



A Statistical Economic & Social Profile of Muskoka

July 2014

Employment & Income

- The average income of an individual in Muskoka is \$36, 965 (2011 Census)
- 57.1% of all permanent households in Muskoka earn less than \$30,000/year and 70.7% earn less than \$40,000/year (“Muskoka – The Housing Story: A Ten Year Plan for Housing and Homelessness in the District Municipalities of Muskoka”, Nov. 2013)
- Unemployment rate for Muskoka was 7.4% in 2011 census
- Income Disparity: On average, women in Muskoka earn 34.8% less than men (or \$10,971) (extrapolated from 2011 census data)
- We have 2030 single parent families, 1645 of those headed by women. (2006 Canadian Census)

Violence

- The number of residents served by Interval House and Chrysalis Shelter for women and children in 2013 was: 129 women and 76 children. The shelters were over capacity on 61 days of the year. (Muskoka Women’s Advocacy Group, Rosemary Ramsay, 645-4461)
- Muskoka Interval House and Chrysalis outreach and court support services worked with 233 non-resident women in 2013. (Muskoka Women’s Advocacy Group, Rosemary Ramsay, 645-4461)

Shelter & Housing

- There is a higher return on investment for builders/developers in the seasonal cottage market so there is little incentive for them to pursue the development of housing for local permanent residents (“Muskoka – The Housing Story: A Ten Year Plan for Housing and Homelessness in the District Municipalities of Muskoka”, Nov. 2013)
- Average price to purchase a home in Muskoka has risen 40% in the last ten years (“Muskoka – The Housing Story: A Ten Year Plan for Housing and Homelessness in the District Municipalities of Muskoka”, Nov. 2013)
- The waiting list for rent-geared-to-income housing has increased by 146% (or 370 households) in the last seven years (“Muskoka – The Housing Story: A Ten Year Plan for Housing and Homelessness in the District Municipalities of Muskoka”, Nov. 2013)
- 24.9% of Muskokans spend 30% or more of total household income on shelter – an indicator of poverty (2011 Census)
- The only emergency housing options in Muskoka are:
 - Two 3-bedroom transition units (for 4-6 week stays) are operated by the local Salvation Army Corps (funded through the District of Muskoka) – the Gravenhurst unit was full for the entirety of 2013 (District of Muskoka, 645-2412)
 - Two women’s shelters, operated by Muskoka Women’s Advocacy Group
 - Community Homelessness Prevention Initiative can offer motel vouchers for 1-2 nights
- Muskoka has an affordable housing crisis. There are currently 628 people on the waitlist for social housing as of Dec. 2013 – this means a 3 to 5 year wait. This has consistently been on the rise for a number of years – up from 439 in 2009 and 305 in 2007. (District of Muskoka, 645-2412)
- Over 250 vouchers for emergency housing were distributed in 2013, mostly to single males (District of Muskoka, 645-2412)
- The District of Muskoka received 588 applications for emergency assistance to help obtain or maintain housing (ex. Rent or utility costs, purchase of a bed etc.) (District of Muskoka, 645-2412)
- There are currently no shelter services for men in Muskoka - the closest shelter is Lighthouse Shelter in Orillia

Trauma, Abuse, Mental Health and Addiction Services

- Muskoka Sexual Assault Services’ client load was 114 for 2013 (serving only women over the age of 16) (Muskoka Sexual Assault Services, 645-2122)
- There are no funded support services in Muskoka for children (16 and under) or for males aged 16 and over who have been sexually abused (Sexual Assault Services, 645-2122)
- There are no publicly funded adult mental health services available in Muskoka for mild to moderate depression.
- In the 2012-2013 fiscal year, Addiction Outreach for Muskoka-Parry Sound (AOMPS) served 1200 clients – half of these clients were new admissions, while the other half were continuing their services from the previous year (AOMPS, 645-1311)
- Males represent 62% of AOMPS’s client base, and youths (18 and under) represent 18% of the client base
- 34% of AOMPS admissions reported having mental health problems in addition to their substance abuse or gambling addiction

Child Care and Child Welfare

- Family, Youth and Child Services Muskoka (FYCSM) has experienced increasing budgetary restrictions amidst austerity and as a result will be amalgamating with Simcoe County Family, Youth and Child Services in the near future – a date has not yet been set (Muskoka Family, Youth & Child Services, 645-4426)
- For the 2012/2013 year, FYCSM served 1,062 families, had 119 Children in Care and served 751 children with mental health concerns (Annual Report, FYCSM, 645-4426)
- Muskoka has the lowest level of childcare investment in Ontario (Simcoe Muskoka District Health Unit)
- The number of licensed childcare centers in Muskoka does not meet the demand for services and as such most families in Muskoka are utilizing informal child care (District of Muskoka, 645-2231)

Social Assistance

- As of Dec. 2013, there were 979 households (not individuals) on the Ontario Works caseload in Muskoka – this is up from 552 households in 2008 (almost a 50% increase) (District of Muskoka, 645-2412)
- Between 2007-2012, the Ontario Works Caseload in Muskoka has increased 94% - this is the highest caseload growth in Ontario based on our population (“Muskoka – The Housing Story: A Ten Year Homelessness in the District Municipalities of Muskoka”, Nov. 2013)

