York University Heights



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COMMUNITY LEADERSHIP AND DEVELOPMENT TRAINING COURSE

IWIP

YORK UNIVERSITY HEIGHTS

Community Fieldwork

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History

York University Heights, also know as Northwood Park, is one of the northernmost neighbourhoods in the city of Toronto. The name of the neighbourhood is because it contains the main campus of York University. This area is most popular with immigrants of Italian and Chinese descent who have established communities in the area. It is also home to many Jamaican, South East and East Indian residents. It is located between Sheppard Ave and Steeles Ave east of Black Creek.



The Majority of people in this neighbourhood live in high-rise buildings; however, it also contains a significant number of detached and semi-detached residences, as well as a recent new urbanism development, the village at York the southwester part of the neighbourhood is part of the Jane and Finch.

Jane-Finch to be Re-Branded as York University Heights posted by Eugene September 29, 2007 the area surrounding the Jane and Finch intersection frequently gets pointed out as an example of violent, crime-ridden neighbourhood in Toronto. In an effort to help change that image, community leaders in the area have decided to rebrand the area as University Heights Actually, Jane and Finch already sits on the western edge of an area called <u>York</u> <u>University Heights</u>, a section of North York that includes York University. While York University is close by, it is not usually associated with the infamous intersection that sits in the largest concentration of criminal gangs in Canada.

To start the re-branding, the University Heights bike road race has been scheduled for today. The event, announced as Toronto's first official road race in 20 years, was organized by the city, the police and Councillor Anthony Perruzza. Donors like Canadian Tire have given 110 bikes and helmets to kids in the area for the event.

Localization





Communities and Organizations Services

There are many more services and businesses in the area this community serve the service as Jane/Finch, many of these at the nearby York Gate Mall.

There is a family of public and separate schools as well as a community recreation centre, a library, and local offices of several social services organizations.

Health

Black Creek Community Health Centre

The Black Creek Health Centre is also an integral part of this community. This Centre Health is a non-profit, community based organization that provides health care services in a holistic manner and works with people to create safe and healthy communities. They provided many different services such:

Early Years Programs

These programs focus on parents and children 0-6 years of age. They aim to contribute to healthy childhood development from conception to school age. They also promote bonding and positive parent-child interaction early in life.

Healthiest Babies Possible

This program, facilitated by Toronto Public Health, supports women who have healthy pregnancies and improved lifestyles, with a focus on nutrition. To register, please call

Early Parenting Falstaff

Provides group meetings for parents who have children under the age of one, as well support and information on parenthood / infant topics, breastfeeding and nutrition. Learn what to expect as baby grows.

Youth Programs

These programs support youth (14-29) in their transition into adulthood. They include a variety of intervention initiatives to promote health lifestyle choices such as sexual health, substance use, education, employment readiness and social skills

Adults, Seniors & Community Programs

These programs are designed to improve the health status of individuals in the community we serve. The interdisciplinary approach helps us build strong individuals, families and community.

Delta Family Centre

This centre offers a range of outreach and educational programs such as a clinic, health, baby time, let's explore, parent child drop in, school readiness drop in, parent relief, childcare registry, and young parents connect. A team of community development workers healthy and empowered community where families and children thrive. A multiethnic, multi-site organization situated in a diverse community that is committed to enhancing the potential of families and children by supporting and addressing identified needs. Delta Family Resource Centre provides a wide range of programs, services and activities that enhance individual skills and promotes well-being and healthy communities. Connecting and collaborating with individuals, groups and organizations to ensure that the residents have access to wanted and needed services and programs.

Family Resource Programs

Family Resource Programs offer playgroups for adults and children of different age groups with age appropriate activities to stimulate healthy child development, attachment, communication and activities that meet parental needs and strengthen family networks; parenting discussions and workshops; free quality childcare for children up to 6 years providing a break to parents; opportunity for young parents to socialize, strengthen parenting skills, access community information and referrals and a caregivers training to enhance capacity to offer quality childcare at home

Workingwomen community centre

Working Women Community Centre was created in June 1976 in Toronto it is located at York Gate Mall, to help newcomer women with pre-employment and employment counseling. Specifically the Centre was created to help women from Portugal, Latin America, the Caribbean and Africa. The original name of the Centre was Women's Community Employment Centre and later changed to WWCC with the view to conveying that all women were entitled to meaningful employment. This community offer many different programs:

Settlement services, employment programs, linc, on your marks, hippy, and community engagement.

