



2024 IMPACT REPORT

Poverty Reduction



BUILDING A
SAFE, CARING
& RESPONSIVE
COMMUNITY

This report intends to highlight ongoing efforts to reduce poverty in Stony Plain and the Tri-Regional area. It explores whether poverty is improving, examines community impact and showcases progress made since the 2022 Stony Plain Poverty Reduction Strategy.

Poverty exists in Stony Plain.

How do we know?

There is no one measure for poverty that is universally accepted.

Canada's official measure is the Market Basket Measure (MBM) - the cost of a specific basket of goods and services for a family of four that would provide a modest, basic standard of living.

In Stony Plain, the MBM is set at **\$52,480**. A family of four living with a household income below this is considered to be living in poverty. As not everyone is in a family of four, it is hard to relate this measure directly to Stony Plain.

Another measure is the Living Wage—a minimum wage needed to be able to live in a community.

For Stony Plain that wage is **\$21.30** per hour working a full time job (an increase of 20¢ from 2023). While this does not tell us the number of Stony Plain residents living in poverty, it does show that the cost of living in Stony Plain is becoming more challenging.

Another measure is the number of people accessing our local food bank—which for Stony Plain is increasing. Last year **1,448** people used the Food Bank (an increase of 361 people from 2023).

Lastly, every few years, the TriRegion Housing and Service Needs Estimate provides valuable information on housing insecurity for residents. In 2022, **262** Stony Plain residents were identified as being at risk of homelessness (up 164 from 2020); **12** Stony Plain residents were unsheltered (up from six from 2020). We are scheduled to do another estimate in 2025.



Poverty Snapshot

These numbers only tell part of the story. Behind every statistic is a person—a neighbor, a friend, a family member—facing real challenges that impact our entire community.

INCOME INSECURITY

\$52,480 Poverty Line
(minimum income required to cover basic living needs, family of four)

\$21.30 Living Wage

Canada Statistics Census Data 2021 (Market Basket Measure for Alberta urban region less than 30,000);
Alberta Living Wage Network Data 2024

FOOD INSECURITY

1,448 Residents had to use the food bank.
Often more than once.

64% of the above are employed
and yet still can't afford food.

Parkland Food Bank, 2025

HOUSING INSECURITY

262 Stony Plain residents
identified as “at risk” of homelessness.

12 are unsheltered.

TriRegion Housing and Service Needs Estimate, 2022



2024 Impacts

The Stony Plain Poverty Reduction Strategy, released in 2022, outlines key actions to drive meaningful progress in reducing poverty within the community. This report showcases some of the efforts and accomplishments made over the past year to address poverty in Stony Plain and the Tri-Regional area.



Collaboration

Poverty affects all of us and it requires that all of us—public, private, non-profit organizations, and individuals—come together to address it.



Providing Warmth & Safety in Winter

The Winter Emergency Response (WER) is a vital regional collaboration ensuring that houseless residents have a safe, warm place to rest during extreme cold weather. Led by Spruce Grove Community Church and supported by an advisory committee of dedicated partners, WER works tirelessly to protect the most vulnerable members of our community. Through this initiative, lives are safeguarded, dignity is upheld and no one is left to face the harsh winter alone.



A Lifeline in Crisis

During a time of deep crisis, a young individual from Stony Plain found hope through a coordinated community response. Overwhelmed by challenges, they were encouraged to seek help and made their way to the WestView Health Centre. Thanks to strong communication between local services, staff quickly identified available resources and arranged transportation to the Late Night Café.

There, they were welcomed with warmth, nourishment, and—most importantly—a conversation. In a calm and supportive space, Café staff helped them create a short-term plan to navigate the days ahead.

Later, they returned to share their progress and gratitude—a powerful reminder of the impact timely, community-driven support can have.

Story provided by Late Night Café (a WER program).



Also in collaboration...

- Pathways of Poverty Regional Event:**
 The Tri Municipal Region came together with multiple community partners to host over 60 regional residents for the sixth annual Poverty Awareness Month community event to explore different paths of poverty and gain a better understanding of poverty and local resources.
- Regional Housing Program,**
 a collaboration of the Town of Stony Plain and the City of Spruce Grove supported 10 Stony Plain residents to gain stable housing with \$5,763 in financial support. The program is funded by the Government of Canada's Reaching Home: Canada's Homelessness Strategy, which is administered by the Rural Development Network for Rural and Remote Alberta.
- Poverty Data Walk:** 73 Stony Plain residents participated in a Data Walk presenting local stats and data for Stony Plain including the poverty line, working poor, food insecurity, homelessness, and transportation. Participants shared reactions, solutions and diverse perspectives through an online survey.
- Feeding Youth:** Our Community Pantry Society provided 7389 school lunches to Parkland School Division students in Stony Plain. Additionally, they supplied 2903 prepared meals to support Stony Plain families in need.



Dignity

Addressing poverty requires more than giving people things they need to survive; it requires establishing a system that ensures all people have the capacity to meet their basic needs with dignity

Connecting Community, One Ride at a Time

Recognizing that transportation is an essential need for residents, the Town of Stony Plain launched a groundbreaking initiative in partnership with the City of Spruce Grove in 2024 to make transit more accessible, and the community embraced it wholeheartedly.

