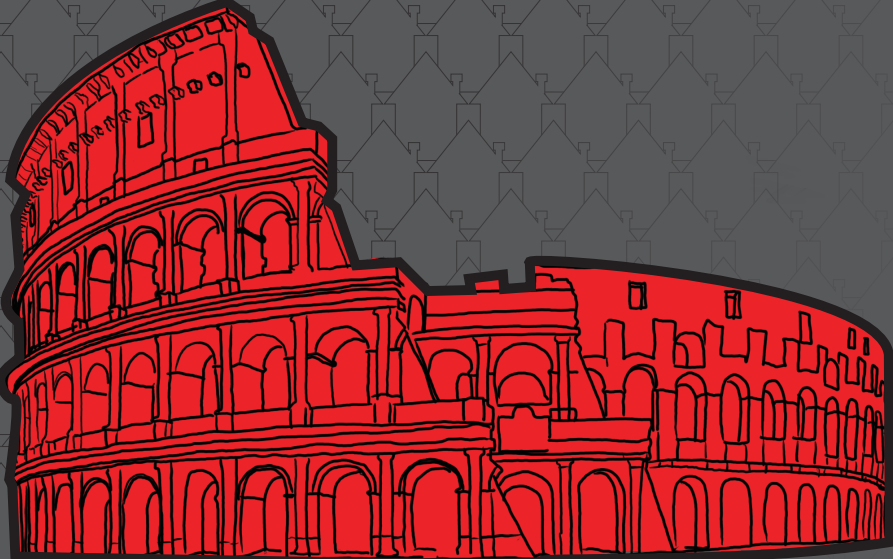




Horizontal above seat connecting banner subway posters
28Wx11Hx2




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

1 NO POVERTY




POVERTY



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

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

1 NO POVERTY



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



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

1 NO POVERTY



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

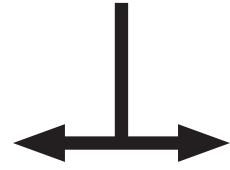
You can help by donating at the www.unitedwaygt.org

1 NO POVERTY





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.

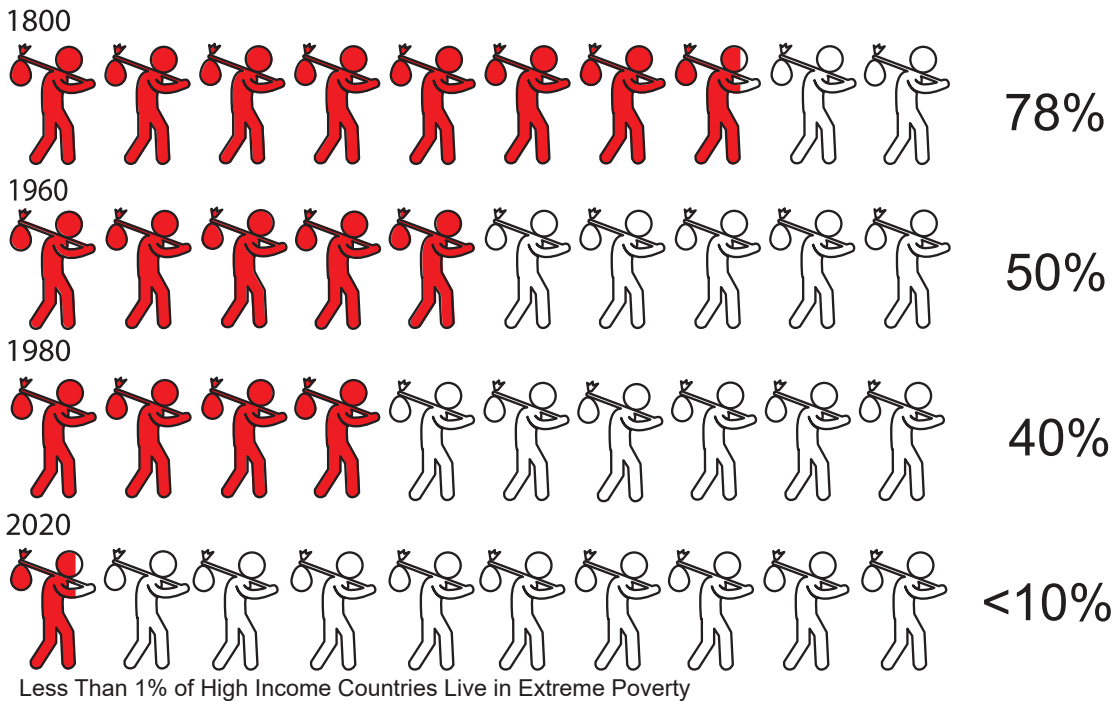
The second target for Canada is to reduce poverty by at least 50% based on 2015 numbers. It is already reduced by 49% as of 2024. This is referring to the people living below the low income level. There is a graph on page 4 that outlines the low income level threshold.

