

# Connected Communities from the Inside Out

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[www.connectedcommunities.ca](http://www.connectedcommunities.ca)





**CONNECTED** healthier  
**COMMUNITIES** together

## **2017 ANNUAL REPORT**

Of the Chief Medical Officer of Health of Ontario to the Legislative Assembly of Ontario

### Figure III: How Many People You Know in Your Neighbourhood

Weighted distribution in Ontario using the 2013 General Social Survey cohort

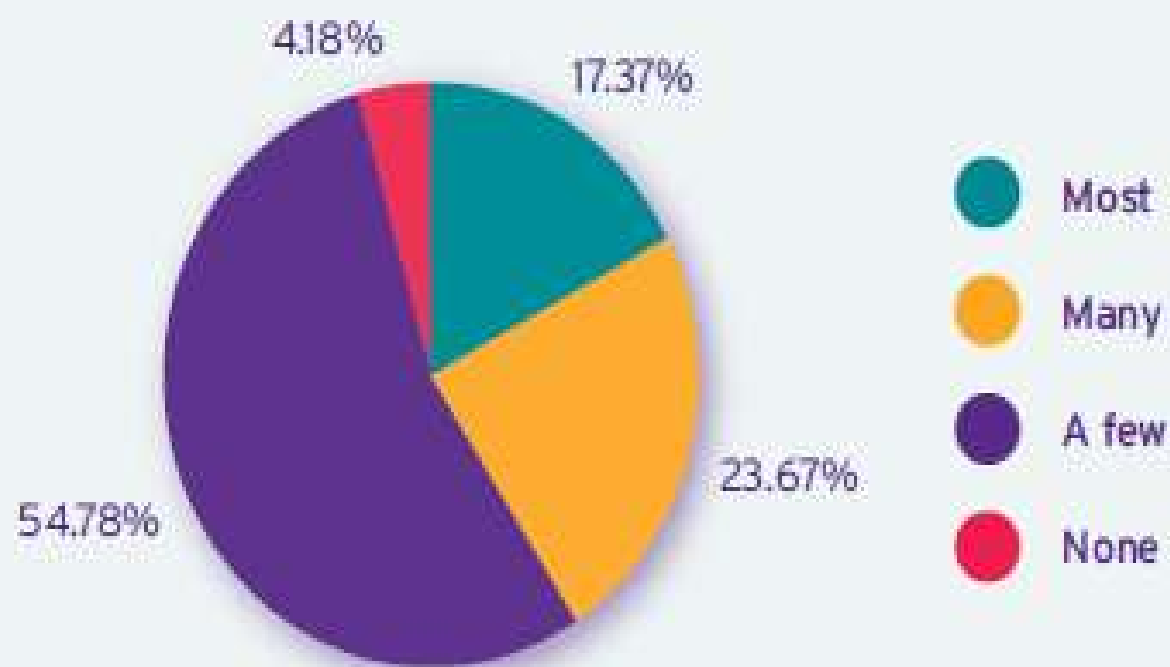
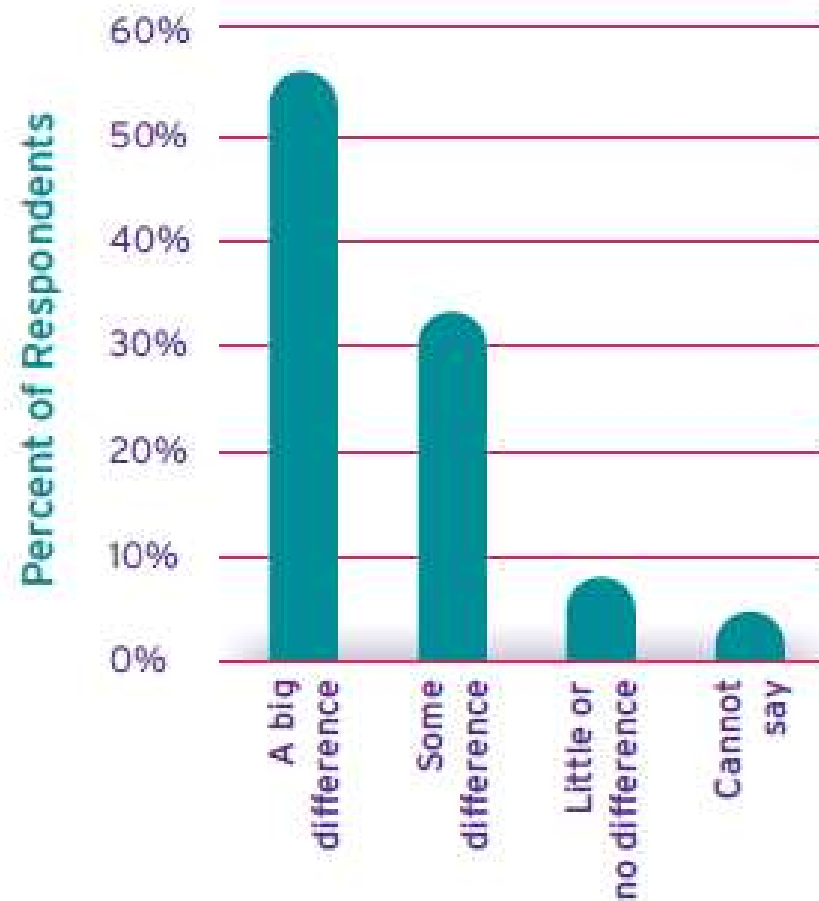
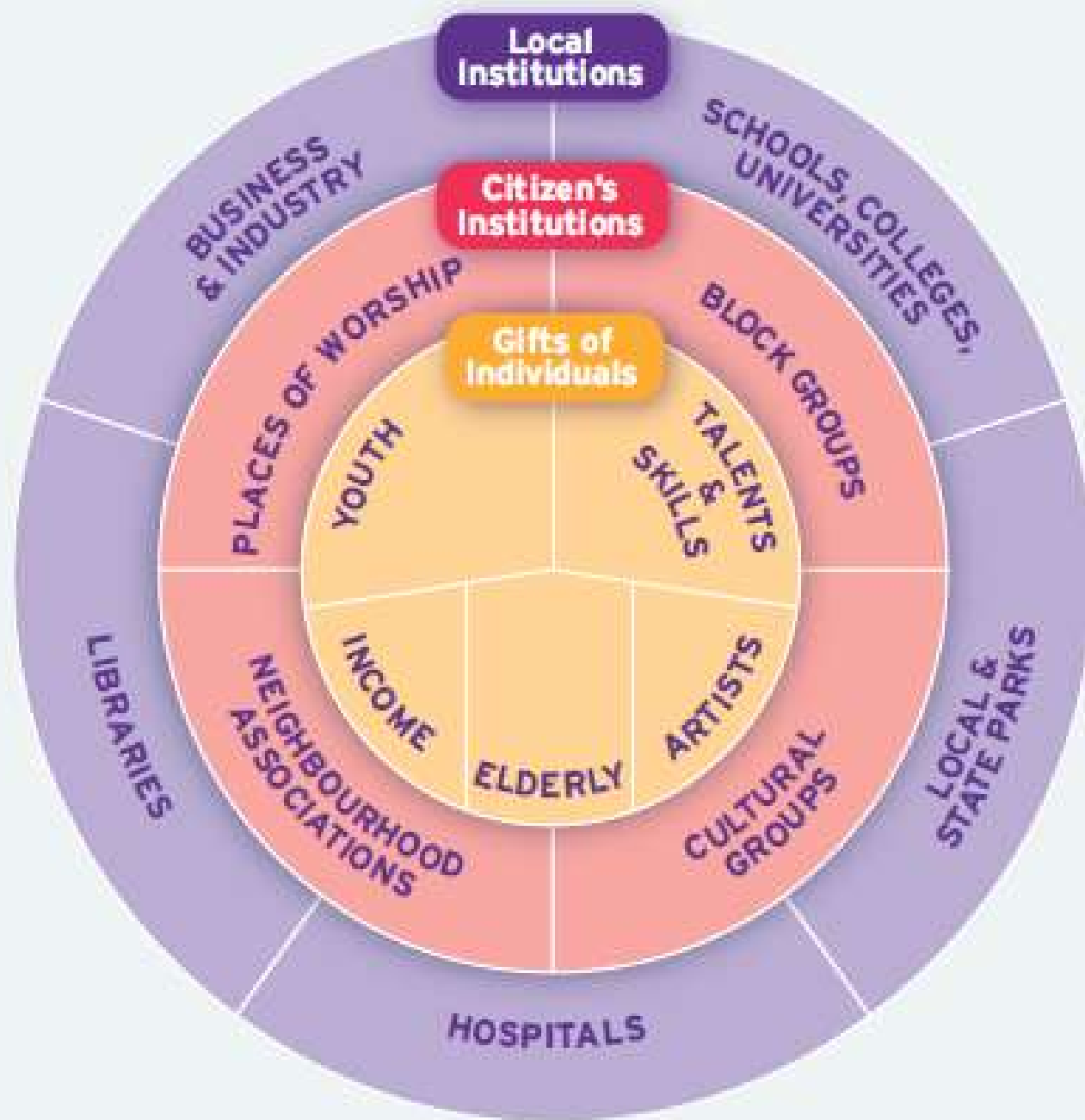






