



Horizontal above seat connecting banner subway posters

28Wx11Hx2

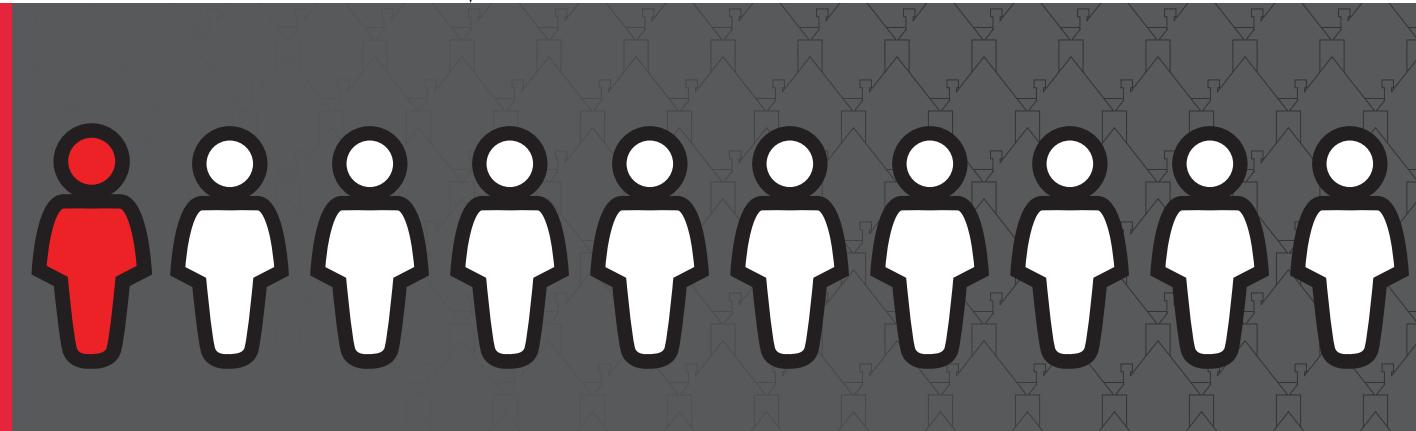


Over **80,000** people live
on under **\$2.15** per day in
Canada

That's one **Colosseum**
full of people or **0.2%** of
the population

You can help by donating at the
www.unitedwaygt.org

P
O
V
E
R
T
Y



Over **1 in 10** people in Ontario live below the low income level

You can help by donating at the www.unitedwaygt.org

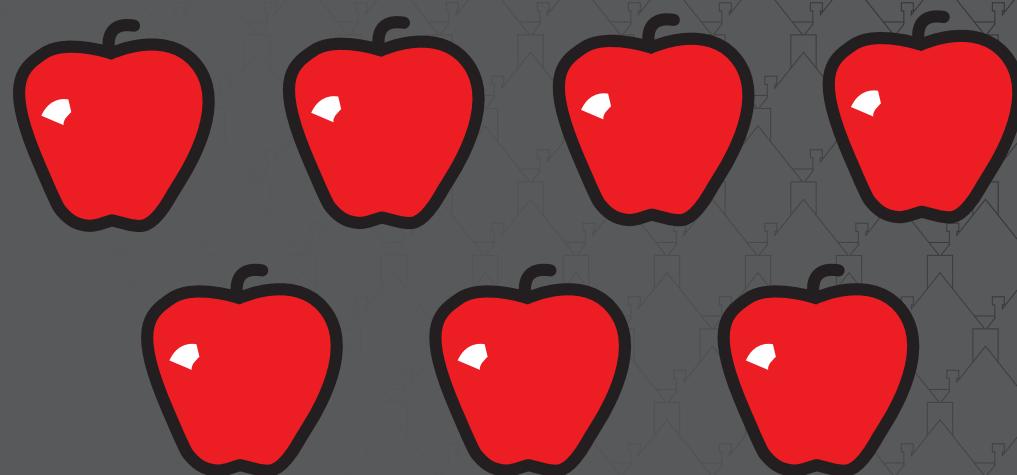


POVERTY

3.6 Billion people live on less than **\$6.85** per day

That's **46.9%** of the world

That only buys **7 Apples** in Canada



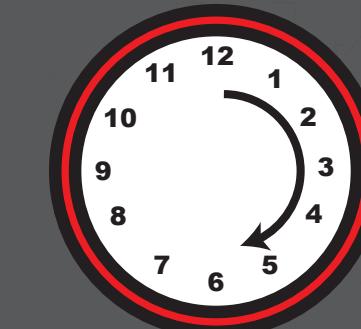
Vertical
beside
doors
subway
posters

21Wx22H

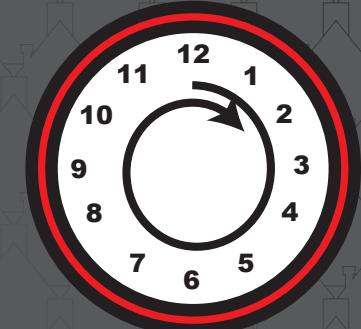
POVERTY

It costs over **\$5,300 per month** for a 3
person family to live in Toronto

That means it would require a salary of
\$86,000 per year or **5000 hours** of
minimum wage work per year, almost
14 hours per day every day



Average 2000 hour year
work day if working every day



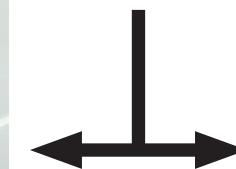
Min wage 5000 hour year