Community Centres

There are many community agencies and resources that could provide support and assistance when required. How they operate could be improved. They are:

Driftwood community centre is a 75,000 square foot priority centre located at the intersection of Jane Street and Driftwood Avenue. Driftwood Community Centre has 6 multipurpose rooms, 2 dedicated computer lab, 2 recreation staff offices, 1 maintenance staff office, a full-size gymnasium, a kitchen, 2 washrooms, 2 change rooms, an outdoor swimming pool, parking lot, outdoor basketball pad and playground.

Oakdale community centre provides a safe environment where people can get to know each other and avoid isolation during the day and also provides services such as adult ESL, basketball, and playground etc.

Jane Finch Concerned Citizens' Organization (J.F.C.C.O.): 1 York Gate Blvd 2nd Floor phone 647-430-5795.

This big community only has one daycare it is located at Jane Avenue and Finch mall

There are two shopping malls that served the Jane/Finch community.

Jane finch mall feat market: 1911 Finch Av w, suite 31B Toronto phone: 416-635-5286

York Gate Mall: 1 York Gate BLVD 416-739-6968

One York woods public library: 1783 Finch Av. Toronto phone 416-395-5980

One Hospital: Humber River Regional Hospital 24 Finch Av Toronto phone 416-744-2500

Two Public Servants MP/MPP:

Judy Sgro (MP) York West 2201 Finch Av phone 416-744-1882 Mario Sergio (MPP) York West 2300 Finch Av Unit 38 phone 416-743-7272

One Police Station: 31 Division 40 North Finch phone 416-808-3100

Education - Language Classes

Schools

This neighbourhood is served by 6 catholic elementary schools, 3 public elementary schools, and 1 collegiate public school and one University.

College W Jeffery's Collegiate Institute

Provide the ideal learning environment with a myriad of academic support programs to help all students be successful. Students benefit from highly skilled university/college tutors in various classrooms. Online homework help and math tutoring is available each day. The program runs four days a week after school and provides support to new students.

One University: York University 4700 Keele St Toronto phone 416-736-2100

Seneca College of Applied Arts and Technology Literacy and Basic Skill

York gate Campus (Grade 12+ equivalency) 1 York Gate BLVD phone 416-491-5050 Ext. 4772 <u>www.senecac.on.ca</u>

Employment Services

JVS Employment Service Jane -Finch Mal 1911 Finch York, Ontario, 416-636-2481 www.jvs.org

VPI. Employment Centre Scarbough 3443 Finch Av East suite 102 phone 415-293-7489

www.vp-inc.com

Humber College- Community Employment Service North York Sheridan Mall 1700 Wilson Ave 2011 phone 416-631-7600

JVS Employment Service Centre Toronto North 1280 Finch Ave West suite 607, phone 416-661-3010 www.jvstoronto.org

Demographic

On the statistic total of population in 2006 Census in the area York University Heights was 26.140 less than statistic 2001 the average was 26,455. And between those years the change of the population was -1.2%. On the table observe the total of population of 2006, the heights number are children of the age between 0-14 years with 17% followed by youth between 15-24 years 16% and working age between 25-64 with 54%.



On the graphic, below shows the most part of the population are women. In the groups of age, the percent of the women 15 to 16 are superior than female, and 17 to 18 are superior than female, and 19 to 20 are superior than female, 21 to 22 are superior than male, The

mayor percent of the women is in the group of age 23, following age 24 are the same number as male and female with 295%.



Region	Number
Southern Asia	1,480
Eastern Asia	950
Southeast Asia	315
Africa	275
West Asia & The Middle East	275
South America	250
Caribbean & Bermuda	230
Europe	230
United States	55
Central America	35

The biggest group of Immigrants comes from Southern Asia with 1,480 follow by Eastern Asia 950, and at the last Central America 35%



The chart below show a massive period of Immigrationm from 1991 to 2000 with 26%, follow by before 1961 with 20%.

Top 10 Ethnic Origins			
By Region	Persons	By Ethnic Group	Person
European	7,785	Italian	4,34
East And Southeast Asian	5,365	Chinese	3,63
South Asian	4,845	East Indian	2,53
Carribean	2,650	English	1,53
British Isles	2,435	Jamaican	1,39
African	1,825	Canadian	1,38
Other North American	1,455	Sri Lankan	1,09
Latin, Central & South American	1,095	Vietnamese	1,05
West Asian	830	Irish	1,02
French	660	Scottish	98

The statistic of Canada in the table above show the majority of the ethnic origins group is European with 7,785. Follow by East and Southeast Asian 5,365 South Asian 4,845.