Figure V: How Much Difference Can People Working together Make in Addressing Problems in Your Community (%)?<sup>20</sup>







## The Connected Community Approach: What it is and why it matters

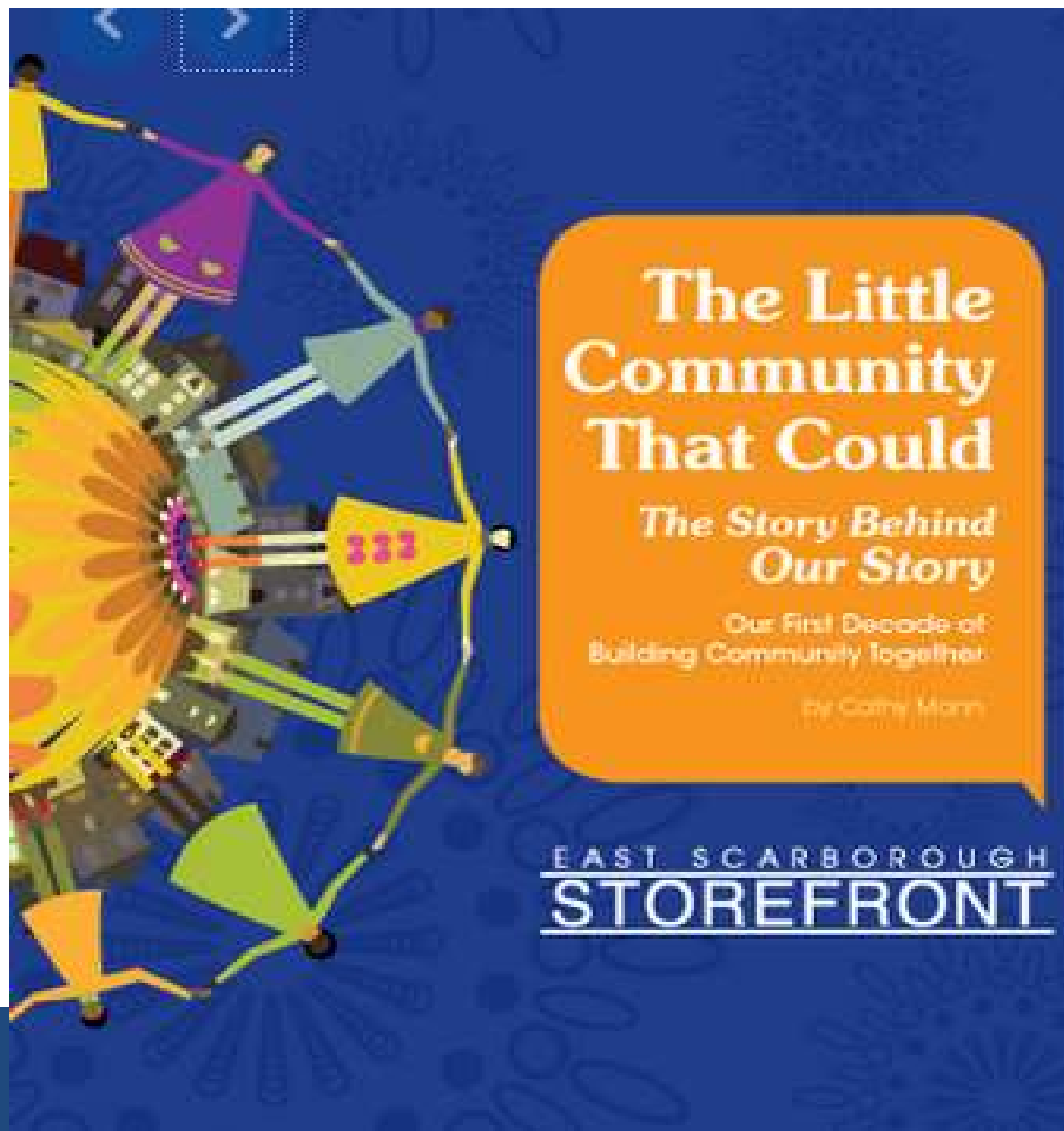
# A Whole Greater than Its Parts:

Exploring the Role of Emergence  
in Complex Social Change









# The Little Community That Could

## *The Story Behind Our Story*

Our First Decade of Building Community Together

by Cathy Mann

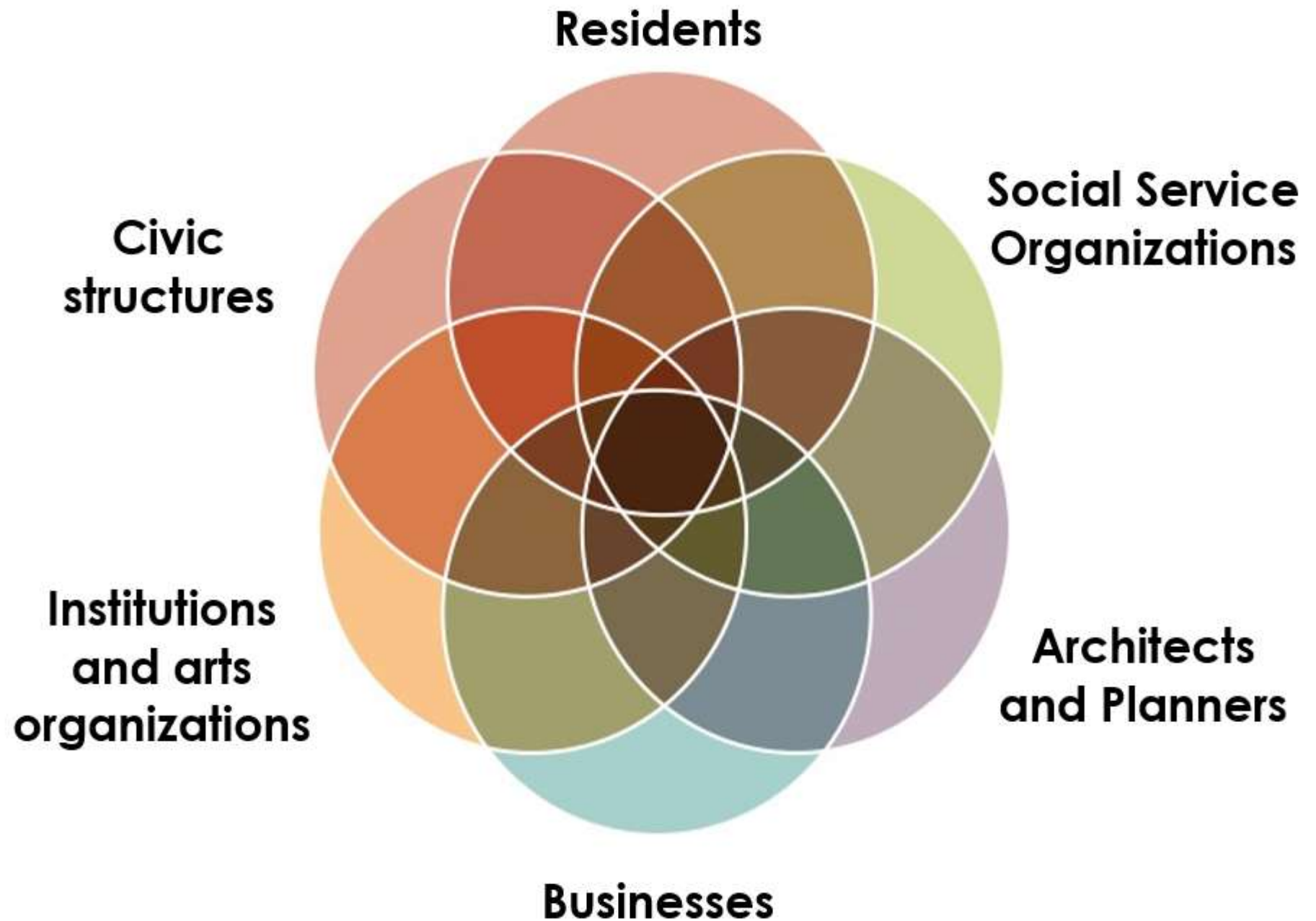
EAST SCARBOROUGH  
STOREFRONT

Leveraging the talents, ideas, wisdom  
and assets of...

**Thousands** of residents;

**Hundreds** of organizations;

**Dozens** of funders/government actors...





# Connecting People to Services

## REACH

Storefront has an extensive reach in its role as a thriving community hub as well as through neighbourhood projects and initiatives.