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.

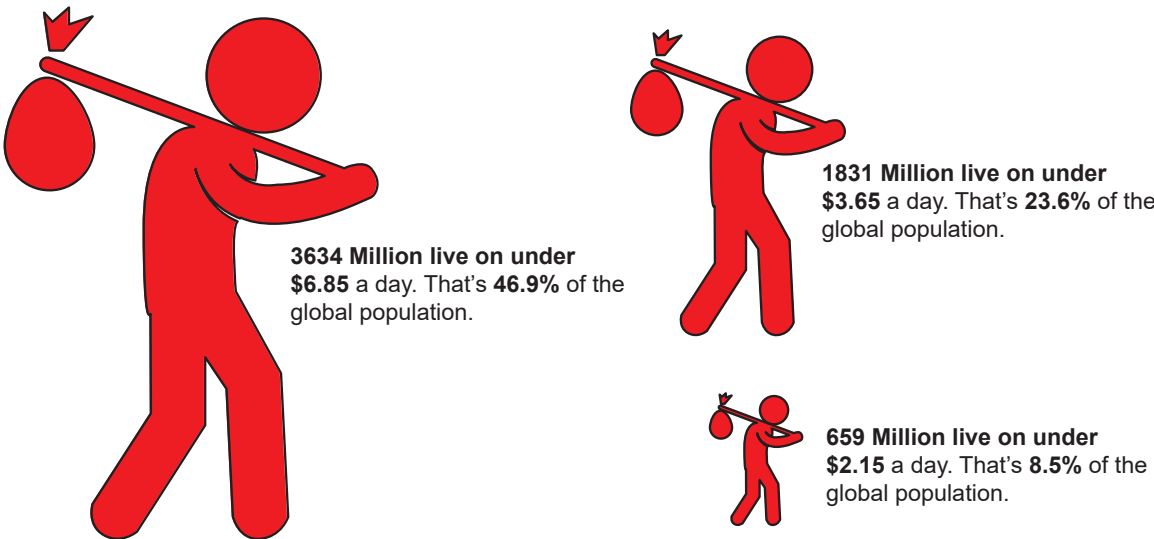
Percentage of people globally living under the extreme poverty line of \$2.15 a Day by Year

