

# MARTIN FAMILY INITIATIVE



Communications planning and design



The Martin Family Initiative is working with Indigenous leaders, governments and private sector partners, to build a K-12 education system for Indigenous children that is as good as any in Canada. Idea Workshop is proud to be working with Mr. Martin and his team to create a communications plan and materials to promote the efforts to better education as the single most effective way to reduce inequality and give young Indigenous Canadians the chance to succeed. Already at the Martin Family Initiative, we are witnessing remarkable and inspiring progress. There is real hope – and, for the first time in ages, a sense of the possible.





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## FULFILLING A PROMISE

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Working with Indigenous children and youth to help them achieve their potential is, first of all, a moral issue. They have the same right to pursue their dreams as anyone in this country, and to do so without renouncing their culture or losing their identity. Helping these young people is also an economic imperative: as our population ages, they're the fastest-growing segment in the new generation that will create Canada's future. Until they have the confidence that tomorrow will be better than today, our work will remain unfinished and the promise of Canada will be unfulfilled.

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THE RIGHT HONOURABLE  
**PAUL MARTIN**  
FOUNDER OF MFI

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## CHANGE ISN'T EASY.

Too many Indigenous people face a steep uphill climb as they seek to access opportunity. They shoulder a long history of forced assimilation, disenfranchisement and broken commitments.

Like countless of other Canadians, we see this legacy of inequity and ask, alongside our Indigenous partners: How can we work together to find more effective and lasting solutions to build a brighter future?

The search for answers begins with a basic insight.

## TO HELP ENSURE A BETTER FUTURE, WE NEED TO INVEST IN THE PEOPLE WHO'LL BE BUILDING IT: THE YOUNGER GENERATION OF INDIGENOUS PEOPLES.

**58%**  
of First Nations people aged 20-24 living on reserve did not finish high school.\*

**48%**  
of children and youth living in foster care across Canada are Indigenous.\*

\* Statistics Canada, National Household Survey (2011)

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## INDIGENOUS PEOPLE IN CANADA SHARE A FUNDAMENTAL GOAL: TO CREATE A BETTER FUTURE FOR THEIR FAMILIES AND COMMUNITIES

But today half of First Nations children live in poverty. And for 40% of all Indigenous young people, severe economic barriers block the path to opportunity.\*

Across the country, First Nations, Métis Nation and Inuit community leaders are tackling these challenges. They're drawing strength and insights from their traditional cultures. They're creating the right partnerships to complement their own deep knowledge and experience. And where it fits, they're inviting us to join them.

MFI works alongside Indigenous communities to help foster young people's education and wellbeing. Together, we adapt programs that have worked successfully elsewhere. We create new ones tailored to local needs. And we seek out expert counsel to complement firsthand know-how. All to develop sustainable solutions that can then be taken to scale.

\* Canadian Centre for Policy Alternatives and Save the Children Canada (2012)

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