Stony Plain On-Demand Transit became a game-changer, providing 24,777 trips starting or ending in Stony Plain and a staggering 60,934 trips across the Tri-Municipal region.

More than just numbers, these trips represent real people—getting to work, school, medical appointments, and community events—without the barriers that once held them back.

I will never be able to express my thank you enough for all you did to make our trips into the city for medical appointments the past 10 months so easy.

You offer a wonderful service to those who need the assistance from booking with the ATS clerks to the drivers who pick us up at our door and bring us back home, Thank you. —Stony Plain Resident and ATS user



Transported Out of Poverty

A young single parent facing homelessness with their infant felt overwhelmed by the challenge of caring for a newborn while searching for stable housing.

Lost and isolated, they turned to NeighbourLink Parkland. Beyond essential items, the team provided warmth, compassion, and a listening ear—offering genuine support during a difficult time. Through new connections and referrals, the young mother gained access to on-demand transit and food, enabling her to attend appointments and job interviews—crucial steps toward stability.

With NeighbourLink Parkland's help, the family secured a safe place to stay. Slowly, her confidence as a parent grew and the support she received brought renewed hope and purpose.

In the face of uncertainty, she found the strength to move forward, knowing she wasn't alone—she had a home and a community in Stony Plain.

Story provided by NeighbourLink Parkland.



Also under dignity...

- **Try Transit Summer Youth Program** increased accessibility to transit for 88 local youth by handing out local transit passes and providing basic transit lessons for the new On-demand system.
- **NeighbourLink Parkland** responded to 1,297 calls for assistance from Stony Plain residents. Dedicated volunteers collectively drove over 800 kilometers, contributed 231 hours of service and met with 122 residents of Stony Plain to discuss their needs and plan next steps.
- **Parkland Food Bank** served 1488 Stony Plain residents, 12 of them were first time clients. Each intake includes extensive screening which supplies information and referral to further support residents to get the supports they need.
- **The Community Volunteer Income Tax Program** (CVITP), in partnership with the Canada Revenue Agency (CRA), provided vital support to 355 residents with modest income to bring nearly \$90,000 back into the community. This program ensured that eligible individuals received or continued to receive their entitled benefit payments.
- **United Way Coats for Kids program** hosted by Alberta Parenting for the Future Association provide 5,682 coats plus hundreds of toques mittens, snowpants and boots to residents in the Tri Municipal Region.
- **Food Rescue** was undertaken by many regional organizations. One local partner, Alberta Parenting for the Future Association, rescued and distributed 16,398 pounds of food and provided 6,855 prepared meals from their Community Fridge. 369 families representing 1,539 people from the Tri Municipal Region accessed this program.



Opportunity

People have a right not just to their basic needs but also to a life full of opportunities for physical and mental health, education, recreation and leisure time, and connection and social belonging.

Wishing You Wellness—Breaking Barriers to Recreation & Well-Being

An improved Wishing You Wellness Program was launched in February 2024. The program facilitates community inclusion by removing barriers to access, where affordability to the TransAlta Tri Leisure Centre falls outside the scope of a basic living wage. We have fostered healthy community connections, resulting in long-term physical and mental benefits of a health and wellness regime for over 125 individuals in our community. Stony Plain has a total of 15 ongoing clients and continues to grow.

“The program has enabled me to continue my prescribed healthcare regime and provides me access to a welcoming and inclusive community. The Wishing You Wellness Program has greatly impacted my welfare.”
—A Wishing You Well recipient



Breaking Barriers, Building Champions

For one young boy, the thrill of BMX racing was more than just a sport—it was a dream. Living close to the track, he watched the racers every day, imagining himself flying down the course. When invited to join, he hesitated. His mother, a hardworking single parent, couldn’t afford the costs.

But hope arrived in the form of KidSport. The organization stepped in, covering his license, registration and insurance, removing the financial barrier that stood in his way. With their support, he not only joined the sport he loved—he excelled. Against all odds, he became the fastest BMX rider in Canada for his age group.

For his mother, balancing life as a single parent has never been easy, but seeing her child happy, healthy and thriving made every sacrifice worth it. Thanks to KidSport, what once seemed impossible became reality—proving that with the right support, every child has the chance to soar.

Story provided by KidSport Parkland.



Also in Opportunities..

- **KidSport Parkland** provided \$10,903 in fees to help cover the costs of registration removing barriers so that 41 kids could enjoy a season of sports.
- **Truth and Reconciliation** The Town of Stony Plain leadership took steps towards the Truth and Reconciliation Commission of Canada's Call to Action #57 by completing SevGen's *Indigenous Cultural Awareness Training—2.0 Current Issues and Perspectives*. This training deepened their understanding and reinforced their commitment to reconciliation.
- **Community Connections.** The Town of Stony Plain helped to foster opportunities for connection and enhanced feelings of belonging through free community events including: Summer Sessions (visited by 4,540 residents), Mid-Summer Thursdays (engaging 7,500+ residents, Barbie Summer Movie Experience (attracting 1,500 residents), and Cultural Campfires (including 222 residents).
- **Community Supports.** The Town of Stony Plain Community and Social Development Department supported 5,282 residents with 87 programs and events to connect, build and strengthen community. Of these, 1,639 residents were helped to feel a greater sense of belonging, 1,172 have a better understand of community and social needs and challenges, 388 have greater understanding of resources in our community, 352 are better at handling life challenges, and 1,667 feel more supported in community.