Seniors

- 23% of Muskoka’s total population is aged 65+ and this number is expected to double by 2036 (Simcoe Muskoka District Health Unit)
- 69% of those over the age of 85 in Muskoka are female (Simcoe Muskoka District Health Unit)
- 25.9% of people aged 65+ in Muskoka live alone - and of those seniors living alone, 75% are women (“Muskoka Demographic Profile”, District of Muskoka, extrapolated from 2006 census data)
- 49.1% of women aged 65+ living alone, live in poverty (annual incomes less than \$16, 273 – based on Canada’s low income cut off rates), and 33.3% of men aged 65+ who live alone, live in poverty (“Muskoka Demographic Profile”, District of Muskoka, extrapolated from 2006 census data)
- Based on 2006 census data - 1333 of Muskoka’s seniors live alone and live in poverty
- The higher incidence of poverty amongst women 65+ can be contributed to: lower employment rates result in lower employment income and lower pension income, as well as the fact that, statistically, women tend to outlive their partners so many senior women are widows and lose their partners income

ABOUT YWCA PROGRAMS

*Passion * Possibility * Choice*



YOUTH PROGRAMMING

YWCA Muskoka offers school-based programs throughout Muskoka. Why school-based? Without a public transit system, reaching kids at school makes sense! Our programs welcome all youth, and especially those who would benefit from support during tough times including separation and divorce, or those witnessing or experiencing violence, trauma, or substance abuse. Referrals from agencies serving youth are prioritized.

Girlz Unplugged is a self-esteem and confidence building program for girls in grade 5-8. Girls meet weekly to explore healthy relationships, self-care, body image, and being media and internet savvy, through crafts, role play, discussions, laughs and fun. Developed in Muskoka to meet the needs of rural girls, this program has been running since 1997. This program is partially funded by the Canadian Women's Foundation and its partners.

Girlz Choice is a ten week program supporting secondary school girls identified through the Student Success program. Participants identify their challenges which most often include stress, drugs and alcohol, relationships, family issues, body image and mental health. Together with the facilitator they explore personal goals, choices, alternative paths and opportunities. This program is funded in part by the Kenny Family Foundation and CIBC.

Girlz Unplugged summer day programs are held in Gravenhurst, Bracebridge and Huntsville for girls ages 9 to 11. **Girlsplace:** A summer leadership intensive that brings young women ages 13 to 16 together to learn about leadership, community engagement and social action. In 2014, this program was held in Bracebridge and Huntsville. Fee subsidies for both these programs can be accessed by contacting the YWCA office.

Quest: YWCA Muskoka has developed a three tiered curriculum to support boys at critical turning points in their lives. Since 2006, over 630 boys from grades 5 to 10 have participated in this program. Together, they embark on a QUEST to explore individual strengths and uniqueness, conflict resolution skills, positive peer relations, and learn how to navigate challenges. In the 2014-15 school year, this program is partially funded through Muskoka Futures and Fednor Industry Canada, and community service groups including Port Carling Lions, Rotary Club of Bracebridge, Rotary Club of Huntsville, the Stephenson's Lions Club, and the Brian Schaal Memorial Golf Tournament.

YWGRO: A group mentorship program that pairs 3-4 girls who have participated in Girlz Unplugged with a young woman mentor. The group can consist of anywhere from 3-5 mentors and 9-15 girls and meets bi-monthly. This is an opportunity for girls to continue exploring the themes addressed in Girlz Unplugged. YWGRO started as a pilot program in 2014 in Bracebridge and is being extended to Gravenhurst in 2015.

ADULT PROGRAMS

Women in Business: This program focuses on the broad range of skills necessary for harnessing entrepreneurial opportunities. From marketing to filing, from stress management to promotions, sessions will provide the basic skills needed to begin putting together a blueprint for a venture; presented from a woman's perspective. This program is funded by the Ontario Women's Directorate, Investing in Women's Futures fund.

The Business of Life: This program covers the skills necessary to manage transitions in our lives and develop resiliency. Transitions may include being unemployed or under employed; returning to the workforce; furthering education; new to the community; becoming sole-support parents or just longing to move forward along a personal journey. From Budgeting to Communications, from Strategic Planning to Knowing your Mind; these sessions will help you identify personal strengths and build skills, knowledge and networks. This program is funded by the Ontario Women's Directorate, Investing in Women's Futures fund.

Enterprising Women: This program features workshops and interactive training/coaching sessions for women business owners across Muskoka. These sessions are tailored to meet the needs and interests of women who own small and medium sized businesses in Muskoka. Sessions look at building skills to sustain and grow your business and have included a social media series, financial information sessions, greening your business and peer sharing sessions. Funded by Muskoka Futures and Fednor Industry Canada in 2014.

Getting Ahead: Building your resources for a better life: In this 'kitchen table learning' process individuals explore the impact of poverty on their lives, investigate economic realities and develop models of community prosperity. Participants investigate their own resources and motivations and insights. Upon completion, participants will have a plan of their own based on the knowledge acquired through the co-investigative process. Funded by the District of Muskoka in 2014.

Women of Distinction: This annual fundraising event honours women in Muskoka who have played a significant role in advancing the cause of women through their initiative, achievements and commitment to their community.

YW4Work: This Community Economic Development (CED) project for women in Muskoka engages local women and community partners in the development and implementation of CED plans. This project, funded by Status of Women Canada, began in 2012 in Gravenhurst and is now working with women in the Township of Lake of Bays.

Y's Senior Women: A series of community based workshops reaching senior women particular those who would not otherwise have access, promoting community engagement, volunteering and skills sharing. Funded by the Ontario Government.

For more details and dates for upcoming sessions please see our website www.ywcamuskoka.com