work day if working every day

You can help by donating at the www.unitedwaygt.org





Subway ads



Digital billboard video





No Poverty Targets for Canada by 2030

By: River Hastings Carley
source:<https://bit.ly/3YQEPE3>

The First target for Canada is to eradicate extreme poverty- people living on less than \$2.15 a day, which makes up 0.2% of the Canadian population.

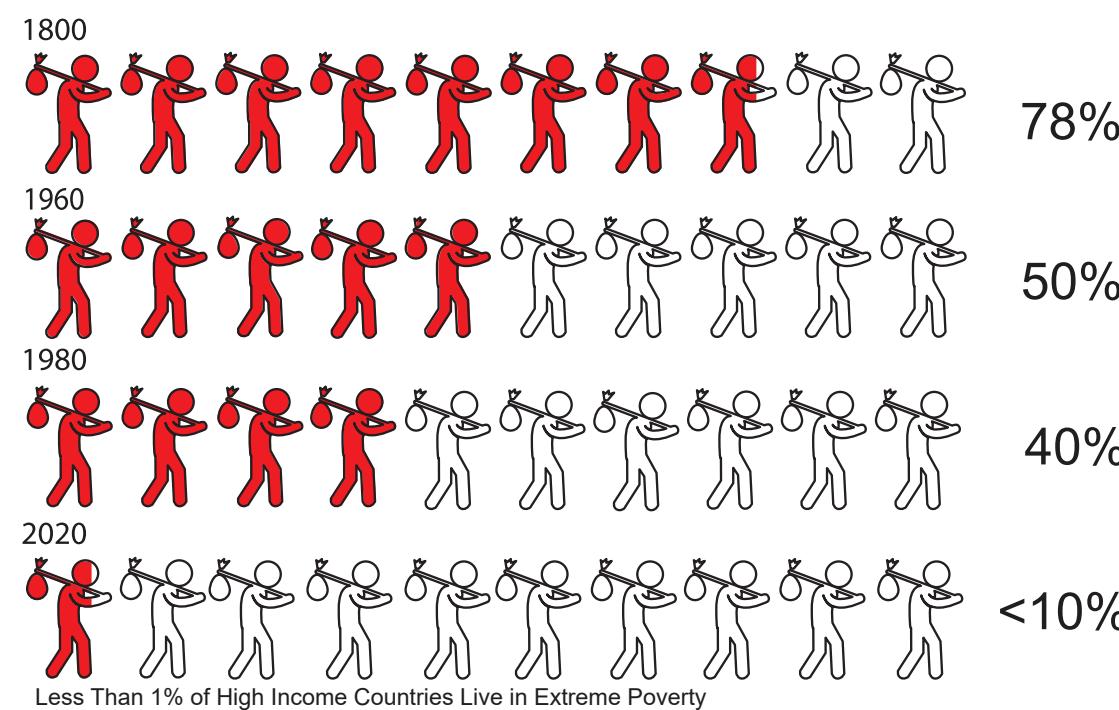
The second target for Canada is to reduce poverty by at least 50% based on 2015 numbers. It is already reduced by 49% as of 2024. This is referring to the people living below the low income level. There is a graph on page 4 that outlines the low income level threshold.

In order to reduce poverty, Canada plans to implement social protection systems, such as Canada Child and Workers Benefits, create equal rights to economic resources and access to basic services, technology and land, and build resilience of the poor to environmental, economic and social disasters.

Canada overall is doing very well, at a very close or better level than the other wealthy countries.