### Storefront as a Thriving Community Hub

Every year, Storefront experiences over **50,800 visits** from residents and other partners, supporters, and neighbourhood stakeholders. This averages **195 visits per day**. These visits often lead to additional connections and referrals.

over  
**50,800**  
visits

**195**  
visits  
per day

In the last year, over **6,000 referrals** made for residents:

**4,388**

to Hub Partners

**1,525**

to External Partners

**881**

to Employment and  
Education supports



Storefront hosts **65 partner organizations** as part of its hub. In locating at Storefront, each hub partner serves on average **345 clients per year**.

**65**  
partner  
organizations

each  
serving  
**345**  
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per year

In the last year, there were **374 bookings** of Storefront's space, which averages to **31 times per month**.  
**That's everyday!**





# Fostering Grassroots Leadership













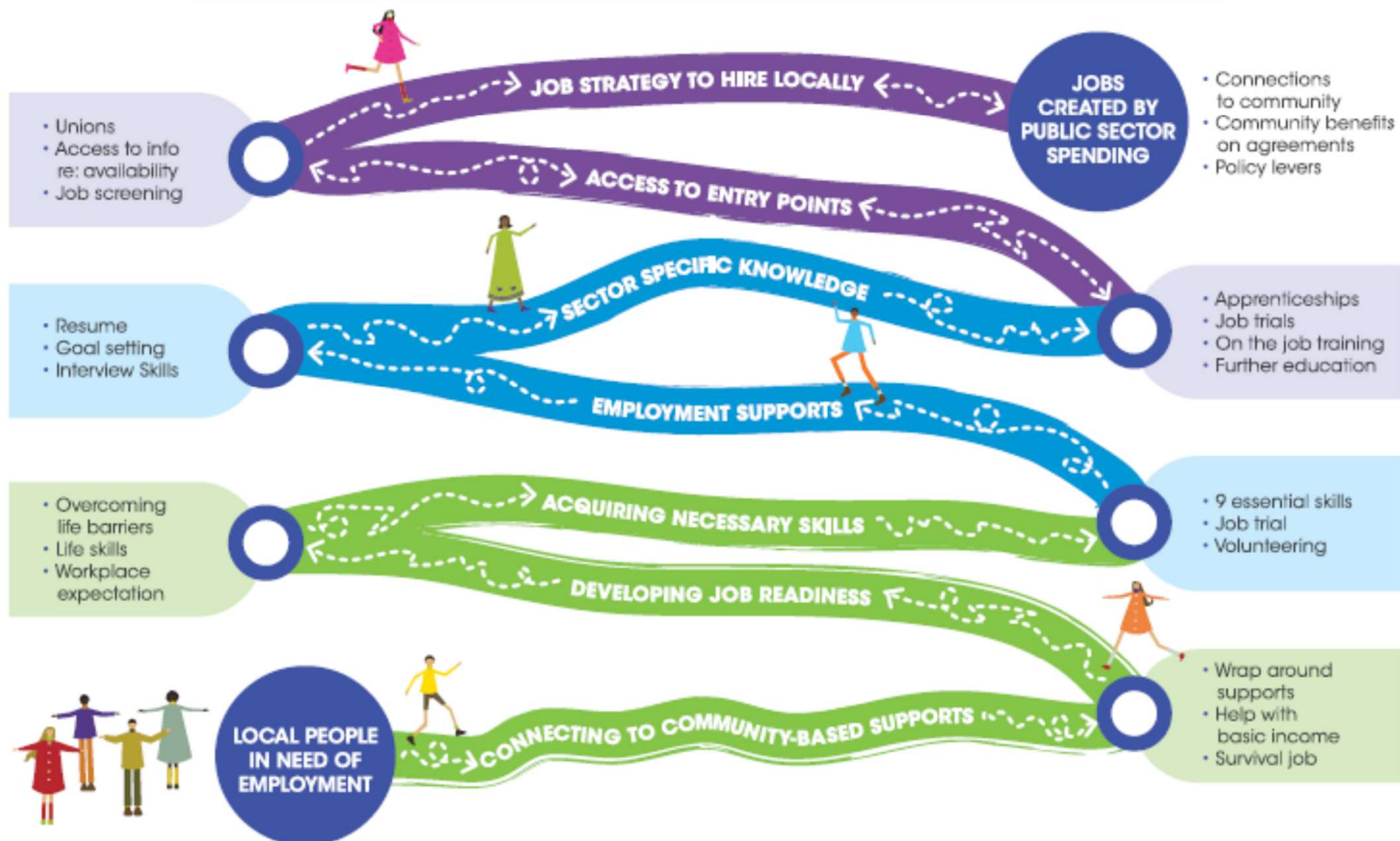






# EAST SCARBOROUGH WORKS

A place based workforce development strategy



A Geographic Response to the Geographic Nature Of Poverty



# Increase Community Resilience





Understand the **why**,  
invest in the **how** and  
the **what** will emerge

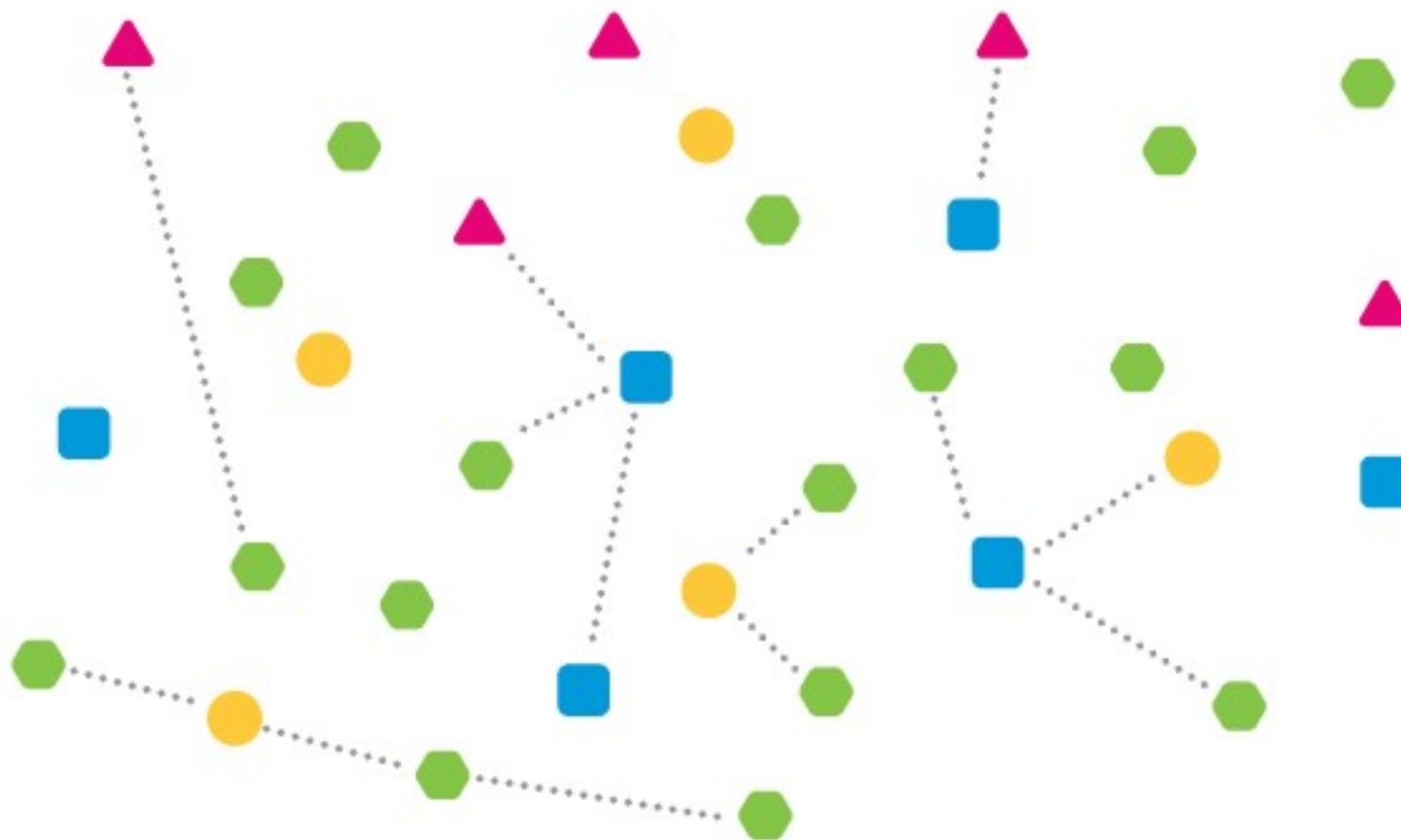




# Community as ECO-SYSTEM







## A NEIGHBOURHOOD



### **Policies and Systems**

designed to support  
people/small business



