

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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**FULLFILLING
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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