna to a Finance and Admin transition team to ensure proper closing of KTP books and transfer of administration to C2000 by September 30, 2015. Deferred to March 31, 2016. Action completed.
7. Moved to extend contract with Socially Good to July 31, 2015, subject to funding, to ensure a full transition of KTP's FB and Twitter followers to C2000. Action completed.
8. Moved to ask all participating schools to ask federal candidates what their party will do to end child poverty in Canada. Action completed.
9. Moved to appoint Jennie Ucar, Joanne Gosselin, Patrick Flanagan, Michael Cooke and Stephanie Alexander to a transition program team to ensure that outstanding program elements (e.g. fall performances of *Danny*, *King of the Basement*, OCSB commitments) are concluded successfully. Action completed.

10. Moved to appoint Michael Cooke, Patrick Flanagan and Jennie Ucar to develop a KTP resource book in partnership with CTF, subject to funding. Action completed.
11. Moved to appoint Arthur Bielfeld, Mary Jo Leddy, Anita Khanna and Jon Telch to a transition advocacy team to ensure that KTP advocacy initiatives are completed and integrated into C2000's ongoing work. Action completed.
12. Moved to appoint Mary Jo Leddy and Jon Telch to recruit an organization who will pursue the creation of youth advisory councils in various federal ridings as outlined in KTP's concept paper. Not completed.
13. Moved that Cathy Hunt to oversee the distribution of KTP PSAs and the transfer of this task to C2000 by September 30, 2015. Action completed.
14. Moved that Michael Cooke deliver all KTP files to C2000 by September 30, 2015. Action completed.
15. Moved that the work of the KTP Steering Committee be deemed complete as of September 30, 2015. Action completed.
16. Moved that Mary Jo Leddy be appointed the spokesperson re KTP matters that might arise after September 30, 2015 and the liaison with CTF and C2000 as required. Action completed.

**Appendix 2:
Members of the Steering Committee**

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Appendix 3:
List of Lead Donors (in alphabetical order)

- Foundations
 - George Cedric Metcalf Foundation
 - Hal Jackman Foundation
 - The Nixon Charitable Foundation
 - RBC Foundation
 - Sharp Foundation
 - Slight Family

- Religious Orders
 - Congregation of Notre Dame-Visitation Province Inc.
 - Congregation Of The Sisters Of The Presentation
 - Grey Sisters Of The Immaculate Conception
 - Immaculate Conception Sisters of Charity
 - Scarboro Mission
 - Sisters of Charity-Halifax
 - Sisters of Providence of St. Vincent de Paul
 - The Sisters of Saint Ann
 - Sisters of St Joseph of the Diocese of London Foundation
 - Sisters Of St. Joseph of Toronto
 - Sisters of St. Joseph of Sault Ste. Marie
 - Ursuline Religious of the Diocese of London in Ontario

- Corporate Donors
 - D. Day Film Productions Inc.
 - CINEPLEX ENTERTAINMENT LP
 - SEI Investments Canada Company

- Social Justice Funds
 - Carrot Social Justice Fund
 - CSU Ontario Solidarity Fund
 - Eston Catholic Women's League
 - UNIFOR

- Teacher Federations
 - Alberta Teacher's Institute

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- Canadian Teachers' Federation
- Ontario Teachers' Federation
- Yukon Teachers' Association

- Lead individual donors
 - Arthur Bielfeld
 - Alan Broadbent
 - David Denison
 - John Honderich
 - The Koffler family,
 - Mary Jo Leddy
 - Linda Rapson
 - Hugh Segal

- 200+ individuals