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Survey Community Index of Wellbeing 2010/2011

Jane/Finch Neighbourhood

Toronto Community Centre Learning & Development

Second Part

1. Introduction

This project was the result of considerable effort by many individual and organizations, each playing an important role in the completion of this report. The study originates at The IWIP Integration Women Immigrant Program at TCCL&D

The survey was completed by 28 people in the community, the surveys were accomplished by an electronic system and the rest of the survey by interviewing people located in different areas of this community, key informant, bookmarks for the online survey and the hard copies were distributed into 8 neighbourhoods, including organizations, communities centers, door to door residents, and it was analyze by the IWIP trainee. The project took place on November 2010 and January, 2011. The majority of the people who answered the surveys were immigrants from Caribbean, Southeast Asian, South Asian, Latin American, Black, Southern European, East Asian, and Canadian born. Objective of the survey was to gather information of the community and find the gap.

Jane-Finch is considered one of the most ethnically diverse communities in the world. The community has one of Toronto's largest youth populations, sole support families, refugees, immigrants and low income earners. One of Toronto's densest communities, Jane-Finch is home to one of the City's highest concentrations of subsidized housing units. The community is characterized by distinctive clusters of multi-unit housing, highrise and townhouse dwellings that stand-out from the largely single-detached and semidetached ownership-dwellings in the area

The presence of large numbers of public housing units, the highest density subsidized housing in Ontario, meant that low-income households were a major neighbourhood group from the beginning. One of the longstanding consequences of the high concentration of public housing units in the area is a high proportion of single parent families, most of which are headed by women. In 2006, Lone Parent households comprised 11 percent of all households in Toronto.

In Jane-Finch, the figure is substantially higher with over 23 percent of Jane-Finch households headed by a single parent. Many Jane-Finch census tracts have figures closer to 40 percent. This household structure is strongly linked with poverty and child poverty, especially in the case of female headed households. While the lack of an additional income is part of the cause, a major reason is that single mothers often earn less in the labour market or are more likely to receive government transfers, which are within the low-income bracket.

2. Survey Community Index of Wellbeing 2010/2011

Value	Number	Percents
East Asian	2	7.14%
Canadian - Born	1	3.57%
Caribbean		
Northern European	6	21.43%
Southeast Asian	2	7.14%
South Asian	4	14.29%
Latin American	4	14.29%
Black	1	3.57%
African	3	10.71%
South American	2	7.14%
Mixed	1	3.57%
Middle Eastern	2	7.14%
Other	3	10.71%

2.1 Participants by Ethnicity

Based on the survey of 2010/2011 the approached for the survey 28 responded of whom 21.43% shows that the majority was Caribbean participants of the survey. The second highest participants comes from Southeast& South Asian each occupied 14.29%, rest come Black 10.71%, African 10.71%, and the rest come from East Asian North European, South American, Middle Eastern with 7,14% and at lastly, Canadian Born 3.57%, Latin America3,57%, Mixed 3,57%



2.2 Participants by Age

Description	Number	Percentage
17 or Under	1	3.57%
18-25	6	21.43%
26-35	8	28.57%
36-45	10	35.72%
46-55	2	7.14%
56-64	1	3.57%
65 or Older	0	0.0%

The most representative group is the adults group in working ages, with 35.72% of the total respondents between 36-45.



The chart above shows the result of the survey by age.

2.3 Self Identify Gender

The participants in the survey are:

- ➤ Male 28.57%
- ➢ Female 71.43%

The majority of Jane/Finch population are women with 71.43



2.4 Marital Status

Based on survey 46.43% of the population is single the same percentages as well for married with 46.43%, 3,57% is separated, 3.57% living in common law. These percentages are very interesting.



2.5 Resident status

The Resident status at the Jane/Finch represents:

- Canadian citizen 64.29%
- Permanent Resident 32.14%
- ➢ Refugee 3.57%
- > Visa Student & visitor don't have data at this statistic.



