

Manitoba's Poverty Reduction Strategy

Annual Report
2024 – 2025



Pursuant to The Poverty Reduction Strategy Act, this document reports on the status of indicators of poverty reduction and social inclusion in the 2024/25 fiscal year.

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<http://www.gov.mb.ca/povertyreduction/>

Letter of Transmittal from the Committee Co-Chairs

Her Honour, the Honourable Anita R. Neville, P.C., O.M.
Lieutenant-Governor of Manitoba
Room 235, Legislative Building
Winnipeg, Manitoba
R3C 0V8

May It Please Your Honour:

As the co-chairs of the Poverty Reduction Committee of Cabinet, we have the pleasure of presenting Manitoba's Poverty Reduction Strategy Annual Report for the fiscal year ending March 31, 2025.

This report fulfills the obligation set out in Section 5 of The Poverty Reduction Act.

Respectfully submitted,

Honourable Nahanni Fontaine
Minister of Families
Minister responsible for Accessibility
Minister responsible for Women and
Gender Equity



Honourable Bernadette Smith
Minister of Housing, Addictions and
Homelessness
Minister responsible for Mental Health



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Progress in 2024/25

In the 2024/25 fiscal year, Manitoba continued to face challenges related to poverty, but there were also signs of progress and renewed investments to improve outcomes and provide support for those who need it most.

Housing affordability and homelessness remained concerns across the province, as all levels of government continued to work together to implement a coordinated response. Meanwhile, more Manitobans reported relying on food banks to make ends meet as food insecurity continued to emerge as a growing issue.

In response to these challenges, the Manitoba government made investments to help make Manitoba a better place to live and grow, including:

- a record \$30-million investment to create a universally accessible school nutrition program that will ensure all children who are hungry at school have access to healthy food
- \$20 million to support the development and implementation of Mino'Ayaawag Ikwewag "All Women Doing Well" Provincial Strategy to support the safety of Indigenous women, girls, two-spirit and gender-diverse people and help them thrive
- \$10.1 million to assist people living in encampments by providing funds for 110 new supportive housing units, enhanced drop-in services at 12 sites and flexible funding for 14 agencies to help move people from encampments into housing
- \$1.8 million to three new group care programs operated by Indigenous-led organizations to provide supports to youth exiting the child welfare system and prepare them for adulthood

Overall, the Manitoba government was successful in sustaining the progress that has been made in reducing poverty. Based on the most recent data (2023) using the Market Basket Measure, Canada's official poverty measure, Manitoba's child poverty rate was 12.9 per cent, approximately 33 per cent lower compared to the 2015 baseline rate of 19.3 per cent.

The 2024/25 annual report highlights actions that supported poverty reduction in Manitoba and presents data on 13 poverty indicators.

Additionally, in line with the requirements of The Poverty Reduction Strategy Act, the Manitoba government began public consultations in 2024/25 to review and update the province's poverty reduction strategy. A new strategy will be released in fall 2025.

Poverty Reduction Committee

As required by The Poverty Reduction Strategy Act, the Poverty Reduction Committee of Cabinet is made up of community members and provincial ministers responsible for leading provincial efforts to take tangible and meaning steps to end poverty across Manitoba. The committee is the primary decision-making body on matters related to the development and implementation of Manitoba's poverty reduction strategy that oversees poverty-related policies, programs and services.

As of March 31, 2025, members of the Poverty Reduction Committee were:

- Honourable Nahanni Fontaine, Minister of Families
- Honourable Bernadette Smith, Minister of Housing, Addictions and Homelessness
- Honourable Malaya Marcelino, Minister of Labour and Immigration
- Honourable Tracy Schmidt, Minister of Education and Early Childhood Learning
- Honourable Ian Bushie, Minister of Natural Resources and Indigenous Futures
- Chief Angela Levasseur
- Daniel Waycik
- Janis Irvine
- Jill Wilson

Pathways to a Better Future: Manitoba's Poverty Reduction Strategy

Pathways to a Better Future: Manitoba's Poverty Reduction Strategy was released in March 2019. The strategy aims to break the cycle of poverty, with a vision that "All Manitobans have resources, opportunities and access to a better quality of life."

Pathways to a Better Future identifies six priority areas of focus to reduce poverty and social exclusion:

1. Investing in Manitoba's future prosperity through supports to children and youth
2. Working together to improve health outcomes and standard of living
3. Promoting economic inclusion through employment, education and training
4. Facilitating partnerships and supporting community-based organizations
5. Strengthening client-centred service delivery
6. Making positive change through social innovation

This annual report highlights the key initiatives put into action by the government in the six priority areas of the strategy.

Highlights of Actions in 2024/25

This section shares some of the key initiatives that the Manitoba government undertook in the six priority areas to reduce poverty and support Manitobans.

1. Investing in Manitoba's future prosperity through supports to children and youth

A) Supporting Children and Families

Baby Basket Maternity Package

As part of the Thompson Urban Aboriginal Strategy, Manitoba provided \$50,000 to Manitoba Keewatinowi Okimakanak to collaborate with the Thompson General Hospital to provide a maternity package for expectant or new mothers. Items in the baskets may include diapers, formula, baby bottles, pacifiers, bibs sleepers, onesies, breast pads and breast pumps, among others. Costs associated with car seats and birth certificates are also covered upon need.