### **People Trying to Improve Their Wellbeing:**

social, economic,  
physical and emotional

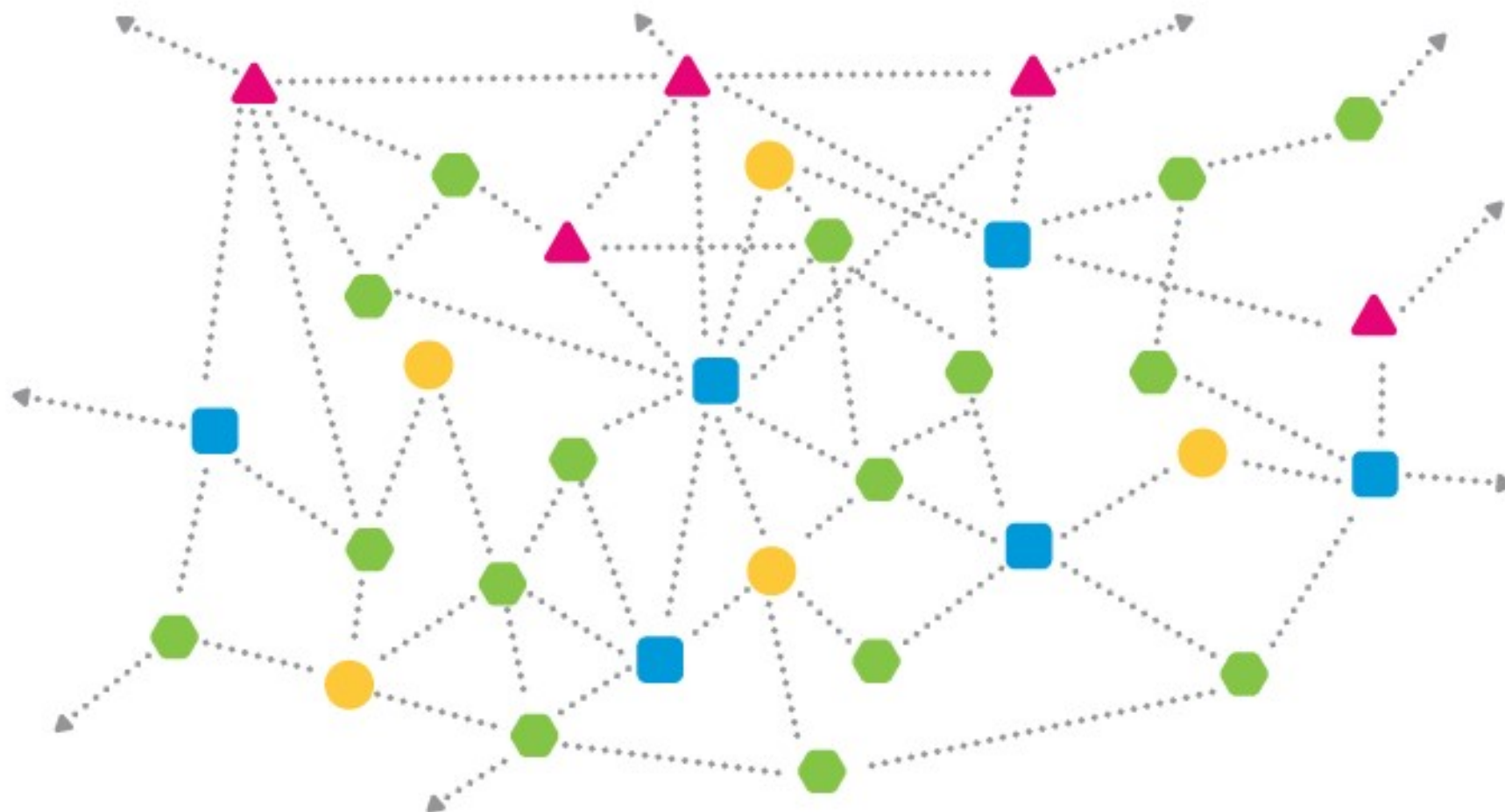


### **Neighbourhood Programs and Services**



### **Other Key Neighbourhood Players:**

faith communities, clubs,  
sports facilities and businesses



# A NEIGHBOURHOOD ECOSYSTEM



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**Neighbourhood  
Programs and Services**



**Other Key  
Neighbourhood Players:**  
faith communities, clubs,  
sports facilities and businesses

Content experts

Project managers

Connectors

# The Storefront is a Community Backbone Organization...our role is:

- Convening
- Catalyzing
- Co-creating
- Aligning
- Facilitating
- Building Capacity
- Strengthening
- Engaging
- Listening
- Learning
- Sharing





Emergence is where  
momentum meets  
opportunity



# TEN KEYS

to Unlock the Potential of  
a Connected Community

1

Build on  
Everyone's  
Strengths

2

Facilitate  
Collaborative  
Processes

3

Create  
Connected  
Communities  
from the  
Inside Out

4

Learn  
Together

5

Embrace  
the  
Messiness

6

Prioritize  
Equity and  
Power  
Sharing

7

Let  
Values  
Lead

8

Work at  
Multiple  
Scales

9

Make  
Community  
Building  
Visual

10

Build  
Creative  
Infrastructure





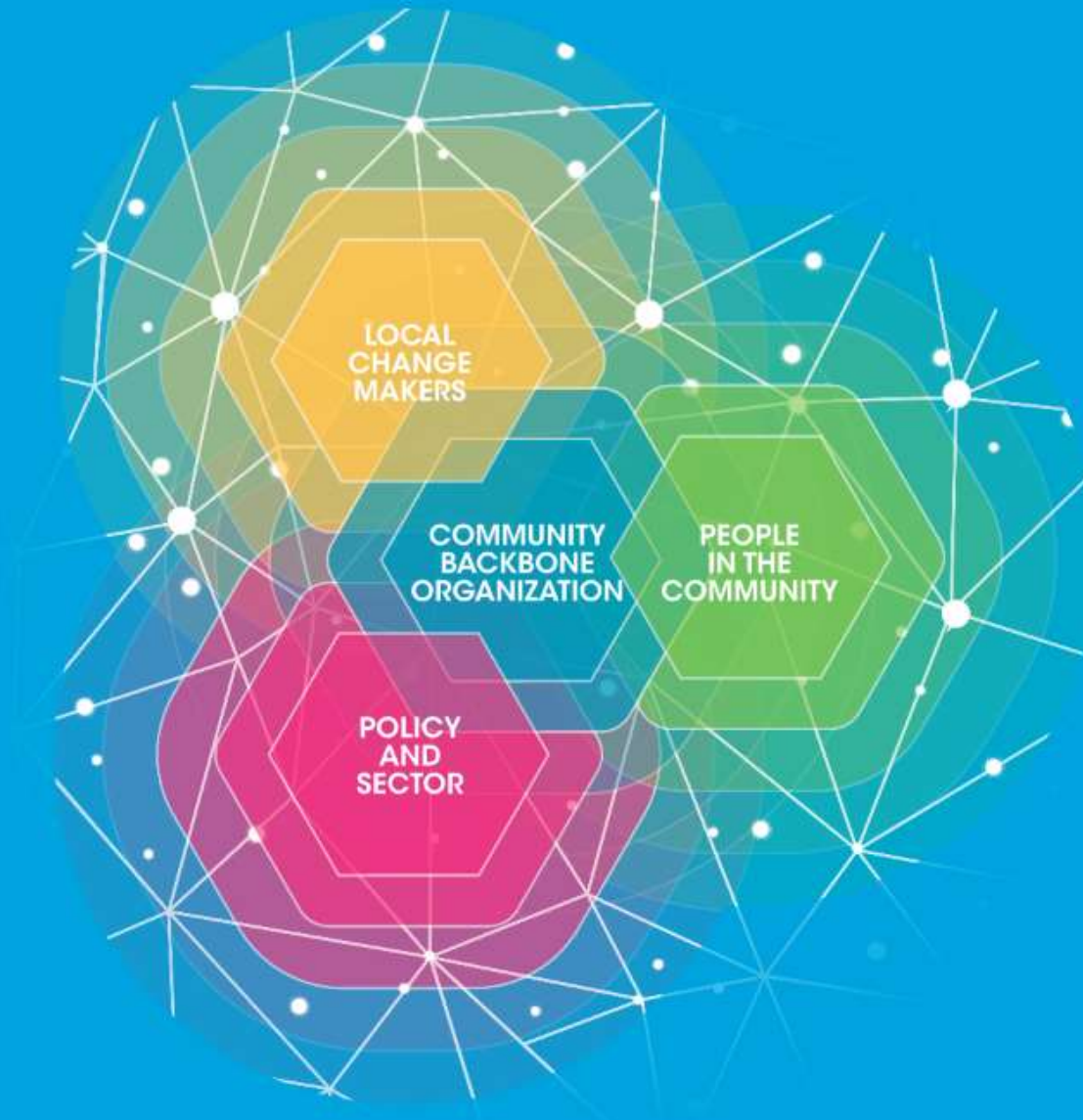
Create  
Connected  
Communities  
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Inside Out

Ted Talk:

Simon Sinek

Start with “Why”

