

BC Poverty Reduction Coalition

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BC POVERTY REDUCTION COALITION RECEIVES FUNDING FROM THE GOVERNMENT OF CANADA'S COMMUNITY SERVICES RECOVERY FUND

One-year funding aimed at developing storytelling assets

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Of the project, Operations and Partnerships Manager Victoria Lam says, "Building these assets develops our capacity to highlight the importance of coalition-building work, create accessible entry points for organizations to get involved and centre voices of historically silenced communities of our members."

Jenna Sudds, Minister of Families, Children and Social Development says, "I am continually impressed by the passion, dedication, and creativity of community service organizations like the BC Poverty Reduction Coalition. I am equally proud the Government of Canada has supported their important work through the Community Services Recovery Fund. By investing in these organizations and their projects, we can help to create a more just and equitable society, where everyone has opportunities to succeed. I look forward to seeing the positive impact of this investment in B.C. over the years to come."

The Storytelling for Social Change project will develop four elements:

- **Videos:** Three videos will be made to highlight the coalition's work, the CAN program, and Blueprint for Justice. CAN members [from our lived experience program], the BC PRC Team, and Coalition members will participate in interviews for these videos to showcase the myriad voices involved in this work.
- **Portraits:** CAN members will have the opportunity to create a personal photograph or portrait with a biography to be featured on the BC PRC website (with their consent). This will support CAN members with their ongoing community advocacy work.
- **Blueprint for Justice:** An accessible multimedia piece will present the coalition's guiding policy document, the Blueprint for Justice.
- **Communications Strategy:** A SMART external communications strategy will be developed to better communicate the coalition's mission to partners and funders.

The BC Poverty Reduction Coalition comprises over 80 organizations and community mobilizations that come together to advocate for public policy solutions to end poverty, homelessness, and inequality in B.C.

The Community Services Recovery Fund is a one-time \$400 million investment from the Government of Canada to support community service organizations, including charities, non-profits, and Indigenous governing bodies, as they adapt and modernize their organizations.

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