Youth Connect

The Manitoba government provided \$218,000 in funding to five organizations to host Youth Connect. Youth Connect supports youth and young adults who are in or have exited the care of the child welfare system with a focus on preventing homelessness. Each site provides service coordination, system navigation, housing support, case management, cultural services, stakeholder engagement and advocacy.

Supports for Young Adults Grant

The Manitoba government allocated \$4.68 million in 2024/25 towards the Supports for Young Adults Grant which expands eligibility for supports for young adults exiting the child welfare system. Supports and services such as financial assistance, housing and specialized services are offered to any young adult when they turn 18 up until their 26th birthday to support a successful transition to adulthood.

New Care Agreements

In October 2024, new care agreements were added to The Child and Family Services Act. The new family support, kinship and customary care agreements support children remaining in the care of family and within communities and reduces the number of children in the child welfare system. Customary care provides Indigenous children with care in a manner that recognizes and reflects the unique customs of the child's Indigenous community.

Youth placements

Manitoba committed \$1.8 million to three new group care programs operated by Indigenous-led organizations. These homes provide a continuum of services, including transition to independent living, where youth learn daily living skills to prepare them for adulthood.

Deliver tailored programming for at-risk youth

Manitoba provided \$413,000 to support 66 individuals through the Advancing Futures Bursary Program. Annual bursaries are provided to students currently or previously in the care of the child welfare system and who are pursuing post-secondary education at a recognized institution in Manitoba. Additionally, Manitoba invested \$1.2 million to provide living and other financial supports to 109 current and former youth in care in receipt of a tuition waiver from post-secondary institutions in Manitoba.

Turnabout Program

The Manitoba government continued to support the Turnabout program which supports children under the age of 12 and their families in accessing community-based prevention supports. The objective is early intervention to promote positive development and prevent future involvement with the criminal justice system.

Lighthouses Program

Manitoba's Lighthouses continued to fund agencies, organizations, schools and community groups to deliver after-school and out-of-school programming at 35 locations in Winnipeg, 21 rural locations and 11 First Nations. Lighthouses is a youth crime prevention program that increases the pro-social factors of children and youth by providing opportunities for recreation, art programs and homework clubs.

Safe, Accessible and Inclusive Sport for All

Manitoba provided \$14.31 million in operational funding to Sport Manitoba to build capacity in amateur sports in the province. Sport Manitoba provides funding and leadership to 70 sports organizations and partners that provide program opportunities for children and youth to participate in quality sports programming. Programs offered by these sports organizations, among others, seek to reduce barriers to sport and recreation participation, including for target equity groups such as Indigenous peoples, racialized individuals, newcomers and low-income families.

Supporting Youth Aging out of the Child Welfare System

The Manitoba government conducted a series of interviews with more than 40 community-based organizations and five post-secondary institutions serving youth who have aged out of the child welfare system. Furthermore, five focus group discussions with current or former youth in care aged 17 to 29 were held. The project identified barriers for former youth in care to achieving long-term financial independence, education and housing, as well as opportunities for integrated service delivery between community-based organizations, government agencies and private funders.

Family Outreach Coordinator

The Manitoba government provided \$160,000 to fund two family outreach coordinators in schools. Coordinators support families and help coordinate and establish a menu of resources, learning opportunities and workshops intended to support family well-being, educational engagement and success.

Parent Child Programs in Community Schools

The Manitoba government provided \$80,000 in funding to support early childhood development programs and services in the school setting for families with children aged zero to six years with opportunities for culturally appropriate and quality early learning experiences within their home communities.

School Age Child Care

Manitoba extended \$10-per-day parent fees to school age child care on non-school days, including in-service days and school holidays. As a result, parent fees in licensed and funded child-care facilities across Manitoba are now capped at \$10 per day for all families accessing infant, preschool and school-age child care year-round.

B) Enhancing Opportunities for Early Learning and Child Care

New Child Care Spaces

More than 2,100 new child-care spaces opened in 2024/25, increasing access to high-quality care to support children and families.

Abecedarian Model

The Manitoba government provided \$2.4 million in funding to support implementation of the Abecedarian model in five child-care centres. The Abecedarian model is an evidence-based early childhood intervention that is proven to improve developmental and learning outcomes for children in high-risk communities. The Abecedarian model is centred on relationships as the foundation for strong language skills, as well as cognitive and social-emotional development. The model focuses on improving the literacy and numeracy skills of young preschool children.

C) Improving Education Outcomes (K-12)

Building Student Success with Indigenous Parents

The Manitoba government provided \$1 million in funding to increase the involvement of Indigenous parents in education. The funding assisted schools in developing partnerships and programs with parents and the community which will contribute to the educational success of Indigenous students.

Community Schools Program

The Manitoba government provided \$3.86 million to the Community Schools Program to support key educational goals such as student-school readiness, attendance, family-student-community engagement, etc. in learning, well-being and academic success.

Indigenous Academic Achievement Grant

The Indigenous Academic Achievement Grant is provided to assist school divisions with current programming or the implementation of new programs that target academic success for Indigenous pupils. The Manitoba government provided \$10 million in funding to school divisions whose plans are expected to be in alignment with Manitoba Education and Early Childhood Learning's Indigenous Education Policy Framework.

