

April 14, 2016

Strategic Priorities and Policy Committee
City Hall
300 Dufferin Ave.
London, Ontario
N6A 4L9

To Whom It May Concern,

Re: Goodwill Industries, Ontario Great Lakes Endorses Mayor's Poverty Panel Report

Goodwill Industries, Ontario Great Lakes wholeheartedly endorses the recommendations put forward by the Mayor's Advisory Panel on Poverty. The goal "for London to reach its full potential by ending poverty in one generation" and the fulfillment of the plan are essential to the health of our citizens, our community and our economic prosperity.

Goodwill Industries has played an integral role in our community for more than 70 years, assisting individuals who face barriers such as poverty find their path to meaningful work and the enhanced sense of dignity that it brings. We know first-hand the power of ending poverty for one individual or one family, and see many opportunities in the report to accelerate eradicating this critical social injustice.

Goodwill believes that all people matter and that every person, regardless of the obstacles they may face, should have opportunity to contribute and achieve their potential. This is good for people and families, and essential for economic prosperity. The Poverty Panel Report lays out practical and essential steps our City can take to achieve an inclusive and productive London where everyone is participating.

We commend the Mayor's Advisory Panel on Poverty for this most important work and look forward to seeing the change unfold as these recommendations are enacted. We encourage Council's unanimous support for this critical initiative.

Sincerely,



Michelle Quintyn
President and CEO

cc: Maureen Cassidy, Deputy Mayor, Councillor – Ward 5, City of London
Dr. Christopher Mackie, Medical Officer of Health and Chief Executive Officer, MLHU
Board of Directors, Goodwill Industries
Mission Leadership Team, Goodwill Industries