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



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

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

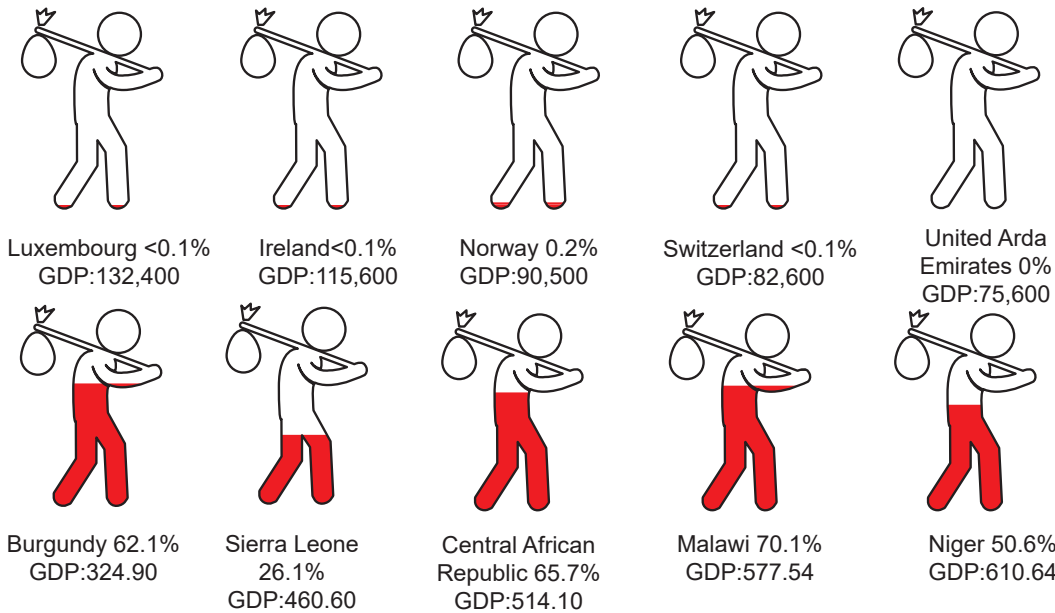


Comparison of the 5 highest and lowest GDP per capita countries and their percentages of people that live in extreme poverty in 2023

