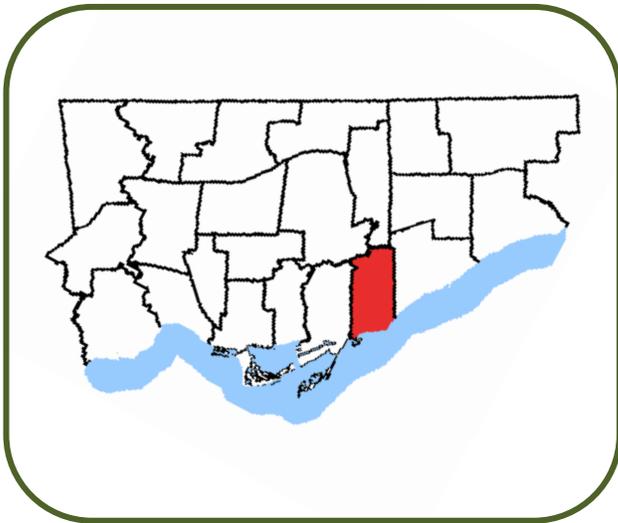


Beaches-East York Action on Poverty Profile

Provincial
Riding
Profiles

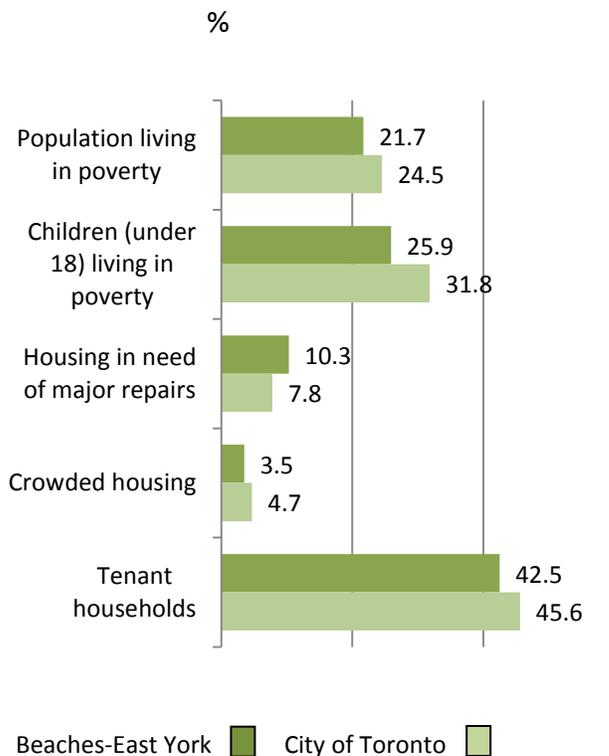


Story Behind the Stats

Beaches-East York rests along the southern perimeter of Toronto. It is bordered by Coxwell Avenue, the Don River East Branch/Sunrise Avenue, and Victoria Park Avenue. It contains Wards 31, 32, and a small section of 34.

The presence of concentrated wealth within this area tends to minimize the existence of poverty. The reality is that there are many pockets of poverty in this area, including Crescent Town, one of Toronto's priority neighbourhoods. Many residents have household incomes well below the Toronto average and face a lack of affordable housing and accessible services. Many from the sizeable newcomer community also face unemployment and underemployment.

Key Figures



**104,830 people live in
Beaches-East York
22,546 live in poverty – 21.7%***

**“There is a big gap between
economic classes here,
creating a situation of hidden
poverty.”**

**Susan Fletcher
Executive Director
Applegrove Community Complex**



The Action on Poverty profile series was created by Social Planning Toronto and the Alliance for a Poverty-Free Toronto. The profile includes Census data from Statistics Canada's Federal Electoral District Profiles and Community Profiles.

*For details on calculations and definitions, go to www.spno.ca



Taking Action in Beaches-East York

Founded in 1979, Applegrove Community Complex is a multi-service community organization located within the Duke of Connaught Public School. It offers residents within its catchment area a variety of programs, including leadership programs for youth, therapeutic play groups for young children experiencing behavioral and/or emotional difficulties, and summer camps.

Helping Our Babies Grow is a pre- and post-natal program offered at Applegrove. Women enter the program when pregnant and continue until their babies reach six months old. It offers weekly sessions that provide information on everything from nutrition to child development. Participants are also provided a grocery voucher and transportation assistance

This program provides women with a safe space where they can connect with each other, learn, and receive referrals to other needed services. It aims to attract pregnant women isolated by financial, ethno-cultural, and/or other barriers and help the new mothers to overcome them.

www.applegrovecc.ca

Alliance for a Poverty-Free Toronto Takes Action

APT is made up of 40 community members and organizational representatives, including individuals with lived experience of poverty, from across the city. We are working together to develop and promote a comprehensive plan of action to eliminate poverty in Toronto.

Want to get involved?

Contact us at apt@socialplanningtoronto.org or call (416) 351-0095 x255
www.povertyfreetoronto.org

How to Connect with your Elected Representatives on these Issues

Mayor: *Rob Ford*, 416-397-3673, mayor_ford@toronto.ca

City Councillors: *Janet Davis*, 416-392-4035, councillor_davis@toronto.ca (Ward 31);
Mary-Margaret McMahan, 416-392-1376, councillor_mcmahan@toronto.ca (Ward 32);
Denzil Minnan-Wong, 416-397-9256, councillor_minnan-wong@toronto.ca (Ward 34)

School Trustee: *Sheila Cary-Meagher*, 416-395-8413, sheila.cary-meagher@tdsb.on.ca (Toronto District School Board-English public school board)

Toronto Catholic District School Board: 416-222-8282

Member of Provincial Parliament (MPP): *Michael Prue*, 416-690-1032, mprue-co@ndp.on.ca

Member of Parliament (MP): *Matthew Kellway*, 416-467-0860, matthew.kellway@parl.gc.ca