2.6 Length of Residency

The percentage below indicates the permanence of the population in this community:

- \blacktriangleright 39.29% between 3 to 5 years
- > 39.28% of the people live in this community less than 2 years
- \blacktriangleright 14.29% more than 10 years
- \succ 7.14% between 6 to 9 years



2.7 Highest Level of Education

Value	Description	Percentage
1	Less than High School	3.57%
2	High School Diploma or GED	21.43%
3	Some College	21.43%
4	College Degree	32.15%
5	Trade, Apprenticeship or	0.00%
	Technical Certificate	
6	Some University	7.14%
7	University Undergraduate	10.71%
	Degree	
8	Post-graduate Degree	0.00%
9	Other	3.57%

The following table shows the numbers of participants with their corresponding highest level of Education. There are only 1 with less than high school Education, 6 participants completed High School, and 6 participants completed Some College opposite of 9 participants completed College Degree and 2 Some University and 3 University Undergraduate but there are only 1 Other.



2.8 People in your Household

The family components are composed of a different number of each member:

- \succ 10.71% in three member have one
- \blacktriangleright 17.86% in five member have two
- ▶ 17.86% in five member have three
- ➤ 25.00% in seven family have four
- \geq 25.00% in seven family have five
- > 3.57% one family have more than 5



2.9 Children Living at Home

This community has high percentage of children compared with the rest of Toronto the statistic shows.

- > 53.56% of the population of this community doesn't have children at home
- > 17.86% has only one child
- ▶ 14.29% has two children
- ▶ 14.29% has three children



2.10 Self Identify-Disability

Based on the survey only 3.5% corresponding to the people with disabilities, the 96.43% of the population doesn't have disability issue.

2.11 English Fluency

The survey shows that 62.49% of people can speak English fluently, 16.67% has advanced level, 12.50% intermediate level of English, 4.17% basic level of English, and 4.17% do not speak well



2.12 Household Income

The house income ratifies the deprived condition of the people in this community Jane/Finch.

- ➤ 14.29% has lower incomes than \$5.000
- \blacktriangleright 7.14% has lower incomes than \$10.000
- ➤ 10.7% income between \$11.000 and \$20.000
- ➤ 7.14% income between \$21.000 and 2\$5.000
- ➤ 3.57% income between \$26.000 and \$35.000
- ➤ 14.29% between \$36.000 and \$45.000
- ➤ 10.71% between \$46.000 and \$55.000
- ➤ 3.57% between \$56.000 and \$65.000
- \blacktriangleright 7.14% two member make more than \$66.000
- \triangleright 21.44% member of six they prefer not to say.

The following statistic shows the situation of household incomes where 4 member make less than 5.000, two member less than 10.000 and other between 11.000 and 20.000, the rest of member they fit the average number of the high income



This situation requires more job opportunities or incentives to create a small business that will make one possible change to increase income and reduce poverty.

The 88.89% of the participants live in rental houses and only 11.11% has their own house This situation is the reflection of poverty, because most part of the incomes is to pay the rent.

And not only result of survey shows as well 57.69 of the participants have a savings account, opposite to the eleven participants with 43.3% who do have it.

2.13 Amount Spend on Housing

The survey shows how much each people at Jane/Finch spend at home: Only 76% of member of two spent 7.14% on house.

- > 21% between30% member of four 14.29%
- \succ 31% between 40% member of five 17.86%
- ➤ 41% between 50% member of six 21.43%
- \succ 51% between 60% member three 10.71%
- ➢ 61% between 70% member of one
- ▶ More than 76% member of two 7.14%





2.14 2Amount Spend on food

- ▶ Less than 10% members of three 10.71%
- ➤ 11% between 20% member of four 14.29%
- ➤ 21% between 30% member of seven 25.01%
- ➢ 31% between 35% member of five 17.86%
- \blacktriangleright 36% between 40% member of three 10.71%
- \blacktriangleright 41% between 50% member of three 10.71%
- \blacktriangleright 61% between 70% member of two 7.14 %
- ➢ More than 76% member of one 3.57%



2.15 Use of Support Service

- ➢ Food bank 21.43%
- Social Assistance 3.57%
- ➢ Subsidized housing 7.14%
- ▶ Employment insurance 7.14%
- ▶ Subsidized daycare 7.14%
- Service agency 3.57%
- ▶ No user 67.86%
- ➤ Other 0.00%



The result shows only 21.43% of people from this community use or has access to the food bank service, 3.57% get Ontario Work

2.16 Day to day Involvement

The members of this community are engaged in many different activities, such as:

- > 39.29% of the respondents are employed part-time
- ➤ 35.71% students
- ➢ 25.00% are employed full time
- ➢ 7.14% in training program
- ▶ 14.29% looking for work
- ➤ 7.14% other



There are other reasons why some people don't seek work:

- > 59.28 of the responses are in a training program
- ➤ 3.70% believe no jobs are available
- ➤ 3.70% have not started looking
- ➢ 3.70% language barrier

General, people are engaged around the work, community activities and local business. The result shows:

- > 25 %Volunteer at a local organization of worship
- ▶ 28.57% employed locally in the community
- ▶ 14.29% staff of community agency
- ➢ 3.57% are local business owners
- ▶ 10.71% unpaid work at home
- \geq 25 % employed outside of the community.