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

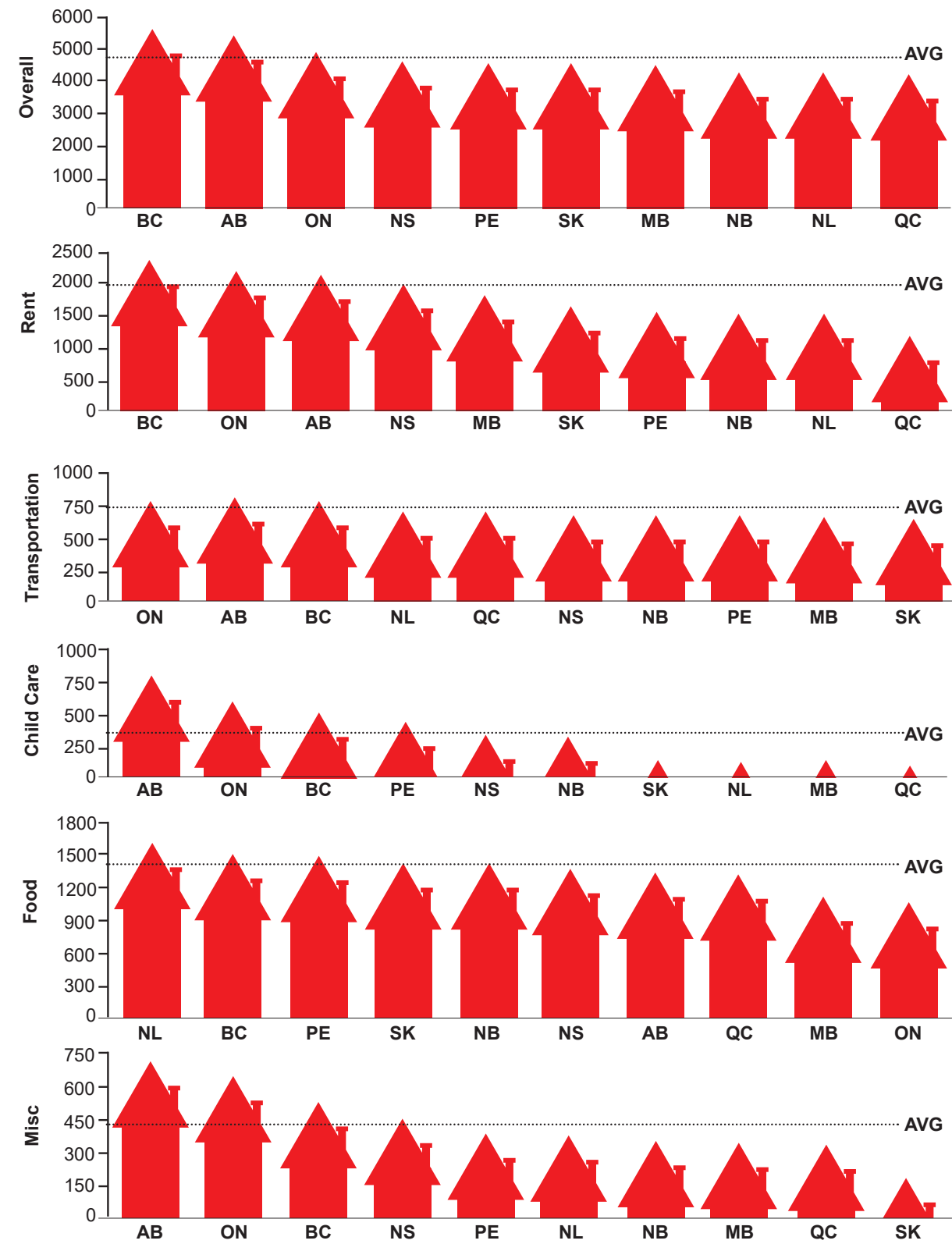
source:<https://bit.ly/3OdJAT6>

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



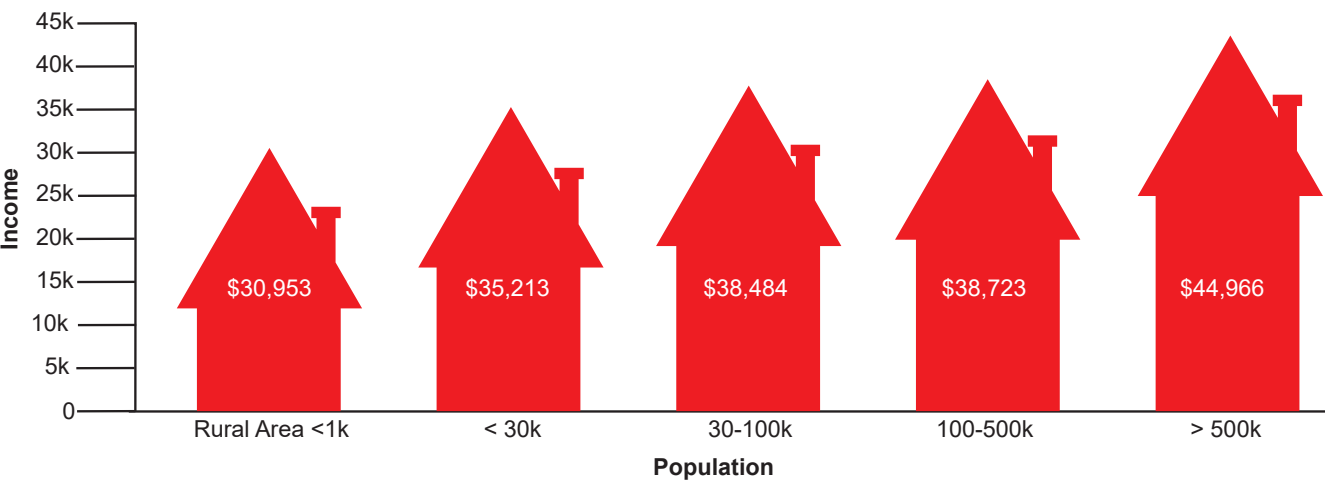
Monthly one child family cost of living in Canada's cities in 2024

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>

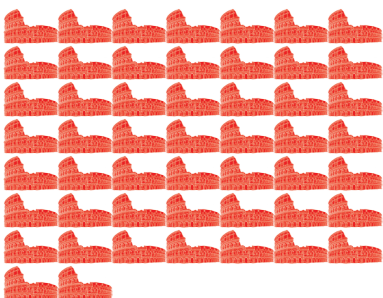


The scale of Canadian poverty in 2024

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.