

Party Platform

Party Name: **Canadians United for Progress (CUP)**

Party Slogan: Justice, Progress, Unity

Party Logo:



Candidate Introduction:

Zohaib Tahir is a dedicated community leader with a strong commitment to civic engagement and public service. His passion for advocating on crucial issues like housing affordability and public safety shines through his extensive experience in organizing community events and volunteering for political campaigns. As a councilor candidate in Barrie, Zohaib deeply engaged with residents, listening to their needs and priorities, and showcasing his leadership and empathy.

Beyond his political pursuits, Zohaib has been instrumental as a Community Organizer and General Secretary for local organizations, further demonstrating his tireless advocacy for community welfare. His role as a Fundraising Assistant has ensured effective campaign management and strong community engagement through activities like canvassing and flyer distribution.

Zohaib Tahir's unwavering dedication to civic duty and community empowerment positions him as a capable leader ready to make significant contributions to public welfare and advocacy initiatives. His experience and passion make him the ideal leader to guide our country towards a fairer, more just society for all Canadians. Vote for Zohaib Tahir, a proven advocate for the people.

Staff position information:

Operations Director: Kacie Ahmed

Campaigns Director: Alina Saad

Communications Director: Rabia Tahir

Policy Advisor: Sarah Malin

Main Message: Together for a just and prosperous Canada

Our party stands for a Canada where every citizen has the opportunity to succeed. We are dedicated to universal healthcare, ensuring everyone has access to the care they need without financial burden. We believe in wealth redistribution and progressive taxation, asking the wealthiest 1% to pay their fair share to build a stronger, more equitable society.

Our commitment to workers' rights is unwavering; we fight for fair wages, safe working conditions, and the right to organize. We champion social equality, striving to create a society where every individual, regardless of background, has the opportunity to thrive. We appeal to all who believe in social justice.

Join us as we work towards a Canada that is just, prosperous, and inclusive where everyone has a voice, and every community is uplifted. Together, we can build a brighter future for all Canadians. Vote for a party that fights for you, your family, and your future.

Campaign Strategy

Email Sign Ups:

Goal:

Our party goal is to get at least 225 email signatures. This is an achievable goal as each of our five members will have a target of obtaining 45 sign ups.

Strategy:

- Friends and family: We will start by reaching out to our immediate circle, including our family members and close friends.
- Workplaces and Volunteering: Many of our members are currently working or involved in volunteer work, such as volunteering at their local masjids. These members will be using these avenues to collect sign-ups as well.

- Extracurricular activities: Our members are also involved in extracurricular activities, such as fitness classes and university clubs. Our members will be reaching out to people involved in these extracurricular activities to collect even more sign ups.
- Use of social media: Our team members will also be sharing the sign up link and information about our campaign on our personal social media accounts, specifically on Instagram and Facebook.

Platform Points:

Economic Growth and Employment: *In a post pandemic country, how will your party focus on recovery through job creation, income disparities and ensuring fair wages?*

- 1. Support Small Businesses:** Supporting small businesses is vital for Canada's economic recovery. Our party will provide grants and low-interest loans to small and medium-sized enterprises (SMEs), which are the backbone of local economies. These financial supports will help SMEs expand, innovate, and hire more employees, creating job opportunities across diverse sectors. By easing access to capital, we ensure businesses can overcome challenges and thrive, contributing to community growth and stability. This strategy not only stimulates local economies but also fosters entrepreneurship, driving long-term economic resilience and prosperity for Canadians. Supporting SMEs is an investment in our country's future.
- 2. Progressive Taxation:** Implementing a progressive tax system in Canada means that the wealthiest individuals and corporations will pay a higher percentage of their income in taxes. This approach ensures that those with the greatest financial resources contribute more to society. The additional revenue generated will be used to fund job creation programs, public services, and social initiatives that benefit all Canadians. By redistributing wealth, we can reduce income inequality, support economic growth, and provide opportunities for everyone, especially those in lower-income brackets. Progressive taxation is a fair and effective way to build a more equitable and prosperous Canada.
- 3. Promote Worker Rights:** Strengthening labor laws and supporting unionization in Canada are key to protecting workers' rights. By enhancing legal protections, we ensure employees have safe working conditions, fair compensation, and comprehensive benefits. Supporting unionization empowers workers to collectively bargain for their rights, leading to better job security and improved workplace standards. These measures not only safeguard workers but also promote a fair and balanced relationship between employers and employees. Ensuring fair treatment and equitable pay for all workers is

essential for a just and thriving society, contributing to Canada's overall economic stability and social well-being.

Climate Change and Environmental Sustainability: *What environmental regulations, sustainable practices, infrastructures and targets will your party state/create if any?*

1. **Environmental Regulations:** The Canadians United for Progress party is dedicated to introducing stringent environmental regulations to significantly reduce carbon emissions and achieve net-zero carbon emissions by 2050. These regulations will target the energy, manufacturing, and transportation sectors, enforcing strict limits, rigorous penalties for non-compliance, and mandatory reporting and audits to ensure adherence to environmental standards. By implementing these measures, we aim to create a more sustainable and eco-friendly Canada, setting a target to power the country with net-zero electricity by 2030 through investments in renewable energy sources like wind, solar, hydro, and power.
2. **Oil Companies Accountability:** We will hold big oil companies accountable for the environmental damage they cause, mandating the cleanup of inactive and abandoned wells with strict deadlines and financial penalties for non-compliance. Oil companies will be required to take full responsibility for their operations' impact, ensuring they contribute to environmental restoration projects and compensate affected communities. Additionally, we will immediately ban single-use plastics, promoting the use of biodegradable and reusable alternatives to reduce plastic pollution and its harmful effects on the environment.
3. **Investment in Environmental Sustainability:** Our commitment extends to investing in sustainable infrastructure, including expanding mass transit systems to reduce urban traffic congestion and reliance on personal vehicles. We will incentivize the construction and upgrading of green buildings that meet high energy efficiency and environmental standards. We will support clean energy projects, including community-based renewable energy initiatives, to create jobs and stimulate local economies. These investments will help build a sustainable future for Canada, ensuring economic growth and environmental protection go hand in hand.