2.17 Groups and Organizations

The result shows that the highest number of this activity is 17.86% from young group.

- ▶ 10.71% Ethno-specific
- ➤ 7.14% Sport or other outdoor
- ➤ 7.14% Local service agency
- > 3.5% Parents association
- ➢ 3.5% Business group

2.18 Schooling required for job

In reference to level of education, the most important of the employed population required lower level of education:

- ➢ 39.29% needs high school
- ➢ 28.57% needs less than high school
- \geq 28.57% needs some college
- ➢ 3.57% need university degree



2.19 Level of satisfaction with standard of living

The statistic shows 42.86% of the people at this community are satisfied with their standard of living.

- ➢ Somewhat satisfied 35,71%
- ➤ Satisfied 42,86%
- Somewhat dissatisfied 14,29%
- Dissatisfied 7,14%



2.20 Savings Account

The result shows only 57.68% of the people at this community Jane/Finch has savings accounts, the rest of 42.31% do not have any savings.

2.21 Own or rent a House

As we know the majority of this population live at affordable house, this is why only 11.11% have their own house, 88.89% do not have it. But, 71.43% of this neighbourhood said it is difficulty to get affordable housing, 28.57% said is not easy.

2.22 Problem with Housing

The survey shows 35.71% of the participants had worries about housing, and 64.29% do not feel the same way. 53.85% of the population at this community are satisfied with their accommodation, 46.15% do not feel satisfied.

2.23 Health Insurance

The statistic shows the result:

At this community Jane/Finch only 33.33% has health insurance, 66.67% do not have it

2.24 General Health

- > 39.28% of the response said they have a very good health followed by
- ➢ 39.29% good and
- ➤ 21.43% fair.



2.25 Doctor visits

- ▶ 46.42% the last visitor to doctor was 1-3 months
- ➤ 21.43% was 4-6 months
- ➤ 14.29% was between 7-12 months
- ➤ 14.29% was between 1.2 years
- ➢ 3.57% never consulted a doctor



2.26 Enjoying day to day Activities

The results indicate how often people at this community enjoy day-to-day activities

- \blacktriangleright 18.52% do not enjoy it at all
- \blacktriangleright 29.62% same as usual
- \geq 25.93% less then usual
- ➢ 25.93% much more than usual



2.27 Party in Power

- ▶ 14.29% of the response of this community said progressive
- ➢ 75.00% said Conservative Party
- ➢ 3.57% said Liberal Party
- ➢ 7.14% said New Democratic Party

The majority of the people at this community 80.00% know their Member of Parliament (MP) 20.00% do not know and 76.00% know their Member of Provincial Parliament, 24.00% do not know (MPP). 69.23% at Jane/Finch can vote, compare to 30.77% who cannot vote.

2.28 Knowledge of Rights

- ➢ 48.15% Know very well their rights
- ➢ 40.74% Know well
- \blacktriangleright 11.11% Not so well their rights

2.29 Access to Service

The response of this community 55.56% said the service allows equal access for everyone, 44.44 of the response said no.

2.30 Knowledge of Rights Discrimination or Harassment

- ➢ 32.14% felt discrimination at school
- ▶ 28.57% In the workplace
- > 25.00% In their neighbourhood
- ➢ 28.57% In a public Place
- \geq 3.57% not applicable.

The number of discrimination at Jane / Finch is high in different places.

The discrimination at this community was based in so many factors such as: see below.



2.31 Level of satisfaction with Community

- > 28.57% are very satisfied living at Jane/Finch
- ➢ 35.72% fairly satisfied
- ➤ 21.43% neither satisfied nor dissatisfied
- > 10.71% slightly dissatisfied
- ➤ 3.57% very dissatisfied

2.32 Sense of Belonging

The response shows the sense of belonging at this community: 25.00% very strong, 46.43% somewhat strong, 17.86% weak, and 10.71% no opinion. People at this community try to know each other; 24.00% agree, 52.00% disagree, and 24.00% don't know.

2.33 Drunk and Rowdy

This community has a very big problem with drunk as the result from the survey shows: 17.39% very big problem, 21.74% fairly big problem, 34.78% not a very big problem, 26.09% it happens but it's not a problem.

