



A LIVING WAGE

Join Ontario's Growing Roster of Living Wage Employers



EMPLOYER BENEFITS

HR RELATIONSHIP

- ✓ Enhances marketing strategy for recruitment
- ✓ Increases employee retention and value proposition
- ✓ Decreases turnover rates and re-training costs
- ✓ Increases staff morale and loyalty
- ✓ Improves productivity and service delivery

CONSUMER RELATIONSHIP

- ✓ Elevates employer profile in the community
- ✓ Adds to positive digital footprint i.e. increases *Search Engine Optimization*
- ✓ Encourages the feeling among consumers of making a responsible purchase



WORKER BENEFITS

- ✓ Reduces the need to work multiple jobs to pay bills
- ✓ Improves nutrition and reduces the stress of financial pressures, resulting in better health
- ✓ Raises standard of living and quality of life
- ✓ Provides opportunities for skills training to improve education credentials and career advancement



COMMUNITY BENEFITS

- ✓ Raises consumer spending in local economy
- ✓ Increases civic participation
- ✓ Lowers child poverty rates
- ✓ Promotes the benefits of social programs like child care and public transportation

"We care about our employees and recognize that paying a living wage represents a critical investment in the long-term wellness of our employees by fostering a committed, qualified and healthy workforce."

- Melanie Higgins, Senior VP of Human Resources
Boshart Industries, Milverton

The concept of a living wage is about **QUALITY OF LIFE.**

- ▶ It's about ensuring everyone can afford to pay their rent and purchase nutritious food
- ▶ Its about ensuring employees are healthy and able to pay for transportation to and from work
- ▶ It's about ensuring our children receive sufficient social and educational opportunities to flourish

"We're committed to prioritizing our people and our culture. A big part of that commitment is ensuring a sense of security for everyone we work with, clients and employees alike. Certifying as a living wage employer speaks to that core value and our desire as an organization to lead by example in the communities we serve."

- Amanda Ropp, People and Culture Lead
South West Vets, Stratford & Listowel



STEPS FOR CERTIFICATION

- 1. Expression of Interest.** Complete initial contact form online. Anne Coleman, manager of the *Ontario Living Wage Network (OLWN)* employer program, will contact you to discuss certification details and answer questions.
- 2. Application Review and License Agreement.** OLWN will review the details of your application and contact you to determine the level of recognition. You will sign the license agreement and pay the employer certification fee.
- 3. Certificate Presentation.** OLWN will connect you with the living wage group in your local community (United Way Perth-Huron) to arrange the presentation of your Living Wage Employer Certificate.
- 4. Recognition.** OLWN and United Way will recognize your business organization through social media and publications, as well as listing you in the online employer directory and map on both the United Way Perth-Huron and OLWN websites.
- 5. Periodic Review.** Each year on the anniversary of your certification you will receive a renewal survey and invoice for the annual employer certification fee. When the living wage calculation is updated we'll contact you with the new rate. Employers have six months to make adjustments once the new rate is announced.

RECOGNITION

- ✓ Added to employer directory and map
- ✓ Social media photo op celebration
- ✓ Framed certificate
- ✓ Window decals for vehicle(s) & workplace
- ✓ Logo package for use in print and online



| LIVING WAGE FORMULA | |
|--|---|
| Basic household needs | + |
| EI Premiums, CPP Premiums, Federal Taxes, Provincial Taxes | |
| Income from Government Transfers (CCTB, etc.) | - |
| Total Expenses | = |
| Adult(s) working full-time | ÷ |
| Living Wage Rate | = |



Canadian Living Wage Framework & the Ontario Living Wage Network

The living wage calculation for Perth-Huron adheres to the principles and methodology developed by the *Canadian Living Wage Framework* as adopted by the OLWN. Based on a 35-hour work week, the calculation is determined using local data and considers the living expenses of a weighted average of family types including a family of four, a single mother with a seven-year-old child and a single adult, once government transfers & deductions have been taken into account.

"We believe everyone deserves to make a livable wage. The cost of living is constantly increasing and the standard minimum wage doesn't always have time to catch up [...] We really just want to take every measure we can to ensure that our staff can sustain a happy lifestyle, however that looks for them."

- Bri Parks, HR Manager
Camp-Out RV, Stratford

"Although as an organization we have previously met the local living wage criteria, our hope through officially joining the Ontario Living Wage Network is that we can inspire other local businesses to become living wage employers while reaffirming our continued commitment to the Southwestern Ontario communities we serve."

- Lindsay Clarke, HR & Administrative Manager
Famme & Co., Stratford & St. Marys

Want to get involved?
Here are some ways you can help:



Learn more about the living wage movement, poverty reduction and economic prosperity



Become a Certified Living Wage Employer



Share your story and this brochure with your boss, staff, councillors, friends and neighbours



Advocate for policy change to improve government benefits and social programs (e.g. housing benefits, affordable child care, etc.)

To learn more about becoming a Certified Living Wage Employer:
info@perthhuron.unitedway.ca
More about the living wage movement:
ontariolivingwage.ca | livingwagecanada.ca