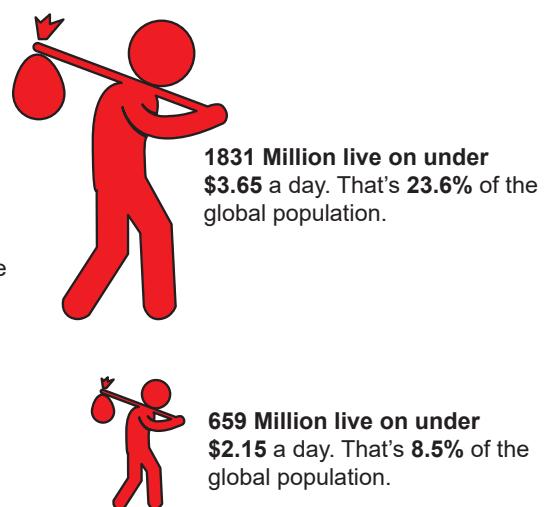
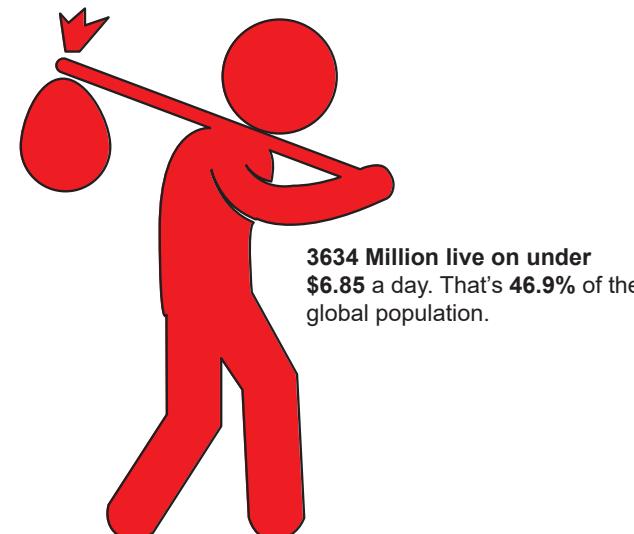
Percentage of people globally living under the extreme poverty line of \$2.15 a Day by Year

source:<https://bit.ly/povertyByYear>



Global population below the poverty line and how much they live on in 2023

source:<https://bit.ly/howMuchThePopulationLivesOn>

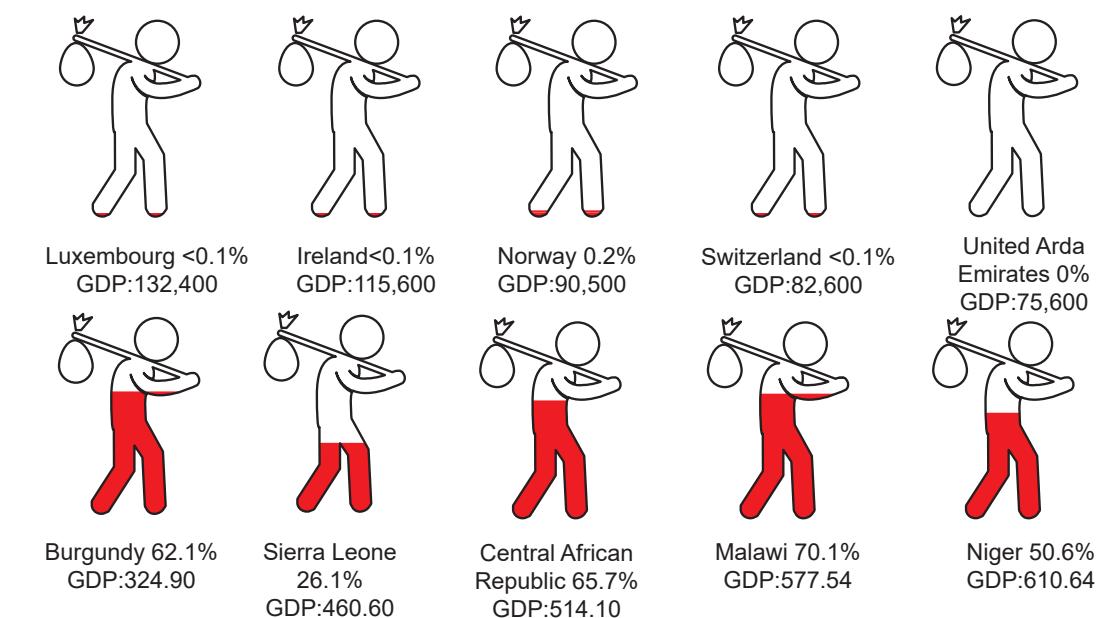


Comparison of the 5 highest and lowest GDP per capita countries and their percentages of people that live in extreme poverty in 2023

