

Support for Residents in Need

Advocacy Brief: PEC 2026 Municipal Election

To: PEC Councillors, Council Candidates and Residents of PEC

From: Prince Edward Learning Centre, County Kids Read, Prince Edward County Chamber of Commerce



Urgent!

25% of PEC households are having trouble meeting basic needs. What are you going to do?

As the cost of living rises and more residents struggle to make ends meet, Prince Edward County's Community Service Organizations (CSOs) are playing a vital role in keeping community members housed, fed, and financially secure. **These services are at risk of disappearing at a time when our community needs them the most.**

To help residents make an informed decision on Election Day, we call on candidates to reflect on the content of this Advocacy Brief and respond to the following question:

**If elected, how will you support
Prince Edward County residents in need?**



DID YOU KNOW?

Many County residents struggle to make ends meet.

- Between 2010 and 2023, PEC's median home sales prices surged by **206%** while median household income increased by 43% — making homeownership unattainable for many residents.
- Nearly **40% of PEC tenants** spend over 30% of their income on rent.
- Between 2016 and 2021, **3,562 residents left the County** — an increase from 2,534 in the previous 5-year period — many because they simply cannot afford to live here anymore.
- Approximately **400 County children are living in poverty**. County kids have lower average scores on early development, standardized testing, and graduation rates.
- More than **one in four households** in Hastings Prince Edward have inadequate or insecure access to food due to financial constraints.

DID YOU KNOW?

Community Service Organizations (CSOs) in PEC generate immense social and economic impact for our community.

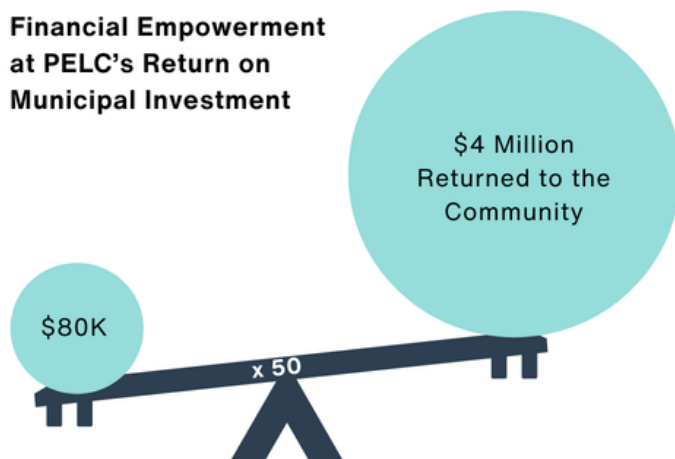
- In 2023, Prince Edward County was home to **132 non-profit organizations**, which employed 862 people and generated **over \$76 million** in revenue (\$76,268,000).
- For every \$1 invested in Ontario's non-profit sector, organizations generate up to \$2.18 in GDP impact and \$1.76 in employment income impact.
- A \$10 public investment mobilizes another \$20 in community volunteer and monetary contributions. For example, County Kids Read volunteers dedicate over 2,000 collective hours to children's literacy programming each year.



DID YOU KNOW?

Many local CSOs rely on Municipal funding to help operate essential services for economically marginalized residents, generating a remarkable return on investment.

Financial Empowerment at PELC's Return on Municipal Investment



For example, the Municipality contributes to \$80k toward PELC's \$200k budget to deliver its **Financial Empowerment program**, which generates almost **\$4 million** in benefits and entitlements for about 1,500 County residents.

Another example is the **Municipal Community Grants program**, which supports the efforts of many local organizations to help economically marginalized residents access vital financial and educational resources. In 2024-25, CSOs reported that **over 7,000 residents** benefited from the Municipality's \$144,716 investment (0.2% of the Operating Budget) in activities funded through this program, including through initiatives led by the **Picton United Church Food Bank**, **County Kids Read**, **Food to Share**, and the **Good Baby Box program**.

Scan the QR codes or click the links to learn more about each program:

[Financial Empowerment at PELC](#)



[Municipal Community Grants program](#)



[Municipal Financial Relief program](#)



[Community Safety & Well-Being Plan](#)
(Poverty Reduction Action Team)



PLUS: Exceptional funding partnerships that support economically marginalized residents, for example with theROC Youth Services.



Candidates: If elected, how will you support Prince Edward County residents in need?



Sources:

The County Foundation, [Vital Signs Report](#)

Government of Ontario News Release, "[Building a Strong Partnership with the Not-for-Profit Sector](#)"

Ontario Non-Profit Network, [2024 Ontario Pre-Budget Submission](#)

Prince Edward Learning Centre, "[PEC Needs Affordable Housing](#)"

Statistics Canada, [Table 45-10-0107-01](#). Rural Canada non-profits, estimates of active non-profit organization counts, revenues and employment by geography

Statistics Canada, [Table 45-10-0031-01](#). Donor rate and average annual donations, by age group

Statistics Canada, [Volunteering and Charitable Giving in Canada, 2018-2023](#)