Morningstar Initiative

The Manitoba government provided \$160,000 in funding to support the Morningstar Initiative at R.B. Russell Vocational High School, ensuring a continuum of readily accessible and responsive resources to increase attendance, student engagement and high school completion through academic, counselling, addictions, housing and other integrated, wraparound supports for students.

Universally Accessible School Nutrition Program

The Manitoba government made a historic investment of \$30 million to establish a Universally Accessible School Nutrition Program. The program ensures that students can access healthy food in every public school in Manitoba at no charge and without any barriers or stigma. Access to healthy foods is essential for student learning, well-being and academic success.

Of the \$30 million in funding, \$21 million was allocated to public school divisions for meal and snack programs. Community partners also received funding to support food security for children and youth. In recognition that food insecurity does not end with the school day, \$2 million was allocated to 44 community organizations and school divisions for after school, summer and school break nutrition programs.

The Child Nutrition Council received \$4.9 million to continue to build upon their grant programs in schools, as well as enhance their educational and outreach supports to schools.

Harvest Manitoba received \$1.07 million to expand their Meals2Go Program, a weekend breakfast program that provides students with a nutritious take-home food kit to ensure they have access to food over the weekend.

Manitoba also signed a funding agreement with the federal government for the National School Food Program and received \$3.8 million for the 2024/25 school year to cost-share Harvest Manitoba's Meals2Go Program and to support school nutrition programs in 37 schools with high socioeconomic needs.

Supports for K-3 Students

The province allocated \$3 million for the 2024/25 school year to address the challenge of large class sizes for K-3 learners. This funding will be allocated to facilitate improved one-on-one support for K-3 students.

2. Working together to improve health outcomes and standard of living

A) Increasing Income

Prenatal Benefit

The Manitoba Prenatal Benefit provides financial support to expectant mothers living on a low income. After consulting with community organizations and parent focus groups the previous year, the Manitoba government doubled the maximum monthly benefit amount to \$162.82 as of July 2024.

Exemption of Agreement-based Support Payments in Income Assistance

The Manitoba Government amended the Assistance Regulation to exempt payments received under customary care, kinship care and family support agreements from the calculation of financial resources in Manitoba's income assistance programs. This ensures the money provided by Child and Family Services to help a family support a child is not reduced from their Employment and Income Assistance or Manitoba Supports for Persons with Disabilities budget, if they are enrolled.

Tax Savings

Manitoba paused the provincial tax on gasoline, diesel, marked gasoline and natural gas used in operating a vehicle, making Manitoba gas the cheapest in Canada. This pause also contributed to Manitoba having among the lowest inflation rates in the country from April through December 2024. Thereafter, permanent reductions of approximately 10 per cent were made to those fuel tax rates.

Raising Minimum Wage

On October 1, 2024, minimum wage increased by 50 cents to \$15.80 per hour under the Employment Standards Code.

B) Improving Health Care

Expanding Health Care Training

The Manitoba government invested \$45.4 million to expand training for medical doctors, physician assistants, nurse practitioners, occupational therapists and physical therapists to improve access to health care. These efforts are built on earlier expansions in key health programs and contribute to strengthening health system capacity and outcomes.

Targeted Health Supports

The Manitoba government reaffirmed its commitment to support person-centred and culturally-safe initiatives to improve access to prevention and intervention for sexually transmitted and blood-borne infections. The following actions to improve health services and client-centred care were implemented:

- Manitoba invested more than \$3 million to increase resources for the Manitoba HIV Program, including resources to launch the Program to Access Treatment for HIV and Support which supports the needs of the increasing number of reported cases of people living with HIV.
- Manitoba invested an additional \$1.8 million to sustain paraprofessional services supporting regional sexually transmitted and blood-borne infection initiatives.
- Manitoba provided \$855,000 in continued support to Ka Ni Kanichihk's Mino Pimatisiwin Sexual Wellness Lodge, which provides culturally safe access to care and sexually transmitted and blood-borne infection services.

Manitoba HIV Medications Program

Effective June 2, 2024, the government launched the Manitoba HIV Medications Program, offering eligible Manitoba residents no-cost coverage for most HIV prevention and treatment medications, with no Pharmacare deductible and no application required:

- Pre-exposure prophylaxis (PrEP) for people at ongoing risk of acquiring HIV.
- Post-exposure prophylaxis (PEP) for people who may have been exposed to HIV within the last three days.
- Anti-retroviral therapy (ART) for people living with HIV.

Aboriginal Health and Wellness Centre Mobile Care Service

The Manitoba government invested an additional \$957,000 for the Aboriginal Health and Wellness Centre mobile care service to expand the provision of Indigenous-led care and supports to individuals who are unhoused or precariously housed.

Manitoba Prescription Birth Control Program

Effective October 1, 2024, Manitoba launched universal no-cost birth control coverage under the Manitoba Pharmacare Program, covering the full cost of about 60 commonly-used methods, including oral birth control pills, intrauterine devices, hormonal injections, hormonal implants and others. This initiative removes a barrier to health care and gender equity, and it will save Manitobans hundreds of dollars per year on birth control costs.

