

Government Relations Communications

January 2024



Audience-Centric Communications



01

Solve their problem

Know what challenges or goals they have and show how you are helping them solve it.

02

Show vs Tell

Tell a high-impact story that demonstrates your point. Stories are remembered over facts.

03

Make it about them

Do the 'you/your' vs 'we/our' test. Share you make X happen (vs you help us make X happen).

04

Be relational

Even funders are just people who want to make the world a better place too! (avoid us vs them)

05

Clarity is kindness

Be clear on your ask - keep the main thing the main thing. No 'laundry lists'.

Key Messages

- The flat base-budget funding since 2009/10 puts Karis -15% behind consumer price index, an **annual depreciation of -\$26 million** (or -\$19 million including added Passport funding). Ref chart on slide 6.
- We are grateful for the stabilization investments, wage increases for direct support professionals, and investments through passport funding over these years. At the same time, the **much greater escalation of inflation** results in this 15%/\$26M gap for Karis Disability Services annually.
- After significant spending cuts (food budgets, staff training, direct service hours) and efficiencies through those years, there are now no further areas to ‘trim’ – we are **now faced with further service reductions**.
- As a sector, we are at **grave risk of not achieving Journey to Belonging**, a vision put forward by MCCSS Minister Parsa and one we fully embrace and value at Karis.

Key Messages cont'd

- **Reduced supports have critical and costly outcomes** for our province: escalating complex mental health and crisis behaviours, need for more expensive long-term supports, people ending up in highest-cost locations (hospital, jail, mental health facility, long-term care), and rising health and safety concerns for people supported and our staff.
- Due to rising health & safety concerns and insufficient training to support more complex needs, we can no longer reduce direct service staff hours - **we have to reduce services.**
- The outcome is that people are being reduced to barely receiving basic supports, **moving towards a custodial care model – the opposite of Journey to Belonging.**
- Service reductions **hinder peoples' ability** to gain independence, employment and housing, and for families to continue to support their loved one at home.

Key Messages cont'd

- We join the sector in asking for a **5% increase to base-budget funding** (and ongoing yearly increases based on the inflation rate).
- **Society and humanity are better** when people with developmental disabilities are supported appropriately and when they can contribute their gifts and live their best lives.

Ontario Resources Gap

**MCCSS
Operations**

**Consumer Price Index
vs.
Base + Passport Funding Increases
2009 - 2024 (Projected)**

