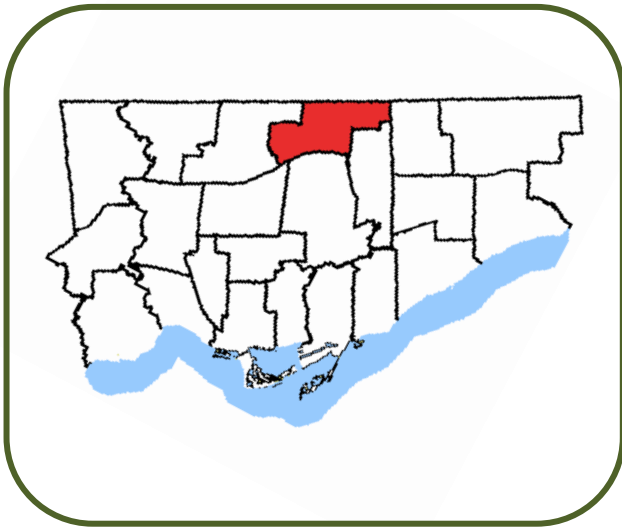


# Willowdale

## Action on Poverty Profile

Provincial  
Riding  
Profiles

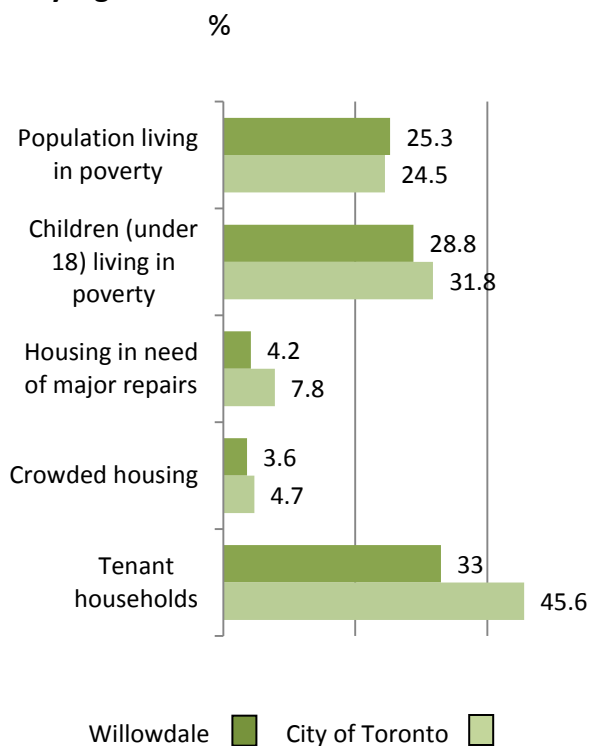


### Story Behind the Stats

Willowdale lies along the northern perimeter of Toronto and is bordered by Steeles Avenue East, Victoria Park Avenue/Leslie Street, Highway 401, and the Don River West Branch/Bathurst Street/Yonge Street. It includes Ward 24 and parts of Wards 23 and 33.

In this riding, almost 30% of residents under the age of 18 live in poverty. Youth also face high drop-out rates, which only serves to keep them living in these circumstances. A successful measure against poverty undertaken in this riding is the delivery of services emphasizing the importance of education for children and youth.

### Key Figures



**129,360 people live in Willowdale**  
**32,381 live in poverty - 25.3%\***

**“We are a preventative program that aims to keep kids in school. The youth experience very positive outcomes, some of which include raised self-esteem, an increase in confidence and prosocial involvement, and improved academic performance.”**

**John van Rhee**  
**Program Manager**  
**Youth Assisting Youth**



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](http://www.spno.ca)



# Taking Action in Willowdale

Established in 1976, Youth Assisting Youth (YAY) aims to improve life prospects for at-risk and newcomer children experiencing behavioral, social, emotional, and/or cultural difficulties. Originally launched in Scarborough, areas now served also include York and Peel Regions.

YAY matches children with peer mentors who represent positive role models. The goal is to prevent problems before they start. Services include a therapeutic horseback riding program, homework aid, and tutoring. Recognizing that a large number of children in the area are living in poverty, YAY offers low- or no-cost programming.

The outcomes of YAY's services include raised self-esteem, higher levels of socialization, and improvements in anger management amongst service users. Improving attendance at school is another vital outcome necessary in addressing and preventing poverty.

[www.yay.org](http://www.yay.org)

## 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](mailto:apt@socialplanningtoronto.org) or call (416) 351-0095 x255  
[www.povertyfreetoronto.org](http://www.povertyfreetoronto.org)

## How to Connect with your Elected Representatives on these Issues

Mayor: *Rob Ford*, 416-397-3673, [mayor\\_ford@toronto.ca](mailto:mayor_ford@toronto.ca)

City Councillors: *John Filion*, 416-392-0210, [councillor\\_filion@toronto.ca](mailto:councillor_filion@toronto.ca) (Ward 23);  
*David Shiner*, 416-395-6413, [councillor\\_shiner@toronto.ca](mailto:councillor_shiner@toronto.ca) (Ward 24); *Shelley Carroll*, 416-392-4038, [councillor\\_carroll@toronto.ca](mailto:councillor_carroll@toronto.ca) (Ward 33)

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Toronto Catholic District School Board: 416-222-8282

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