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# 2010 to 2015 Strategy Guidance Letter C-101 Neighbourhood Engagement

United Way Windsor-Essex County  
300 Giles Blvd. East, Windsor, ON N9A 4C4

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A. Priority Area: Creating thriving neighbourhoods.

B. **Strategic Area of Focus:** Neighbourhood engagement. **Strategy Definition:** Strategies that are comprehensive and collaborative based on the principles of neighbourhood engagement, e.g., crime prevention and the needs supported by data and other evidence of at-risk characteristics

C. **Priority Population**

All strategies that receive funding must serve the following population (s)

- o Neighbourhoods with data and other evidence that support neighbourhood at-risk characteristics.

D. **Intended Outcome:** Stronger neighbourhoods are created through engagement activities that; strengthen the capacity of local residents to leverage resources, increase civic/political engagement, build social capital and increase leadership among its residents in urban or rural neighbourhoods experiencing greater than average risk factors such as unemployment/poverty, safety and crime issues, limited youth activities/involvement.

**Outcome Definition:** Community engagement includes a process that is collaborative and ensures residents determine local priorities, and all stakeholder groups are represented. Citizens are at the center of the community engagement process. This process ensures communities are empowered and have control over their resources and the decision-making process.

E. **Strategy Paths**

To be considered for funding, strategies must address all Strategy paths, as indicated below:

Strategy paths	Initial results
Active community engagement	<ul style="list-style-type: none"> <li>• Number of residents/members in the neighbourhood that report active participation in the renewal process.</li> <li>• Number of residents report feelings of empowerment in the decision making process that results in positive changes in their neighbourhood.</li> <li>• Number of resident identified a leaders in their neighbourhood.</li> </ul>
Improved conditions of neighbourhoods	<ul style="list-style-type: none"> <li>• Number of residents reporting that the neighbourhood engagement process has reduced or overcome the identified risk factors present in the neighbourhood.</li> </ul>





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### F. Preferred Strategy Components

*In addition to the required components, preference will be given to those strategies that are able to demonstrate Preferred Strategy Components, as indicated below:*

Preferred Strategy Components— (policies, practices and/or activities)	Examples
Develop neighbourhood engagement process	<ul style="list-style-type: none"> <li>Identify /assess neighbourhood profile and stakeholder analysis: assets, needs, issues</li> <li>Recruit residents and all stakeholders that reflect the neighbourhood to participate in the engagement process</li> </ul>
Civic learning in neighbourhood engagement strategy	<ul style="list-style-type: none"> <li>Members learn how to leverage resources</li> <li>Access neighbourhood “power brokers”</li> <li>Residents understand civic system</li> </ul>
Combined community action initiatives	<ul style="list-style-type: none"> <li>Community resources are leveraged to meet the identified needs of neighbourhood.</li> </ul>

### F. (cont’d) Preferred Strategy Components for all strategies

Preferred Program Components for all strategies	Examples
Staff/volunteers are trained and well-prepared	<ul style="list-style-type: none"> <li>Staff and volunteers have relevant training, knowledge and skills</li> <li>Staff keep up-to-date with current developments in the field, including promising and evidence-based practices</li> <li>Volunteers are provided with strong supervision including screening, orientation and recognition.</li> </ul>
Client-centered	<ul style="list-style-type: none"> <li>Operate from an accessible, identifiable location that facilitates access to other participant opportunities.</li> </ul>



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Diversity is acknowledged and respected	<ul style="list-style-type: none"> <li>• Sensitive to issues of diversity, transportation and childcare</li> <li>• Staff must be culturally competent and aware of diversity issues.</li> <li>• Staff and volunteers reflect the community</li> </ul>
Monitor progress and evaluate outcomes	<ul style="list-style-type: none"> <li>• Conduct ongoing program evaluations to ensure program effectiveness</li> <li>• The evaluation includes various methods for measuring potential results as outlined in the strategy paths</li> <li>• Willing to participate in organized learning communities with other strategy partners.</li> </ul>
Maintaining success	<ul style="list-style-type: none"> <li>▪ Measures will be taken to encourage continue positive results after initial implementation</li> <li>▪ E.g., by offering “booster” sessions; providing follow-up resources; tying the strategy with activities of other relevant community groups &amp; programs.</li> </ul>
Demonstrate effective collaboration and partnerships	<ul style="list-style-type: none"> <li>• Involve a range of community partners</li> <li>• Leverage resources and support from an array of stakeholders, e.g., other not-for-profit organizations, private or public sector organizations, and other groups.</li> <li>• Written memoranda of understanding with other organizations to ensure that roles and responsibilities are clear.</li> </ul>
Integrated and coordinated approach	<ul style="list-style-type: none"> <li>• Strategy is linked with other community services, group, and initiatives in an effort to enhance services.</li> </ul>
Accessible / affordable / wrap around services that are place-based, strength-based & family-focused	<ul style="list-style-type: none"> <li>• Delivered in accessible location with availability of transportation</li> <li>• Emphasis that builds on individual and family strengths</li> </ul>



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### Recommended Resources:

A New Commitment to Neighbourhood Renewal: National Strategy (January 2001). Report by Social Exclusion Unit. Cabinet Office. Online [www.urbancentre.utoronto.ca/.../UK\\_Neighb-Renewal-Action-PI.pdf](http://www.urbancentre.utoronto.ca/.../UK_Neighb-Renewal-Action-PI.pdf)

Allen, J., et al. (2002). Building on Assets and Mobilizing for Collective Action: Community Guide. Online. University of Nebraska-Lincoln: The Center for Applied Rural Innovation. Online. <http://cari.unl.edu/ABCD%20Community%20Guide.pdf>

Barchechar, O., Sansfacon, D. (2003, February). *Evaluating Prevention: Elements for an Alternative Approach*. Online. Montreal: International Centre for the Prevention of Crime. [http://www.crime-prevention-intl.org/publications/pub\\_109\\_1.pdf](http://www.crime-prevention-intl.org/publications/pub_109_1.pdf)

Barnard, R., Campbell, D. A., Smith, S. (2003). Citizen Re: Generation: Understanding Active Citizen Engagement Among Canada's Information Age Generations. Online. <http://www.d-code.com/pdfs/CitizenReGen2003.pdf>

Caputo, T., Kelly, K., Jamieson W. & Hart, L. (2004, April). *A Portrait of Sustainable Crime Prevention in Selected Canadian Communities - Volume 2: Community Profiles*. Centre for Applied Populations Studies. Published by Carleton University. Retrieved October 25, 2009., from [http://www.anccommunity.ca/.../Sustainable\\_Crime\\_Prevention\\_Vol2.pdf](http://www.anccommunity.ca/.../Sustainable_Crime_Prevention_Vol2.pdf)

Crime Prevention: A Best Practices Approach. (2007, October). Wholeness Index Best Practices Working Paper Series, No 2. Online. <http://www.dallasindicators.com/Portals/8/.../Crime.BP.WP.final.pdf>

Kearney, L., Petrik, J. & Veira-Gainer, R. (Eds.). (2006). *Community Capacity Building Planning Resources for Neighbourhood. Final Edition*. Tamarack. Online. [www.anccommunity.ca/.../ANC\\_Tool\\_CommCapBuild\\_FinalE.pdf](http://www.anccommunity.ca/.../ANC_Tool_CommCapBuild_FinalE.pdf)

Tamarack Institute (2006). *Community Capacity Building Planning Resources for Neighbourhood Renewal: Action for Neighbourhood Change*.