Understand the **why**,  
invest in the **how** and  
the **what** will emerge



A Community Backbone Organization's  
**THEORY OF CHANGE**

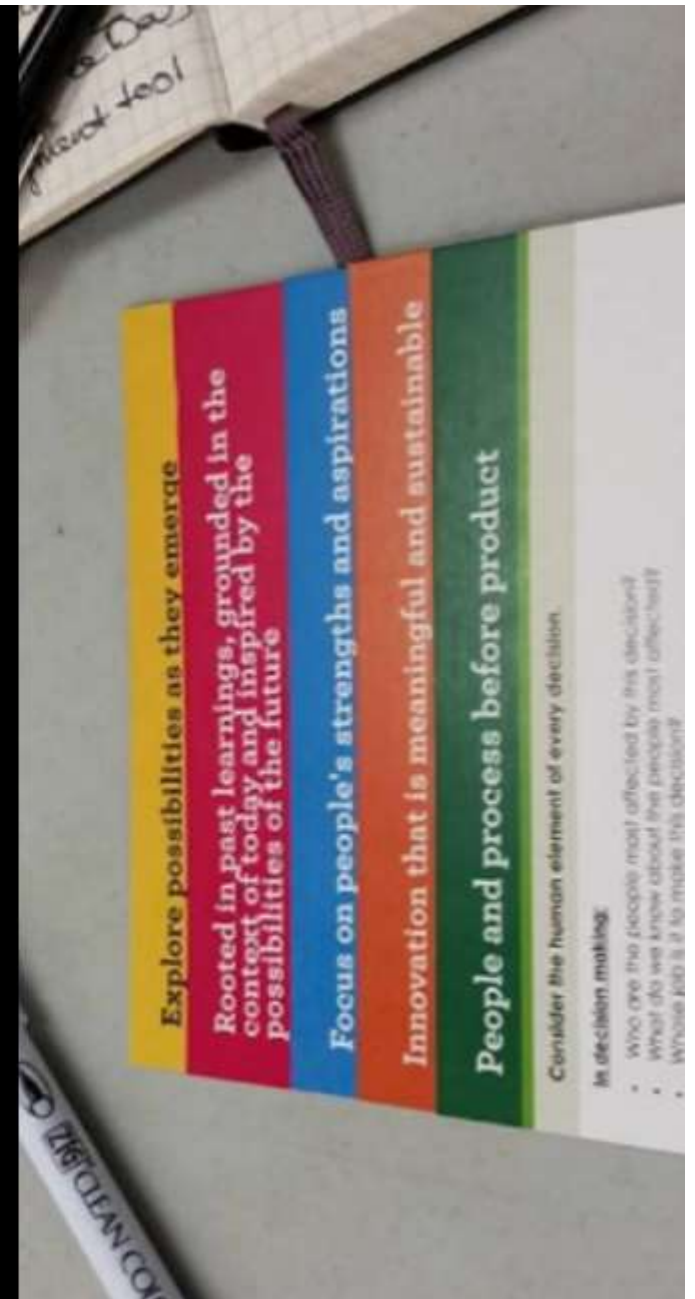
# Purpose Statement:

Why are we doing what we are  
doing?



# Guiding Principles

- Explore possibilities as they emerge
- Rooted in past learnings, grounded in the context of today and inspired by the possibilities of the future
- Focus on people's strengths and aspirations
- Innovation that is meaningful and sustainable
- People and process before product













# Community Knowledge

- how can we mitigate the impact "the classroom" has had on adult learners from marginalized communities?

Empathy

sector experts.  
experienced in  
adult education  
ex. UTSC faculty

UTSC  
Courses

- Who to bring together
- Develop/alter curriculum

Bringing players who have  
different perspectives in a  
common space to collaborate.

HOPE &  
OPTIMISM

How can we find  
out more about how  
the local economy  
operates? Are businesses  
interested/capable of  
working together?

Business  
Surveys

Fairness

depending on outcome  
data analysis, we  
a strategy to  
economic growth  
local + sectoral players

How will we pay  
for technology?  
What specific skills  
do we want to teach?  
What is the impact  
on relationships?

Teaching  
Technology

Workshops, documenting  
Conversations, surveys  
Programs: JSC, Computer Class,  
Coding 101

local residents  
↳ what skills do  
you need to build in?  
- Potential employers  
- Facilitators (potential)

Match skills & existing  
skills with skills needed.  
Develop curriculum that  
fills the gaps identified.

- Focus on  
strengths  
and aspirations
- People and process  
before product

EMPATHY

Exploring possibilities  
as they emerge  
People and process before  
product

it for Com  
Develop

- Enthusiasm & celebration - hope & optimism
- collective wisdom - people + process before product
- exploring possibilities as they emerge - fairness

→ Comm

→ Enthusi

Courts

→ Collect





COMMUNITY  
MATTERS.

### OUR VISION

- East Scarborough Storefront envisions a future where:
- Community matters
  - Everyone creates, innovates and shares learning
  - Together we build abundant opportunities and resilience

### OUR MISSION

The Storefront facilitates collaboration, builds community and supports people to learn and create together to live healthy lives, do meaningful work, to play and thrive

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EAST SCARBOROUGH  
STOREFRONT

Instead of asking how can we  
get people to engage with our  
process...

Ask instead, how can we make the process more engaging for people?















“Not everything should  
be a meeting...”