2.34 Drugs

10.00%

0.00%

Drugs Problem 40.00% 34.78% 30.43% **2**6.00% 30.00% Very big problem fairly big problem 20.00% not a very problem

8.70%

1

not a problem

People at Jane/Finch deal with use of drugs, this is a community known for its drug consumption.

2.35 Garbage or Litter

This community has a very big problem with garbage 31.82% said it is a very big problem, 36.36% fairly big problem, 13.64% not a very big problem, 18.18% not a big problem.

2.36 Leisure Time Number of Jobs

- ➢ 32.14% full time,
- ➢ 32.14%, part time
- \blacktriangleright 7.14% more than one job,
- ➢ 17.86 not applicable

2.37 Public Transportation

This community is well served with TTC, but they could be more efficient, comes two or three buses at the same time, based on my key informant. 16.00% improved 48.00% stayed the same 20.00% gat worse, and 16.00% do not know

16.00% improved, 48.00% stayed the same, 20.00% got worse, and 16.00% do not know.

2.38 Employment

The response on this survey 41.67% stayed the same, 12.50% got worse, 45.83% do not know. 71.43% of the response believes that has support for the youth, and 28.57% do not believe.

2.39 Programs for Youth

52.17% highly needed, 47.83% needed, and 52.94% of the response said for the youth program instead of adult and 47.06% said no, 52.17% of the participants said yes highly need leadership for the youth, 56.25% said no.

2.40 Recreation Programs

This community Jane/Finch needs to improve the recreation program after school. 50.00% highly needed, 36.36% needed, 9.09% less needed, 4.55% not needed. Based on my key informant in fact Jane/Finch needs to improve on green zone as like a play ground for the children.

2.41 Safe playground-day

Based on my key informant, this community needs to create more playgrounds for the children. 63.63% highly needed, 31.82% needed, 4.55% not needed.

3. Theory of Change

The key issues facing Jane/Finch and surrounding areas are:

- 1. Lack of employment opportunities, mentoring, experience and programming for the community. This problem is most among newcomers and youth but is an issue for the entire community,
- 2. Insufficient attention for the youth that there needs to be more sensitivity and socio-economic differences when developing programming,
- 3. Low families income;

Strategic focus:

Improve level of training of the population at this community to give them access a new instruction programs;

Activity:

Create free training programs to develop skills and empower families with low income, and create new job opportunities to level of families' income

Short term outcomes:

Developing strategies for mentoring programs to facilitate access to the workforce, this activity could be improved between 6 to 1 years programs;

Long term out comes:

This transition creates better lives for themselves, their children and their community also.

3.1 Recommendations and Conclusion

Jane/Finch has a high rate of low family income, lack of employment people from this community are face with so many different issues; it is the Government responsibility together with local Organization to implement more job opportunities. The Jane-Finch community has been identified by the City of Toronto and by United Way as one of 13 communities in the City that is disadvantaged and in need of further supports.

City Councillors to provide mentorship and experience in their office,

- b) Short -term targeted tax incentives;
- c) Encourage local businesses to hire locally;

For starters, every City Councillor could offer mentorship to one youth and one newcomer if only for a 3 month period each (4 of each per year). There would not be any cost to this and the newcomer and youth could gain valuable work experience and a Canadian reference

3.2 Conclusion

A Toronto city councillor is calling for one of the city's toughest neighbourhoods to re-brand itself as "University Heights."

Anthony Perruzza, councillor for the notorious Jane and Finch neighbourhood claimed that the re-branding will bring the community and the university together, continuing to fight the neighbourhood's reputation for violence and hopelessness.

A higher rate of immigrants and people new to Canada, a higher rate of youth and children, a higher rate of single parents, a higher rate of low-income families, a higher proportion of rental households, a higher rate of unemployment, a lower percentage of population with university education

The individuals who lived at this community are living on low income, children in low income families, are also much likely than children in high-income families, people at this community are unemployed and uneducated, there needs to be local leadership in encouraging local businesses to hire locally. This again could be done with incentives or it could be trough encouragement ad recognition for employers who have hired locally, the low income family rate was higher than the city of Toronto, and the household income is much lower with 14.29% of the residents having an income of less than \$ 5,000 compared with city of Toronto.

Create free training programs to develop skills and empower families with low income, and create new job opportunities to improve the education to move forward and improve life situation.

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The Residents at Jane/Finch specific at 500 Murray Ross Pkwy.

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