Resilience

Building strength and capabilities of community to positively deal with the complexities of life will help to break the inter-generational cycle of poverty and prevent further people from falling into poverty.

Cooking up Connection with apfa

Alberta Parenting for the Future (apfa) hosted eight community kitchens that became more than just a place to cook—they became a space for connection, support and nourishment. With 49 participants coming together, they prepared 636 wholesome meals, feeding 212 family members. Through shared learning and mutual support, participants gain essential skills beyond cooking—budgeting, meal planning, and problem-solving—that contribute to long-term stability. Families are not just fed for a day but are equipped with the tools to create a more secure and resilient future. Every meal made is a step toward empowerment, proving that community-driven initiatives can transform lives in meaningful ways.

A Journey of Resilience and Hope

A single parent raising a child with complex needs had always relied on extended family for support, especially for housing. Balancing their own health while caring for their child was challenging, but they never stopped striving for a safe, stable future—dreaming of independent living and a home of their own.

Finding housing wasn't easy. Financial struggles made it seem out of reach, but they refused to give up. They worked tirelessly to access community resources, applying for financial aid and support programs to turn their dream into reality.

The search came with setbacks—limited options and unexpected obstacles—but they remained determined, knowing a stable home was essential for their family's well-being. With persistence and the support of local organizations, they finally moved into their own apartment.

Now, in a safe and secure home, they can stay in their community, surrounded by the support networks they've built. Through resilience and self-advocacy, they've laid the foundation for a brighter future.

Story provided by Stony Plain Community and Social Development.



Also in Resilience....

- **Family Support Workers** at Evergreen and Parkland School Division connected families to community resources and support networks, enhancing financial stability, mental well-being, and access to essential services, preventing crises that could lead to poverty.
- **Parkland School Division**, in partnership with **Westview Primary Care Network**, provided in-school mental health clinics in high schools, ensuring students have access to care and reducing barriers to academic success and future employment. Additionally, they implemented Comprehensive School Health (CSH) action plans to promote active living, healthy eating, and mental wellness, supporting long-term stability and success for students.
- **Life Skills Programs.** Tri-Community Adult Learning & Literacy Association (TriCALA) provided adult literacy programming to 423 participants, Alberta Parenting for the Future provided resilience enhancing programming to 500 adults and 228 youth and Stony Plain Community and Social Development delivered over mental health and healthy relationship programs to 1,155 individuals, helping build resilience and strengthen their ability to navigate life's challenges.

Poverty reduction work cannot be done alone.

THANK YOU TO COMMUNITY

Many community partners and community members work on addressing poverty in our community. Thank you to all the contributions of shared data and stories provided in this report. If you would like to be included in a future publication, send your highlights to connect@stonyplain.com.

For 30 years, Alberta Parenting for the Future Association has supported Tri-Region families through programs that strengthen family connections. Since 2020, we've expanded our services to address evolving needs, including food security, financial literacy, and community engagement—while continuing to focus on resiliency, resource navigation, child and youth development, and caregiver education. We are also proud to be a living wage employer.

PAMELA GEDDES, EXECUTIVE DIRECTOR, ALBERTA PARENTING FOR THE FUTURE ASSOCIATION

Parkland School Division (PSD) is committed to inclusive learning and poverty reduction by providing essential resources for students and families. In 2024, key initiatives include Nutrition and Food Security, Mental Health Support, Comprehensive School Health, and Family Supports. PSD's Ultimate Goal is student success and well-being. The path to get there includes accessible support made possible by community partnerships that strive to reduce barriers for families.

DR. MEGHAN MISKOLZIE, ASSOCIATE SUPERINTENDENT, PARKLAND SCHOOL DIVISION

We're proud to partner with the Town of Stony Plain to reduce poverty's impact in our community. The WestView Primary Care Network supports this effort by addressing health and social determinants, improving access to care through virtual primary care and mental health services, reducing the burden of chronic disease, connecting residents to housing and food security programs, and offering health and wellness workshops.

NIKKI WHITAKER, EXECUTIVE DIRECTOR, WESTVIEW PRIMARY CARE NETWORK

Alberta Health Services and our Primary Care Network partners collaborate with municipalities, volunteers, and social services to address poverty's impact on health. Initiatives like Social Prescribing and Reducing the Impact of Financial Strain connect medical and social care, showing promising results in reducing healthcare use. We're grateful for community efforts to mitigate poverty's effects.

DR. RICHARD LEWANCZUK, SENIOR MEDICAL DIRECTOR, AHS HEALTH SYSTEM INTEGRATION



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