Manitoba Seniors Hearing Aid Program

Through the Manitoba Seniors Hearing Aid Program, 4,712 people were able to purchase hearing aids. Roughly \$9.45 million in claims were paid to hearing aid dealers on behalf of claimants towards their hearing aid purchases. The program ensures more older Manitobans have the financial means to access hearing aids, which provide valuable benefits that improve quality of life.

Safe and Healthy Homes for Seniors

Manitoba launched the Safe and Healthy Homes for Seniors program with an investment of \$1.5 million to help eligible Manitoba seniors fund basic home adaptations that are essential for daily living. Administered by the March of Dimes Canada the program provides up to \$5,000 (\$6,500 in rural and remote areas) to help fund basic home adaptations to support aging in place.

C) Expanding Mental Health and Addictions Support

Anne Oake Family Recovery Centre

Manitoba provided \$1.5 million through the Mino'Ayaawag Ikwewag Strategy to support the construction and startup funding for the Anne Oake Family Recovery Centre.

The facility will offer hope and healing for women and two-spirit people struggling with addiction and their families by providing comprehensive recovery services in a supportive and nurturing environment. The 50- to 70-bed treatment centre will also include a licensed child-care facility and culturally-safe care, including traditional Indigenous healing practices to support Indigenous women receiving treatment.

Better Outcomes for Female Offenders

Manitoba continued to lead the Better Outcomes for Female Offenders initiative which endeavours to improve health and social outcomes for women and girls involved in the justice system. This cross-departmental initiative identifies and removes barriers for women and girls involved with the criminal justice system related to health, mental health, substance use, cultural reclamation, education, life-skills training, family reunification, meaningful employment and safe housing. This initiative is currently establishing working groups to mobilize key activities identified under the three-year strategic plan.

Carman Wellness Connections

Manitoba provided \$100,000 to Carman Wellness Connections Inc. to support mental health services and help community members navigate mental health and wellness resources. The organization works within the community to find solutions that minimize the effects of limited income. They work to generate connections and opportunities that contribute to the creation of a community where everyone can flourish.

Huddle

The Manitoba government increased funding for Integrated Youth Services (known as Huddle) in Manitoba. Huddle provides a continuum of mental health, substance use and addictions services, primary care, Indigenous programming, peer support and social services on a walk-in basis for youth and young adults aged 12 to 29 with no referral required.

Suicide Prevention

Manitoba collaborated with partners to develop a Suicide Prevention Strategy with a focus on youth, Indigenous and 2SLGBTQQIA+ communities. This included working collaboratively with the Suicide Prevention Advisory Group, which includes members from Indigenous governing bodies and organizations, the 2SLGBTQQIA+ community and youth, to plan extensive community engagements across Manitoba. While engagement for the development of a comprehensive strategy is underway, the following early actions were announced in 2024/25:

- Peer Support Services in the Northern Regional Health Authority (NRHA) was expanded through a collaborative partnership between NRHA and Peer Connections Manitoba. This \$100,000 investment to provide peer support in clinical and community mental health services addresses suicide risk, reduces hospitalization, symptoms of distress, and improves social support and quality of life.
- Manitoba invested \$150,000 to support the training and implementation of a newly developed, made in Manitoba First Nations specific suicide prevention training. Led by the First Nation Health and Social Secretariat of Manitoba, the suicide prevention/life promotion community level training is based on best practices and is designed to equip First Nations community members, professionals and other key individuals with the skills and knowledge to identify signs of suicidal ideation and intervene effectively.
- The Indigenous Youth Mentorship Program, an evidence-based after-school recreation and leadership program, expanded into additional community and school sites. Manitoba supported Sources of Strength to enhance and expand implementation of this best practice, school-based youth suicide prevention program designed to increase help seeking behaviours and promote connections between peers and caring adults to prevent suicide. Manitoba also continued to support regional suicide prevention networks in each regional health authority to develop and implement local suicide prevention implementation plans.

Harm Reduction

Manitoba maintained its collaborative approach to strengthening Manitoba's harm reduction response by working closely with other departments, public health experts, regional health authorities, community agencies and people who use substances to identify priorities, highlight service gaps, and identify solutions to the substance use crisis.

Supervised Consumption Site

Manitoba continued the collaborative planning process of opening a Supervised Consumption site in downtown Winnipeg as one of the measures to help address substance related harms. This included identifying a service provider, the Aboriginal Health and Wellness Centre and engaging with community members and other stakeholders. Manitoba also provided funding to Sunshine House for its Mobile Overdose Prevention Site to help address the overdose crisis.

Drug Checking Services

Manitoba supported the introduction of drug-checking services at the Winnipeg Regional Health Authority's Street Connections office, which launched the service in June 2024 and Nine Circles Community Health Centre which soft launched in March 2025. These efforts represented a critical step in providing more opportunities for Manitobans who use substances to make informed decisions about their health and wellbeing. Department funding to Sunshine House's Mobile Overdose Prevention Site also supported their ongoing operationalization of drug-checking services.

100 Mental Health Workers

Manitoba continues to collaborate across departments and work with the health system and community partners to improve access to mental health professionals. In the first year of the four-year initiative (2024/25), Manitoba invested \$4 million to embed 29 FTE of new mental health workers to strengthen the workforce, as part of the department's mandate to hire 100 new mental health workers. These positions are working across sectors and in communities to create safer, more responsive environments to ensure that Manitobans have access to mental health supports when and where they need them.

