MARTIN FAMILY INITIATIVE



Communications planning and design

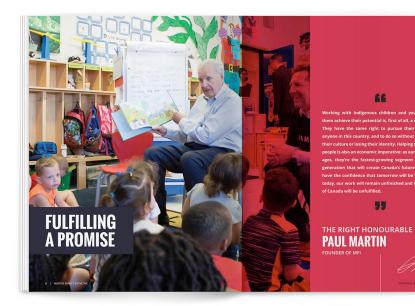


The Martin Family Initiative is working with Indigenous leaders, governments and private sector partners, to build a K-12 education system for Indigenous children that is as good as any in Canada. Idea Workshop is proud to be working with Mr. Martin and his team to create a communications plan and materials 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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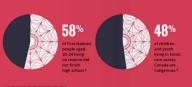


CHANGE ISN'T EASY. Too many Indigenous people face a steep uphill climb as they seek to access opportunity. They shoulder a long history of forced assimilation, disenfranchisement and broken commitments. Like countless of other Canadians, we see this legacy of inequity and ask, alongside our Indigenous partners: How can we work togethe 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.







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