Toronto NIA Resident

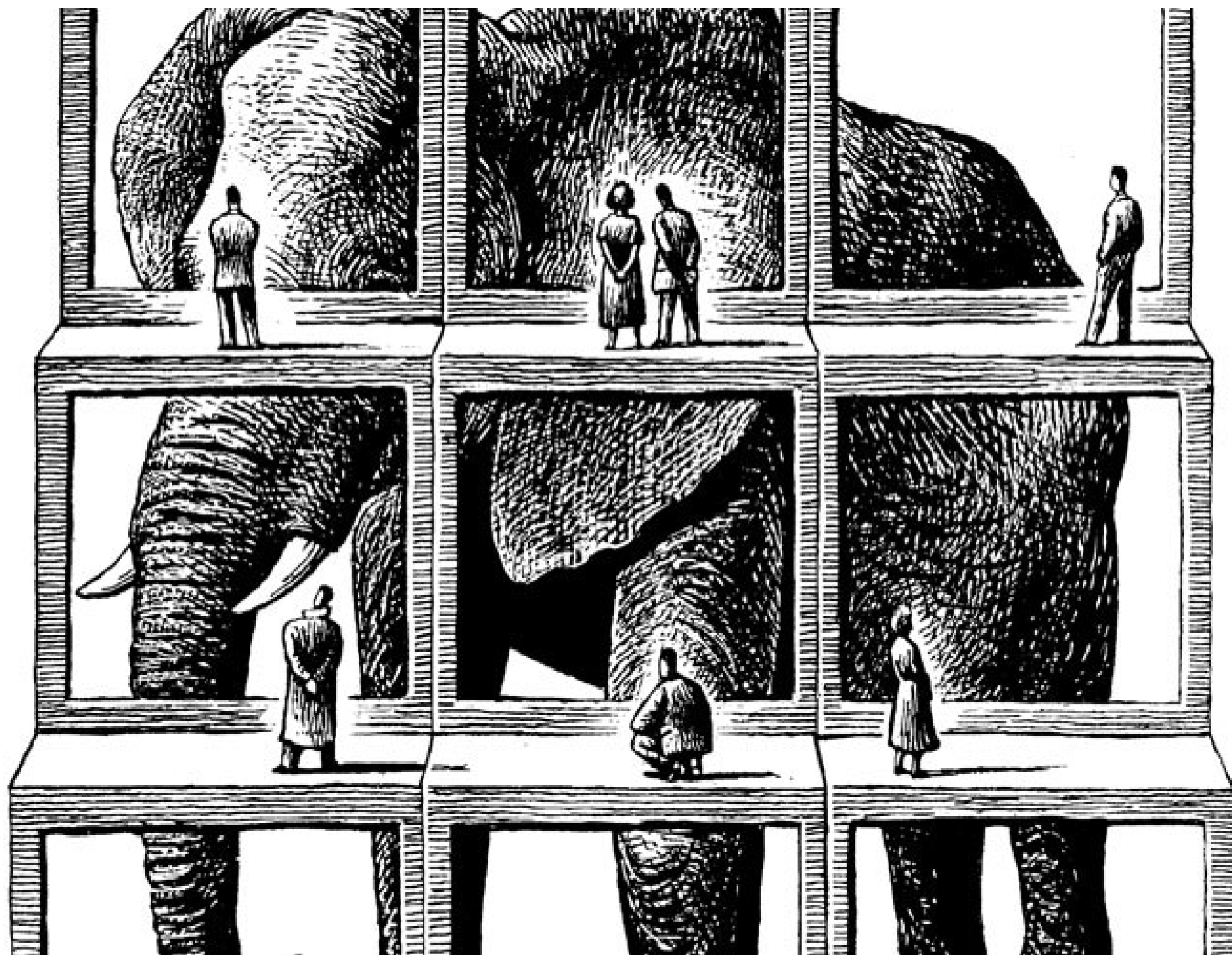




<http://www.liberatingstructures.com/>

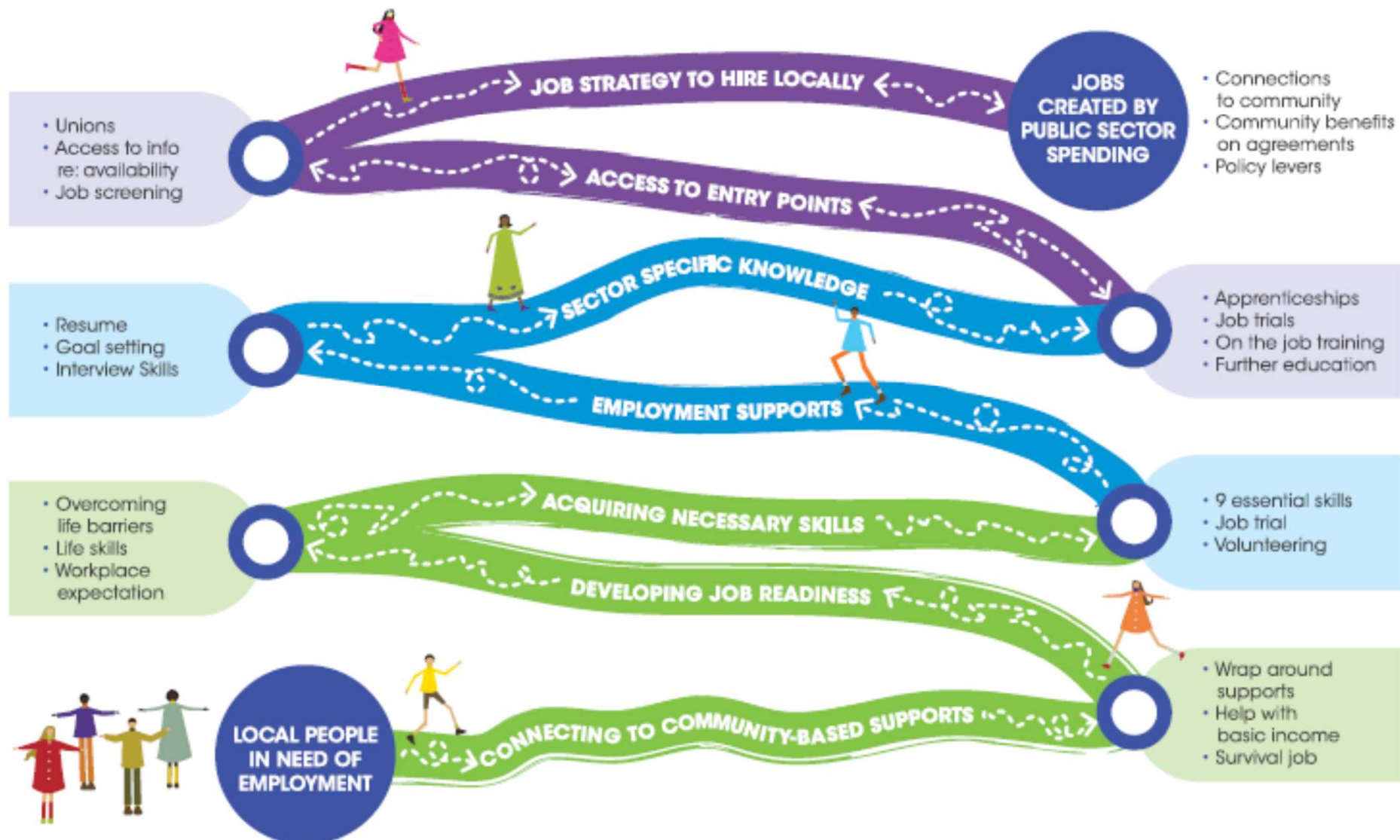


Value the collective  
wisdom of the entire  
eco-system



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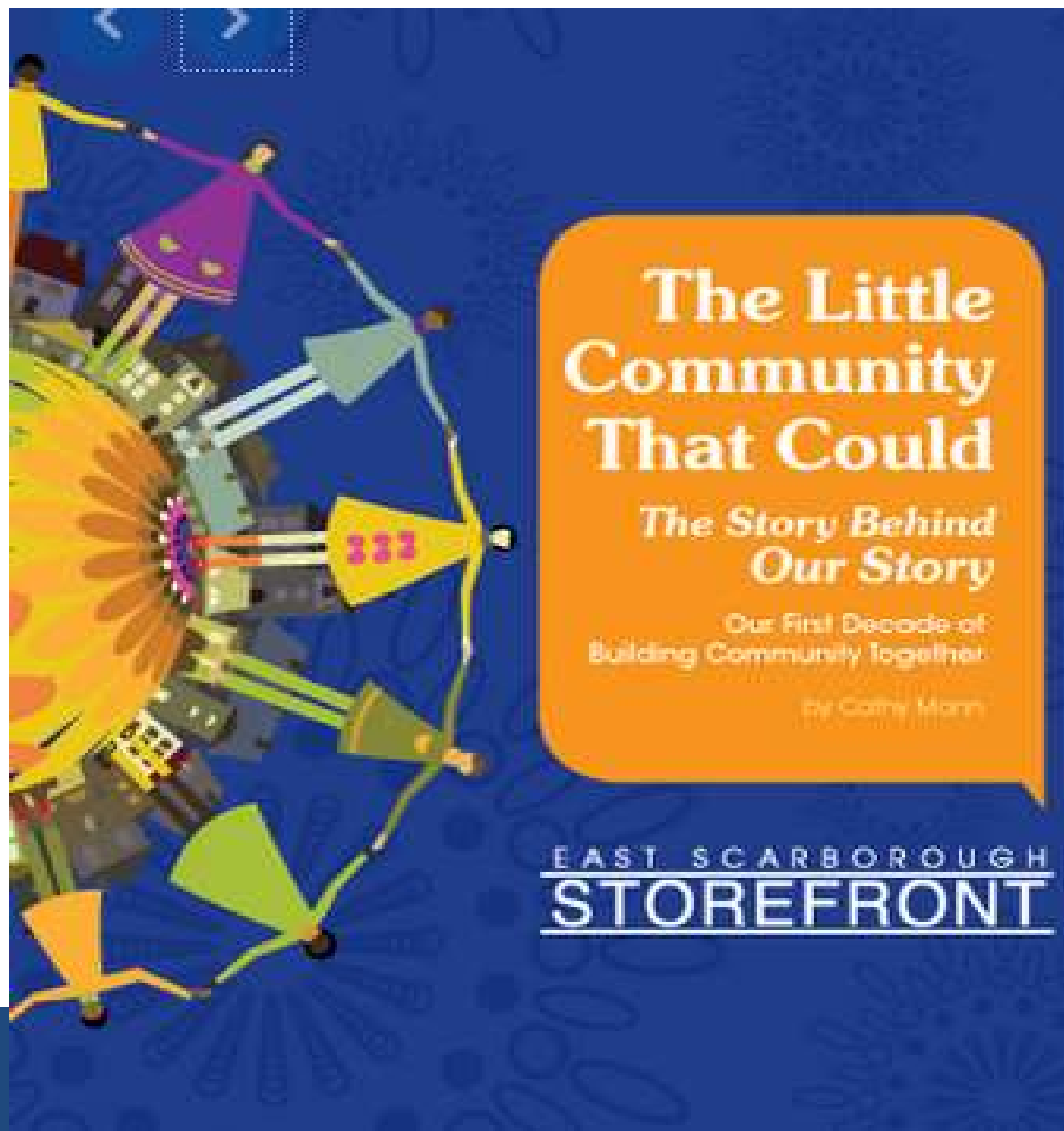