Withdrawal Management Services

Manitoba has committed to improving and expanding access to withdrawal management services and addictions treatment options. In 2024/25, the province invested \$1.34 million to support an additional 400 people through mobile withdrawal management services. These services are part of a continuum of care for those looking to withdraw from substances. The Manitoba government continues to work towards the expansion of detox beds and treatment options as outlined in the mandate to ensure Manitobans have the support they need to overcome addictions.

Assertive Community Treatment (ACT)

Manitoba invested \$4.3 million to enable Shared Health to establish two new interdisciplinary teams that use the Assertive Community Treatment (ACT) model to treat and support individuals with severe mental illnesses in community settings and help keep them housed.

Child and Youth

Manitoba invested \$500,000 in ongoing, annual funding to the Women's Health Clinic to create a provincial community-based child and youth eating disorders program. The new program is the first of its kind in Manitoba, and it will also include training for service providers to identify eating disorders and disordered eating amongst children and youth to intervene early.

Manitoba has also supported the development of a crisis response and consultation service for children and youth, in addition to the Virtual Emergency Care and Transfer Resource Service, to provide assessments in all regional health authorities in Manitoba and reduce unnecessary transports and emergency department visits through a \$2.4 million investment. Launched in February 2025 and led by Shared Health in collaboration with regional health authorities, this service complements, supports, and extends provincial crisis services by providing virtual clinical support and consultations to service providers assisting children and youth experiencing a mental health crisis anywhere in the province.

D) Expanding Food Security

Affordable Food in Remote Manitoba

The Affordable Food in Remote Manitoba program improves access to affordable healthy food in Northern Manitoba by subsidizing prices of milk, fortified soy beverages, fresh fruit and fresh vegetables sold at retail outlets in eligible remote Northern communities. Manitoba provided more than \$385,000 in funding with more than \$249,000 going towards food subsidies.

Indigenous Food Security

The Manitoba government provided \$30,000 in funding to Food Matters Manitoba to work with 13 partner communities in northern Manitoba to address Indigenous food security and food sovereignty.

Good Food Club

The Manitoba government provided \$10,000 to the West Broadway Good Food Club to support healthy eating, life skills and community engagement through various programs.

Northern Healthy Foods Initiative

The Manitoba government committed up to \$1.29 million towards the Northern Healthy Foods Initiative to partner on northern food security projects and strengthen community-led food initiatives. The Northern Healthy Foods Initiative supports local and regional projects that contribute to the development of culturally relevant, healthy food systems, while improving health and well-being.

Indigenous Peoples Food Sovereignty

The Manitoba government, through the Sustainable Canadian Agricultural Partnership, approved 17 projects for a total of \$561,396 under the Indigenous Agriculture Food Systems program. The Manitoba Indigenous Agriculture and Food Systems program supports projects that increase food security and food sovereignty within Indigenous communities, focusing on revitalizing traditional food systems, training and climate change adaptation.

In addition to this, a total of \$133,000 was provided under the Indigenous Relationship Development and Engagement program. This new priority focuses on providing technical and financial support to initiatives that enhance relationships with Indigenous Peoples and increases Indigenous participation and opportunities in Manitoba's agriculture and agri-food economy; including the development and growth of local food systems to empower food sovereignty.

E) Supporting Affordable Housing

Canada-Manitoba Housing Benefit

The Canada-Manitoba Housing Benefit is a portable rent subsidy paid to eligible renters living in core housing need. The benefit is funded by Canada Mortgage and Housing Corporation and is cost matched by Manitoba. There are three program streams to support the vulnerable Manitobans' housing needs: the youth stream, the homelessness stream and the mental health and addictions stream. In spring 2024, a program stream was introduced for survivors of gender-based violence. In 2024/25, there were 237 individuals receiving the benefit.

Renters Affordability Tax Credit

The Manitoba government increased the Renters Affordability Tax Credit from an annual maximum of \$525 to \$575, or \$47.92 per month, for the 2025 tax year. The top up for seniors is also being proportionally increased.

Rent Assist

Rent Assist provides financial help with shelter-related costs for Manitobans living in eligible accommodations. Rent Assist is indexed each year in July, based on 77 per cent of median market rent for recipients of income assistance and 80 per cent of median market rent for other low-income Manitobans renting in the private market.

In 2024/25, income assistance recipients were eligible for an average maximum increase of approximately \$33 per month for their shelter amount due to the Rent Assist indexation and non-income assistance recipients were eligible for an average maximum increase of approximately \$34 to their monthly Rent Assist benefit.

Housing First Teams

The Manitoba government provides more than \$5 million annually to community agencies to deliver Housing First services. In 2024/25, the Housing First teams supported over 500 people experiencing homelessness to access housing, connect with health and social services and maintain their tenancies.

24/7 Shelter Services and Supports

The Manitoba government provides \$2.6 million annually to homeless shelters across the province to operate as 24/7 service hubs from October 1 to March 31. This initiative ensures fewer Manitobans suffer from extreme weather conditions during the winter months, as well as provides safe, supportive environments for people to connect with housing services, access medical care and build positive relationships.