Indigenous Rights and Reconciliation: *What will your party do to address the indigenous communities concerns especially around systemic issues, such as access to clean water and equitable healthcare?*

1. **Collaboration with Indigenous Communities:** Our party is committed to addressing the systemic issues faced by Indigenous communities by collaborating closely with them on essential concerns such as access to clean water, healthcare, and education. We will invest significantly in healthcare infrastructure within Indigenous communities to ensure they have access to high-quality, culturally sensitive medical services. This includes building new healthcare facilities, upgrading existing ones, and ensuring that medical staff are trained to understand and respect Indigenous cultures and practices.

2. **Advancing Indigenous Rights and Reconciliation:** We will fully implement the recommendations of the Truth and Reconciliation Commission and adhere to the principles of the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP). This means recognizing and respecting Indigenous rights, self-determination, and governance. Our commitment involves ensuring that Indigenous voices are central in policy-making processes affecting their communities, thereby fostering a collaborative and respectful approach to reconciliation and systemic change.

Healthcare and Public Health: *How will your party enhance healthcare accessibility, and strengthen public health infrastructure and preparedness for future crises?*

1. **Expand Universal Healthcare:** CUP will be dedicated to enhancing healthcare accessibility by expanding universal healthcare to include mental health, dental care, and pharmacare. We will eliminate out-of-pocket expenses for essential healthcare services to ensure that everyone, regardless of job, location, age, health status, or income, has access to the care they need. This includes delivering comprehensive prescription drug coverage, making vital medications available to all Canadians without financial barriers. By investing in public healthcare and standing up to privatization, we aim to maintain a robust and equitable healthcare system that serves everyone.
2. **Investing in Public Healthcare and Fight Privatization:** To strengthen public health infrastructure and prepare for future crises, we will modernize hospitals and increase the healthcare workforce, ensuring that facilities are equipped to handle increased demand. We will also develop a robust supply chain for essential medical supplies to prevent shortages and ensure rapid response capabilities in emergencies. These measures will create a more resilient healthcare system, capable of providing high-quality care and safeguarding public health in any situation.

Social Inequality and Affordable Housing: *What will your party do around affordable housing, homelessness, and addressing homelessness and social mobility?*

1. **Affordable Housing Initiatives:** Our party is committed to tackling the affordable housing crisis by launching initiatives that will build over 500,000 units of affordable housing. We will provide immediate relief to renters in need through rent control policies and subsidies for low-income families, ensuring that housing remains accessible and affordable for all. Additionally, we will take measures to prevent big-money investors from driving up housing costs, protecting communities from speculative market pressures that make living costs unaffordable for many.
2. **Addressing Homelessness and Social Mobility:** To address homelessness and promote social mobility, CUP will fund supportive housing programs that offer comprehensive services such as mental health care and job training. By creating opportunities for social

mobility, we aim to improve the quality of life for those struggling with homelessness and economic instability. These programs will not only provide shelter but also equip individuals with the skills and resources needed to achieve long-term stability and independence, fostering a more inclusive and equitable society.

Budget breakdown:

- **Online Marketing (25%):** Investment in social media campaigns, targeted online advertisements, and search engine optimization to boost the party's digital presence.
- **Offline Marketing (10%):** Includes billboards, newspaper advertisements, and television commercials. A smaller allocation because of our focus on digital strategies.
- **Staff Salaries (20%):** Salaries for our dedicated team, including a Field Director, Fundraising Director, Data Analyst, Policy Advisor, and Communications Director, to ensure we have the best talent on our team.
- **Canvassing and Voter Outreach (15%):** Funds allocated to the door-to-door campaign, engaging directly with voters and understanding their needs.
- **Market Research and Polls (10%):** To assess public opinion, develop effective strategies, and track campaign progress.
- **Donor List (5%):** The allocation to grow and maintain our donor list. The funds will be used for events and communications to engage potential contributors.
- **Events and Public Outreach (10%):** Public events, town hall meetings, rallies, and other community outreach initiatives.
- **Campaign Office Budget (3%):** Covering the costs of maintaining an accessible and functional campaign office.
- **Travel and Accommodation (2%):** For campaign-related travels, visits to communities across the country, and accommodation.

Flagship Policy:

Affordable Housing and Homelessness Prevention Act

The Affordable Housing and Homelessness Prevention Act would allocate federal funding to build and maintain affordable housing units across Canada, prioritizing high-need areas. The policy would include incentives for developers to create mixed-income communities and partnerships with nonprofits for supportive housing. Additionally, it would strengthen tenant protections and provide rental assistance to low-income families. To address homelessness, the Act would fund emergency shelters, outreach programs, and transitional housing, while also focusing on long-term solutions like job training and mental health support. This comprehensive approach aims to ensure safe, affordable housing for all and reduce homelessness nationwide.