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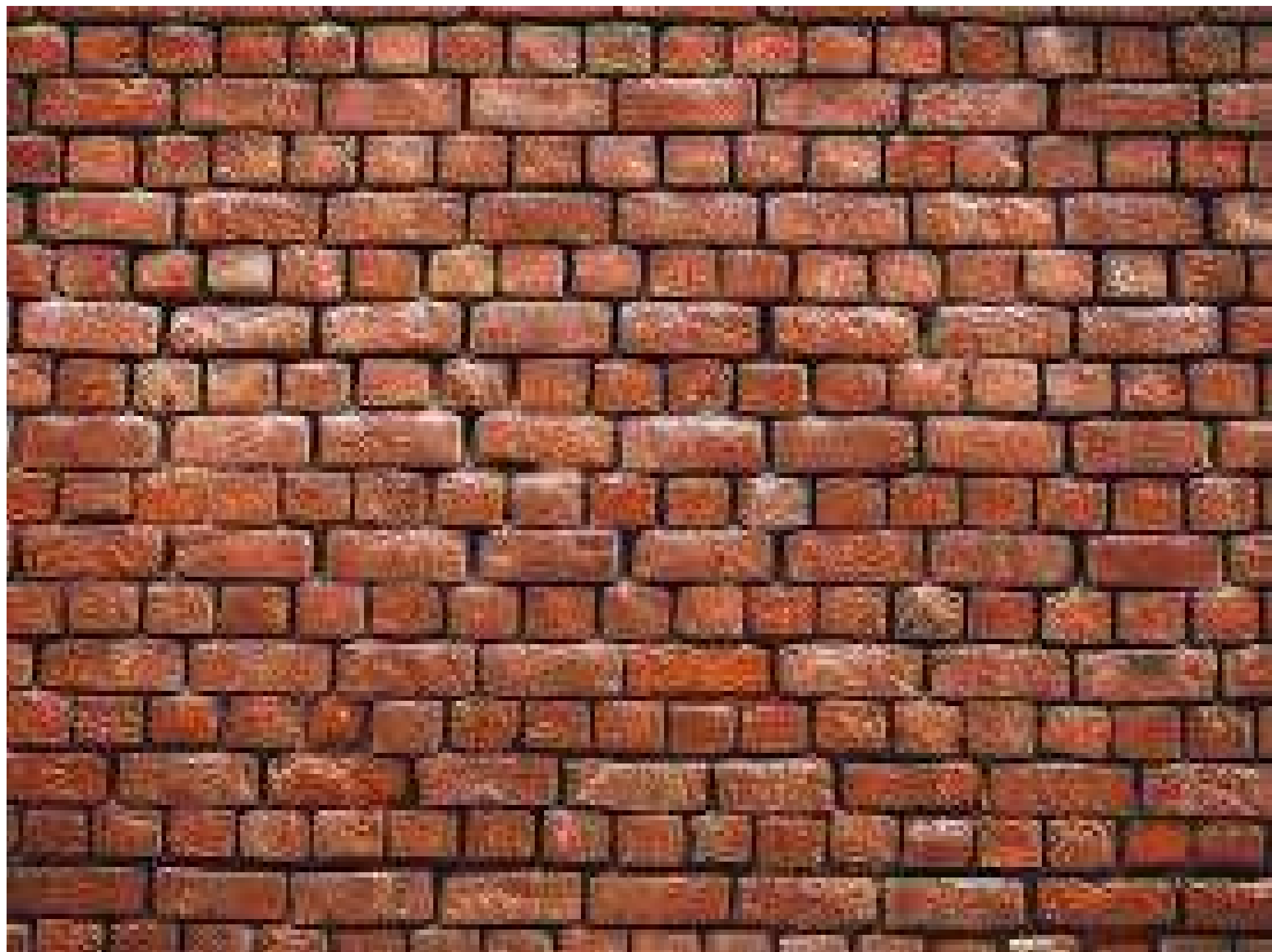
Be radically inclusive



If you think you are too small to make a difference, you haven't spent the night with a mosquito.

-African proverb



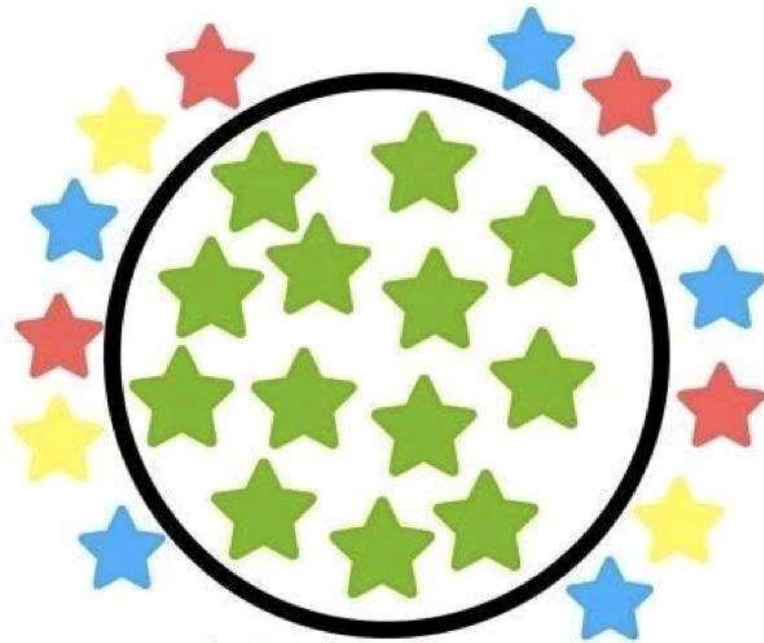








Inclusion = the system  
changes with each  
new member



Exclusion



Segregation



Integration



Inclusion

“Change happens  
at the speed of  
trust”

*Stephen M.R. Covey*



**I am not interested  
in competing with anyone.  
I hope we all make it.**





#### #4 Create and improve Shared Spaces in KGO

- build a second floor (@ Storefront)
- open a store @ Storefront
- put up flyers around the neighbourhood
- library (for children, run by parents)
- expand children's area
- splashpad
- Bingo night
- Walk-in clinic
- Drop in centre for kids + parents

#### #2 Nurture... funders & donors...

- continue to invite funders/donors to event
- create call centre (w/ volunteers) to call potential funders to get them involved