source:<https://bit.ly/worldWidePoverty>

source:<https://bit.ly/3OdJAT6>

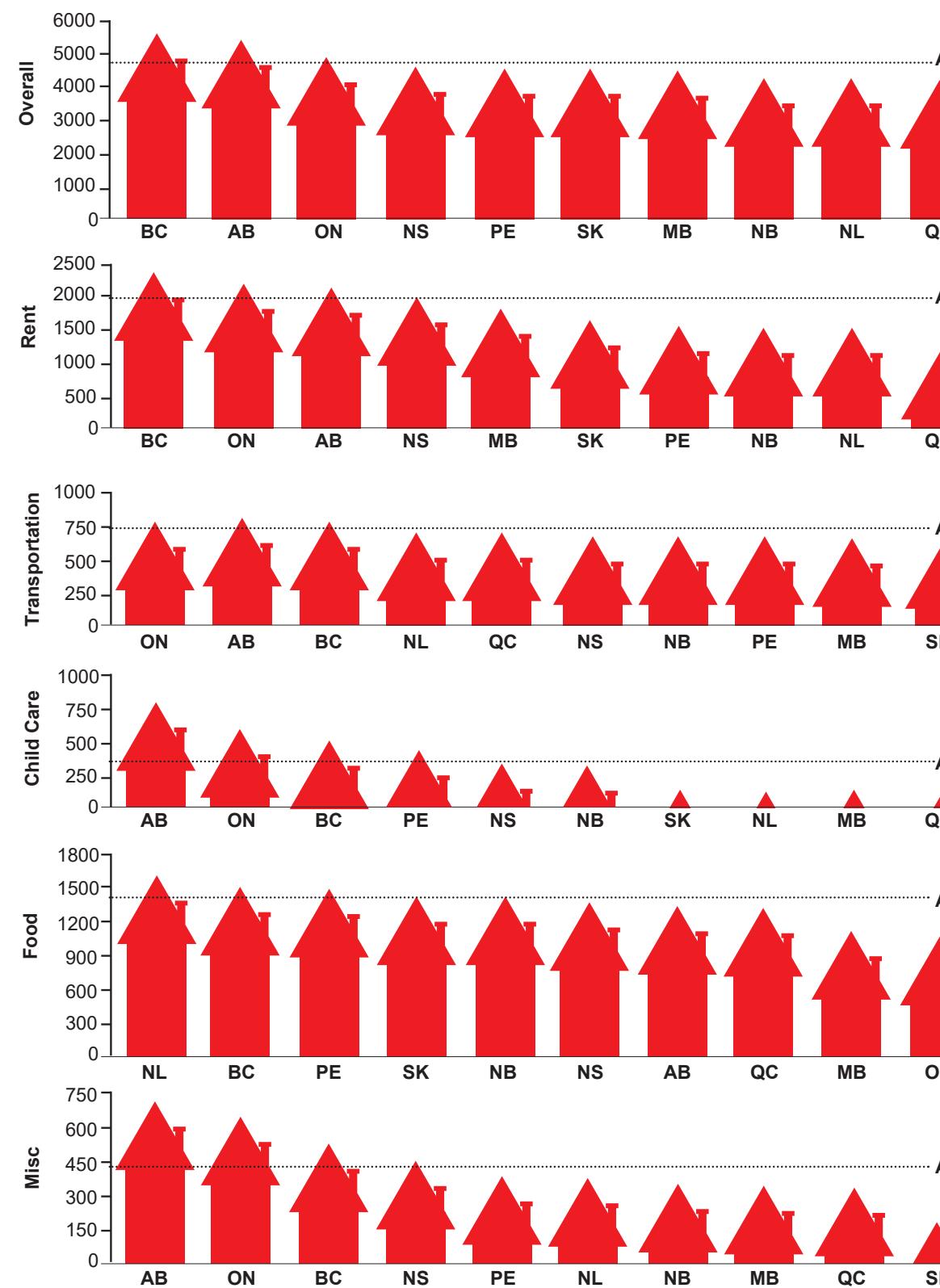
source:<https://bit.ly/4hSfcLJ>





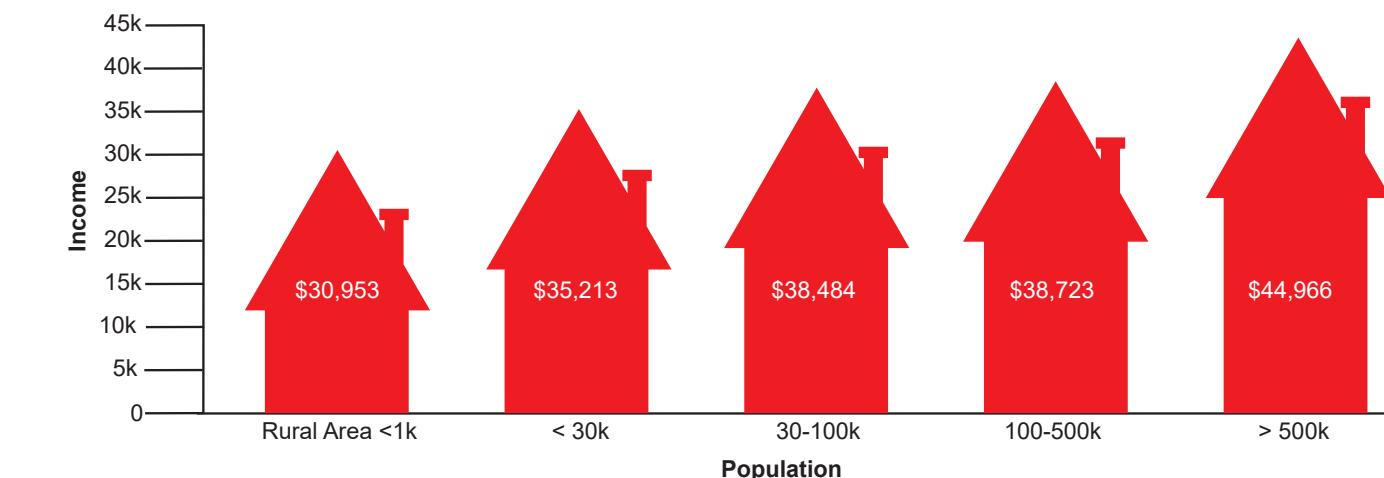
Monthly one child family cost of living in Canada's cities in 2024

source:<https://bit.ly/CostOfLivingCanada>



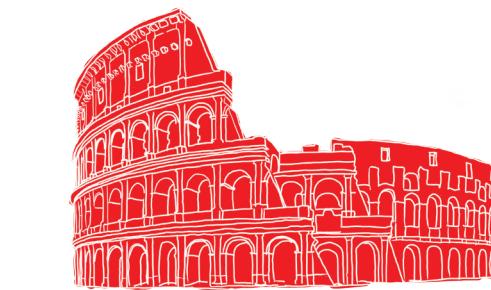
Annual 2024 low income level before taxes for a 3 person family by community size in Canada

source:<https://bit.ly/40R02R0>

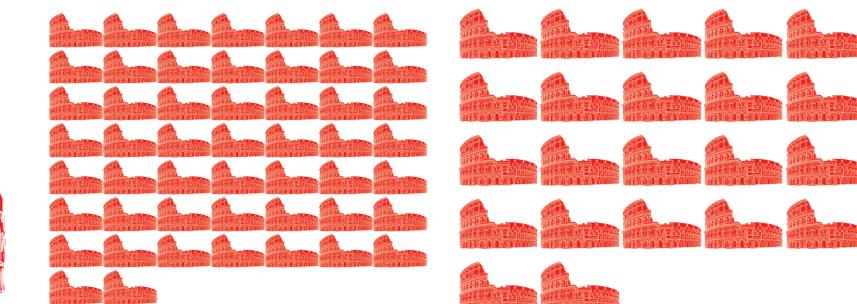


The scale of Canadian poverty in 2024

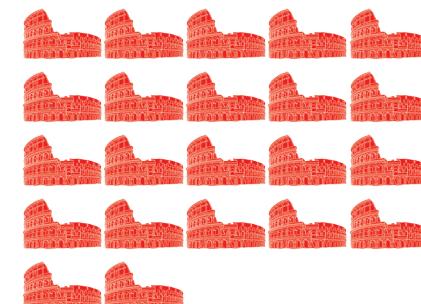
Source:<https://bit.ly/PercentageLowIncome>



The Colosseum in its prime held 80,000 spectators. That is roughly equal to the 0.2% of Canadians who live below the extreme poverty line of \$2.15 a day.



9.9% Of Canadians lives below the low Income level. That's roughly 4,000,000 people or about 51 Colosseums full.



10.9% Of Ontarians live below the low income level. That's roughly 1,750,000 people or about 22 Colosseums full.