Unsheltered Homelessness and Encampments Initiative

The Manitoba government signed the Unsheltered Homelessness and Encampments Initiative Agreement with the federal government. Under this agreement, Manitoba will receive \$7.4 million over two years to address unsheltered homelessness and encampments in Winnipeg. Key initiatives under this agreement include creating new supportive housing units, enhancing drop-in services and providing flexible funding to help people access housing.

Encampment Action Plan

The Manitoba government committed \$10.1 million to assist people living in encampments. The Encampment Action Plan provides funds for 110 new supportive housing units, enhanced drop-in services at 12 sites and flexible funding for 14 agencies to help move people from encampments into housing.

Social and Affordable Housing

Manitoba worked in partnership with the Canada Mortgage and Housing Corporation to cost match and effectively deliver \$41 million in federal funding to Manitobans through the Canada Community Housing Initiative, Manitoba Priorities and the Canada-Manitoba Housing Benefit funding streams of the National Housing Strategy. The Province allocated \$23 million to non-profit housing partners, including \$6.3 million in federal funding under the National Housing Strategy towards 511 new social and affordable housing units.

3. Promoting economic inclusion through employment, education and training

A) Expanding Employment Supports and Opportunities

Urban/Hometown Green Team Program

The Manitoba government approved 561 projects for a commitment of up to \$6.4 million to support almost 1,800 youth employment opportunities through the Urban/Hometown Green Team Program. The program provides summer employment opportunities for youth aged 15 to 29 years through support to a variety of community development projects that improve neighbourhoods, promote community involvement and help develop young leaders.

Social Enterprise Partnership

The Manitoba government provided \$681,000 to three social enterprises to train 78 individuals and address labour shortages in the construction sector, advance Indigenous economic reconciliation, support newcomer social integration and create training and job opportunities for low-income individuals.

Yellowquill University College First Nations Bachelor of Education

The Manitoba government partnered with Yellowquill University College to provide degree-granting status for its First Nations Bachelor of Education program. This certifies graduates to teach in all schools across the province.

Futurpreneur's Start-Up Program

Manitoba contributed \$300,000 to Futurpreneur's Start-Up Program, which provides essential resources to young entrepreneurs across Manitoba including pre-launch supports, up to \$60,000 in collateral-free, low-interest loan financing and up to two years of one-to-one mentoring with expert business advisors.

Sector Council Program

Manitoba provided \$7.85 million to 21 partner industry organizations through the Sector Council Program to administer workforce training and development activities to 68,483 individuals, contributing to business growth and prosperity in key Manitoba sectors. The program leveraged \$9.24 million in cash and in-kind contributions from the private sector to support workforce training and implementation of industry-wide human resource plans.

Employment and Skills Training Programs

The Manitoba government delivered a range of employment services to 33,449 job seekers in the province. This included services offered at 12 government-led Manitoba Jobs and Skills Development Centres and through partnerships with community organizations across Manitoba. These services helped to ensure Manitobans received career guidance and built the skills needed to secure good jobs. Job seeking clients served included 7,944 Indigenous Manitobans, 12,230 young people under 30, 14,477 females, 4,930 persons with disabilities and 13,063 newcomers.

Employability Assistance for People with Disabilities Program and Supported Employment Program

Manitoba invested more than \$6.4 million in 22 organizations to deliver services to 3,407 people with disabilities to help them overcome barriers to employment through the Employability Assistance for People with Disabilities Program and Supported Employment Program.

Industry Expansion Program

Manitoba provided \$1.4 million through the Industry Expansion Program to support eight Manitoba companies in delivering workforce development training to 2,217 individuals. This cost-shared program supports businesses locating new operations in Manitoba or expanding existing businesses.

Workforce Development Program

Manitoba provided \$512,000 through the Workforce Development Program to support 11 companies, five of which were small businesses, to train 304 workers. The Workforce Development Program provides funding to help small- and medium-sized businesses assess their human resource management needs and build capacity by developing and implementing their human resource management strategies and training plans.

Canada-Manitoba Job Grant

Manitoba provided \$3.33 million through the Canada-Manitoba Job Grant to support 95 companies, 80 of which were small employers, to deliver training to 3,386 employees. This cost-shared program helps cover training costs of new and existing employees to meet business needs.

Project Clean Slate

Project Clean Slate is an employment program operated by the Downtown Community Safety Partnership for multi-barriered community members focused on the cleaning and maintenance of downtown Winnipeg. Manitoba provided \$3.9 million to support three frontline teams that provide a welcoming and friendly downtown presence while serving the complex needs of the downtown community 24/7.

Indigenous Economic Development Fund

The \$4 million Indigenous Economic Development Fund provides grant funding to support projects that drive long-term economic development opportunities for Indigenous Nations in Manitoba. The Manitoba government committed support for several Indigenous-led economic development projects through the Indigenous Economic Development Fund including Treaty One Nation's Wiitahnookiinitaw Tahshkayzing Entrepreneurship Centre that provides services along with cultural, economic and technical resources to Indigenous entrepreneurs and First Nations across Canada.