Create the conditions  
for people to have  
agency









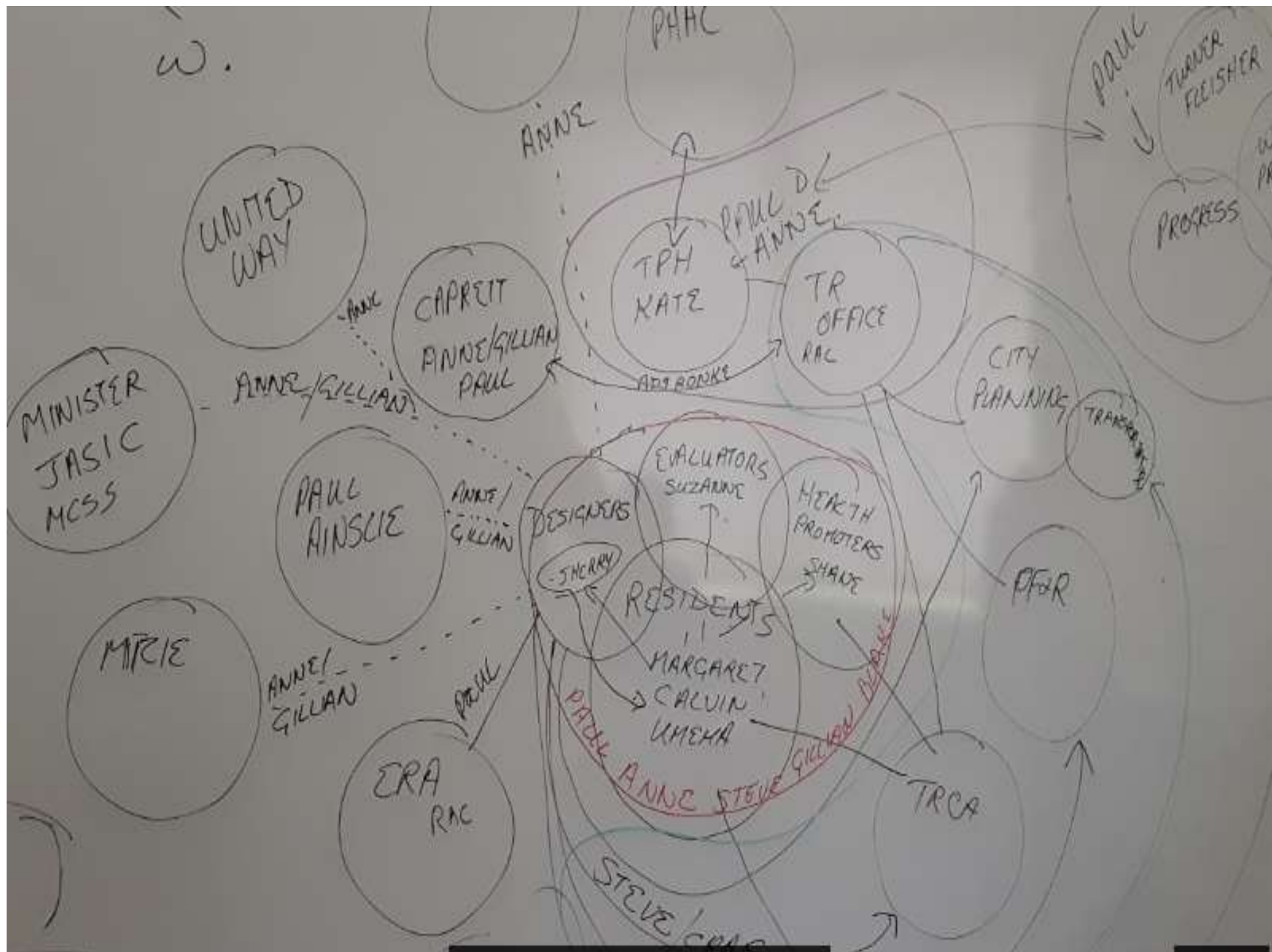




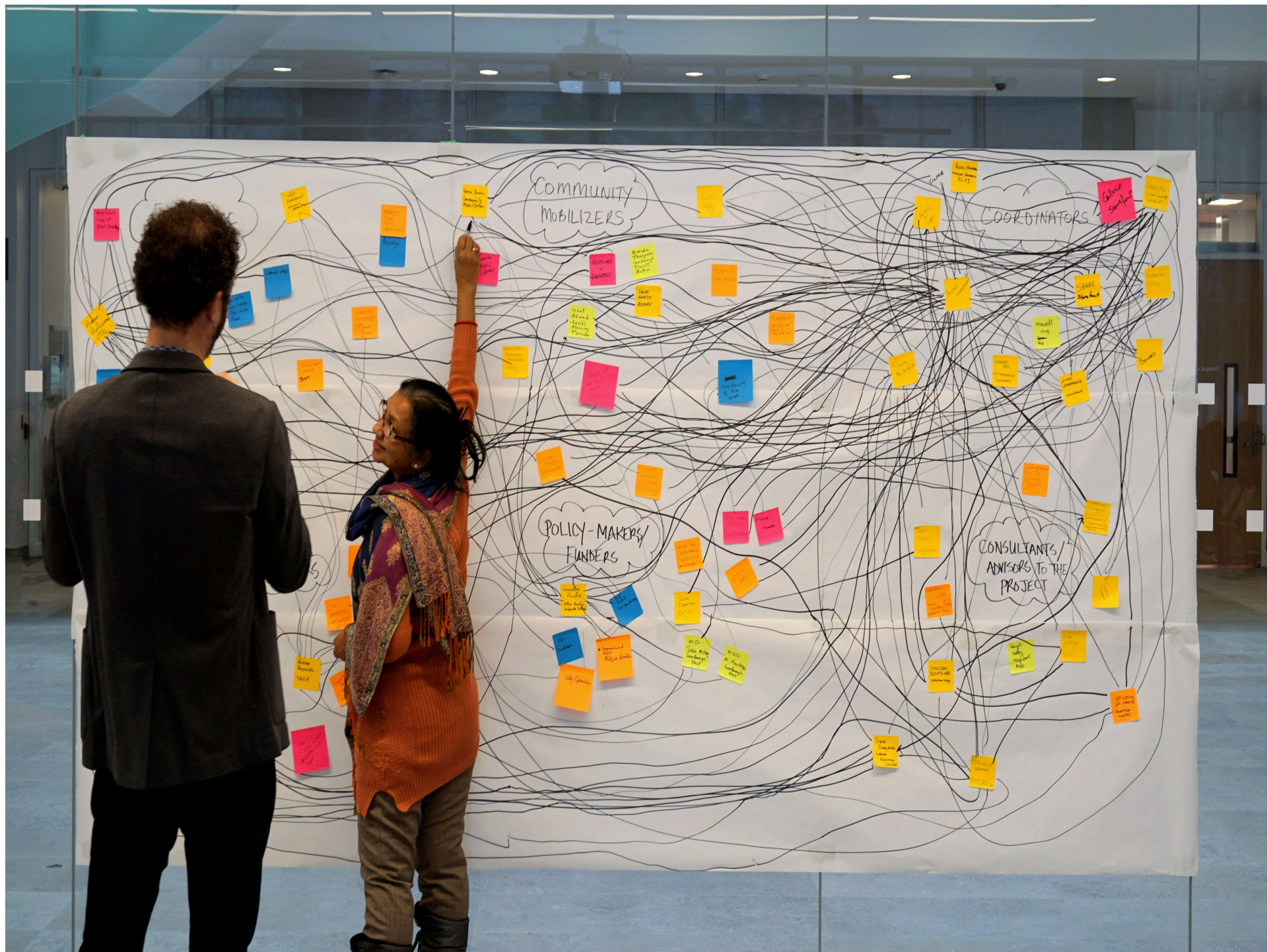


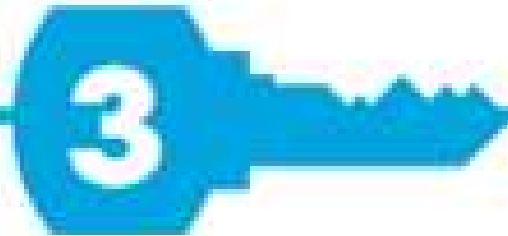
Embrace the  
messiness











Create  
Connected  
Communities  
from the  
Inside Out



Understanding the **why**,  
investing in the **how**  
and supporting the  
**what** that emerges

Asking how can we  
make the process more  
engaging for people?

Surfacing the  
collective wisdom of  
the whole eco-system

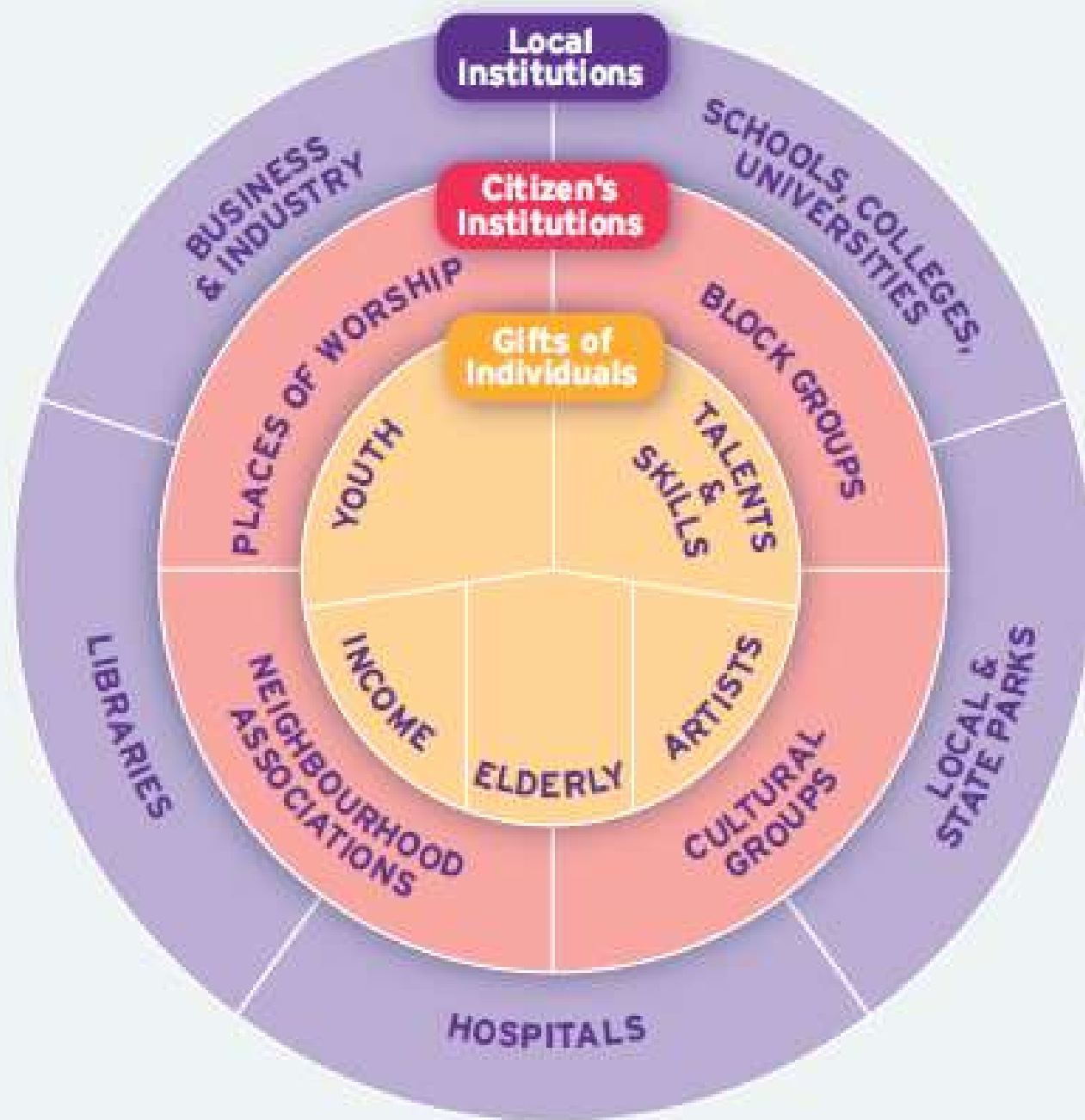


Being radically  
inclusive

Creating the  
conditions for people  
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Embracing the  
messiness





# A Whole Greater than Its Parts:

Exploring the Role of Emergence  
in Complex Social Change







If You WANT TO GO FAST,  
Go ALONE.

If You WANT  
To Go FAR,

go  
ToGETHER.

- african proverb

