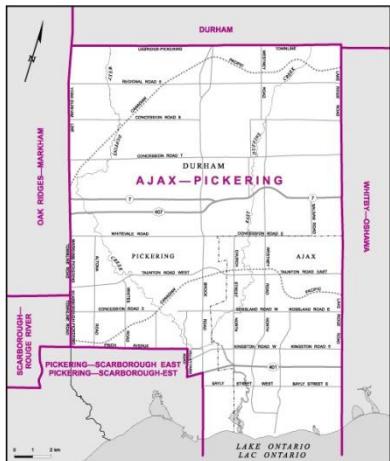


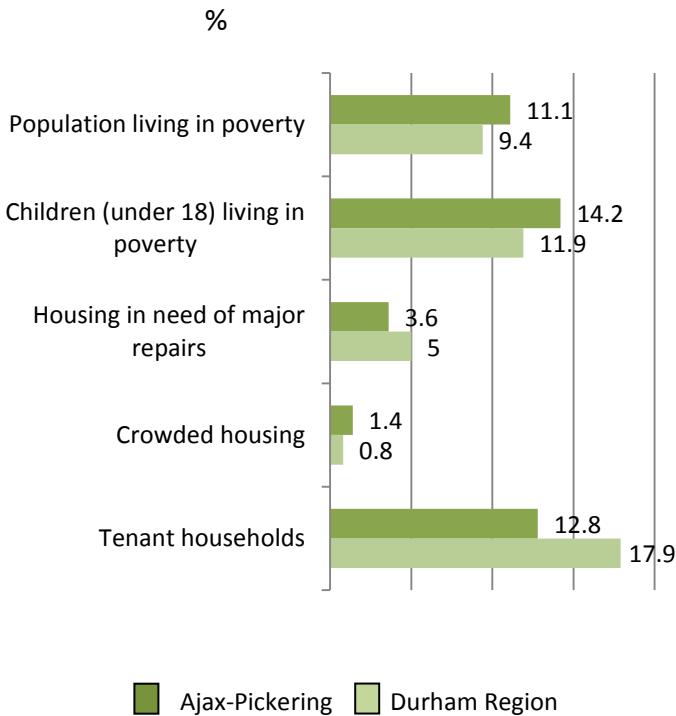
Ajax-Pickering

Action on Poverty Profile

Provincial
Riding
Profiles



Key Figures



Story Behind the Stats

The riding of Ajax-Pickering rests on the western border of the Region of Durham along the lakeshore corridor, encompassing both the City of Pickering and the Town of Ajax. The riding includes some of the fastest growing communities in the region and the population is increasingly diverse and dynamic.

Many new Canadians make the riding their home, creating unique program and service challenges. Immigrant and racialized communities are over represented in low income populations, and can have needs that are different from other Canadians. Many newcomers in the community face challenges entering the labour market at a level commensurate with their education and experience, leaving them marginalized and frustrated. Without targeted efforts to address these unique concerns, these residents may struggle with poverty, unemployment, and undue hardship.

**117,185 people live in
Ajax-Pickering
12,922 live in poverty – 11.1%***

“I came to Canada as a skilled worker; I had to present all of my qualifications to come here as a skilled worker...when I arrived, and tried to get a job in my area of experience, I was told no...you do not have Canadian education, you do not have Canadian experience. I want to be part of the community; I want to be recognized, but how?”

**Newcomer Participant
CDCD’s Diverse Voices Project**

The Action on Poverty profile series was created by Social Planning Toronto and the Community Development Council Durham. 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 Ajax-Pickering

Welcome Centre Immigrant Service (WCIS) Ajax opened its doors to the community in September 2011. WCIS Ajax provides one-stop services, designed to guide and support immigrants through the maze of information and resources in Durham Region. The Centre works closely with WCIS Pickering and WCIS Centres in York Region.

The Welcome Centre service delivery model is based on a holistic, flexible approach that provides a broad range of cross-sector services and expertise to newcomers under one roof, supporting their need for information, assistance and resources in a welcoming, culturally-sensitive way. By using a coordinated, integrated case management system, clients are able to develop a one-to-one trusting relationship and access all of the services they require to help them integrate economically and socially into the Canadian labour market. Core immigrant services at WCIS Ajax include: settlement and integration services; language training; accreditation and qualifications information; and employment supports. The Centre also facilitates access to community programs and services that meet the dynamic needs of newcomer communities in Durham (such as legal services, mental health services, culturally-appropriate family counseling, and so on).

WCIS Ajax was founded and developed in response to the growing and increasingly complex needs of immigrant communities in Durham Region, and in Ajax-Pickering specifically. The Centre has an overall mandate to support the healthy settlement and integration of new Canadians into the community. All of WCIS Ajax's programs and services, and those of the Centre's partners, are designed to facilitate the integration of immigrants into the Canadian labour market and Canadian society. The Centre works with a broad range of community partners to achieve this goal, ensuring that they are able to participate fully in the economic, social, political and cultural life of the community.

www.welcomecentre.ca/durham/index_new.html

Community Development Council Durham

The CDCD is an independent not-for-profit organization that has been serving the community in Durham for more than 40 years. The organization supports the delivery of a variety of programs and services in the areas of community development and research, immigrant settlement, and housing support. In all of our work we strive to support and enhance the quality of life of individuals and families in our community, by promoting inclusion and equity.

458 Fairall Street, Ajax, Ontario, L1S 1R6
(905) 686 – 2661
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How to Connect with your Elected Representatives on these Issues

Mayor: *Steve Parish*, 905-619-2529 x3332, steve.parish@ajax.ca (Ajax); *Dave Ryan*, 905-683-7575, mayor@pickering.ca (Pickering)

Member of Provincial Parliament (MPP): *Joe Dickson*, 905-427-2060, jdickson.mpp.co@liberal.ola.org

Member of Parliament (MP): *Chris Alexander*, 905-426-6808, chris.alexander@parl.gc.ca