B) Transforming Employment and Income Assistance

Neeginan Education, Training and Employment Services

Manitoba has a memorandum of understanding with Neeginan Education, Training and Employment Services to provide targeted, culturally-appropriate employment services, remove barriers and create training and employment pathways for Indigenous Manitobans in receipt of Employment and Income Assistance. In 2024/25, 39 Indigenous clients were supported to attend education and training in pursuit of greater self-sufficiency, independence and long-term sustainable employment.

Northpine Workforce Development

The Manitoba government began working with the Northpine Foundation to support organizations capable of transitioning Employment and Income Assistance recipients to sustainable employment. The objective is to achieve a consecutive 12-month job retention in sectors such as construction, health, trades, transport and equipment operation. The project enables stakeholders to gain greater insights into the system and policy barriers that interfere with people's successful transition to the job market.

C) Promoting Success in Education and Training

Women in Underrepresented Areas Grants

The Manitoba government provided \$50,000 towards projects that support the recruitment and retention of women in underrepresented occupations in Manitoba. Underrepresented occupations for women are primarily the building trades, as well as science, technology, engineering and math (STEM) occupations.

Shelter Support Worker Micro-Credential

A micro-credential course for shelter support workers was funded through the National Action Plan to End Gender-Based Violence. The tuition-free course is delivered by Red River College Polytech and is designed to increase capacity at shelters and agencies funded under the National Action Plan. An expansion of the micro-credential program was implemented in 2024/25 with \$350,000 of joint federal and provincial funding to fund two cohorts of 30 students each.

Urban Circle Training Centre

Manitoba funded the Urban Circle Training Centre to launch a culturally relevant early childhood education program for up to 30 Indigenous students in partnership with Red River College Polytech.

Ukrainian Newcomer Child Care Training Initiative

Manitoba provided funding to the Manitoba Métis Federation to expand the Ukrainian Newcomer Child Care Training Initiative, which provides early childhood education training and guaranteed employment at Manitoba Métis Federation early learning child-care centres. The initiative was expanded to serve up to an additional 50 participants across Northern Manitoba and Winnipeg in 2024/25.

Ndinawe Child and Youth Care Practitioner Program

Manitoba provided \$30,000 to the Ndinawe Child and Youth Care Practitioner Program. The program is an accredited training program where individuals with a history of sexual exploitation can receive a Child and Youth Care Practitioner Certificate or a two-year diploma from Red River College Polytech.

Adult Learning and Literacy

Manitoba invested an additional \$1 million in Adult Learning Centres and Adult Literacy Programs across Manitoba which helped 8,731 adult learners gain the foundational skills and credentials to meet their educational and employment goals. As part of revitalizing the adult education system in Manitoba, numerous engagements were held to identify opportunities for strengthening the adult education system.

Manitoba Student Aid

The Manitoba Student Aid Program administers student financial assistance programs to support students pursuing post-secondary education. In August 2024, Manitoba increased shelter allowances to reflect current housing costs. The Manitoba Student Aid program assisted 22,387 Manitobans with access to funding for post-secondary education, providing \$352.6 million through federal and provincial student loans, grants and bursaries in the 2024/25 program year.

Manitoba Bursary

The Manitoba Bursary provides non-repayable up-front grants of up to \$2,000 to eligible lower-income students and an additional top-up of up to \$1,500 is available for Indigenous students. For the program year August 1, 2024, to July 31, 2025, Manitoba Student Aid disbursed \$23.6 million through the Manitoba Bursary Fund to 14,093 lower-income students.

Manitoba Scholarship and Bursary Initiative

The Manitoba Scholarship and Bursary Initiative matches government dollars to private donations to support post-secondary students in Manitoba. Manitoba added \$500,000 to the Manitoba Scholarship and Bursary Initiative with a focus on increasing awards for Indigenous students. In 2024/25, 4,471 Indigenous students received a Manitoba Scholarship and Bursary Initiative award.

Skills Development Program

Manitoba contributed \$23.7 million to support skills training for 5,201 individuals through the Skills Development Program. To better align with labour market needs, Manitoba implemented program improvements to prioritize training in high demand occupations, including the skilled trades.

4. Facilitating partnerships and supporting community-based organizations

A) Supporting Community Organizations

Community Grants Supporting Women, Girls and Gender Diverse People

Manitoba distributed \$30,000 through community grants to support projects or events for organizations working to support women, girls and gender-diverse people. These organizations work on behalf of diverse groups of women across Manitoba, including Indigenous women, women with disabilities, newcomer women, professional and businesswomen, women in the arts and rural women. Since expanding the mandate of Women and Gender Equity Manitoba, 2SLGBTQIA+ organizations are also able to access these funds.

Tina's Safe Haven

Manitoba provided \$400,000 to Ndinawemaaganag Endaawaad to operate Tina's Safe Haven, a 24/7 safe space that provides critical support and services to youth that are experiencing, or at risk of experiencing homelessness, sexual exploitation, family conflict, placement breakdown or mental health crises. Tina's Safe Haven offers programming that connects vulnerable children and youth with the culture, recreation, education, outreach and support they need to live safe and healthy lives.

Supporting the Francophone Child Care Sector

The Francophone Governance and Inclusion Grant provided funding to support sustainability of Francophone facilities and to ensure the Francophone child-care community has access to resources and professional development opportunities. Funding of \$300,000 was provided to La Fédération des parents de la francophonie manitobaine to support several projects, including:

- The Governance Model, which provides oversight and support for child-care facilities through a shared-service model, in which La Fédération des parents de la francophonie manitobaine is the license holder.
- Parcours d'ouverture d'une garderie familiale (Pathway to Opening a Home Child Care Facility), support and training for francophones to open home-based child care.
- Francophone training and supports, including the annual Francophone directors conference and child-care sector workshops.

Franny's Place

Manitoba provided \$500,000 to support the creation of Franny's Place in Brandon, a 24/7 safe space where Indigenous women, two-spirit and gender-diverse people at risk of harm can escape violence, build supportive relationships and help each other heal. This is a partnership with the Manitoba Métis Federation and the Brandon Neighbourhood Renewal Corporation's Action Research on Chronic Homelessness.

Tunngasugit Inuit Resource Centre

Tunngasugit Inuit Resource Centre offers culturally-relevant programming for Inuit who are transitioning to urban living in Winnipeg. The Women and Gender Diverse Relatives Inuit Cultural Program received \$50,000 and is designed to offer a safe and creative space for Inuit women and gender-diverse individuals to learn, practise and preserve traditional and contemporary arts and crafts. The programming is free to Inuit women and gender-diverse community members who are living in Winnipeg. Primary goals of the Women and Gender Diverse Relatives Inuit Cultural Program are comprised of skills development, community building, cultural preservation and self-expression.

Downtown Community Safety Partnership

Manitoba provided \$351,000 through the Mino'Ayaawag Ikwewag Strategy to support the Downtown Community Safety Partnership in expanding their services through the establishment of an Indigenous women-led unit. The unit will include person-centred approaches that focus on bridging the gaps that Indigenous women experience while living unsheltered by building strong and meaningful relationships and connecting them to essential services and resources.

MMIWG2S+ Healing and Empowerment Endowment Fund

In November 2024, Manitoba launched the Mino'Ayaawag Ikwewag "All Women Doing Well" Provincial Strategy. The aim of the strategy is to increase the safety and well-being of Indigenous women, girls, two-spirit and gender-diverse people in Manitoba. Manitoba allocated \$20 million to support the development and implementation of this strategy. From this allocation, \$15 million was invested into an Endowment Fund held by the Winnipeg Foundation. The MMIWG2S+ Healing and Empowerment Endowment Fund is the first foundational initiative of the Manitoba government's new multi-year strategy on empowering and protecting Indigenous women, girls, two-spirit and gender-diverse individuals. This new fund enables a grant program that offers support to families and survivors of MMIWG2S+.

Blue Thunderbird Family Care

Blue Thunderbird Family Care received \$118,000 to better support and ensure the integration of Indigenous knowledge, guidance, support and teachings from the Indigenous matriarchs into programs they deliver.

The Pas Action Centre

The Pas Action Centre received \$100,000 for their children and youth programming. The centre is a non-profit neighbourhood centre providing organized recreational and educational activities for children in The Pas since 1987. The services include after-school programming for children/youth ages five to early teens.

WrapAround Program

Acorn Family Place received \$140,000 to support their WrapAround program. Acorn Family Place is a community-based family resource centre serving low-income families in the West Broadway neighbourhood of Winnipeg. The centre offers a broad range of programs and resources. The WrapAround program is offered to families who are interacting with the child welfare system or are at risk of involvement. The purpose of the WrapAround program is to support families to identify their goals, and to create support plans and networks around them.

Community Development Partnerships and Strategic Initiatives

The Manitoba government provided funding of up to \$9.46 million for 37 community partners through Community Development Partnerships and Strategic Initiatives including the following highlights:

- up to \$5.22 million to support five United Way/United Appeals Organizations, including United Way Winnipeg with core operating funding to enhance annual giving campaigns as well as support for the Winnipeg Poverty Reduction Council
- up to \$1.28 million to support 12 Neighbourhood Renewal Corporations and other nonprofit organizations with 36 community renewal projects
- up to \$1.9 million to support 12 Neighbourhood Renewal Corporations in 13 designated areas with core operating funding
- up to \$776,800 to 8 community recreation organizations to support initiatives that encourage increased participation in recreation for all Manitobans, including summer camps, recreational sport events, community clubs and recreation programs for children and youth
- \$120,000 to support the growth of community foundations across Manitoba in collaboration with The Winnipeg Foundation. This included provincial participation in the 2024 Endow Manitoba Giving Challenge, which resulted in more than \$2.07 million being raised in Community Foundations unrestricted funds by 2,996 contributions. All of Manitoba's 56 community foundations received a gift during the campaign

From the Ground Up – Safe Healthy Communities for ALL Program

Manitoba introduced the new \$12.5 million From the Ground Up – Safe, Healthy Communities for All program focusing on the revitalization of high-need areas throughout Manitoba and on community infrastructure and initiatives to support poverty and crime reduction efforts.

The program includes an application-based component to ensure that municipal governments, Northern Affairs Community Councils and non-profit organizations continue to have access to project-based funding. The program also includes a strategic partnerships component that focuses on expanding and extending after school and weekend programs for children and youth in high needs areas in Winnipeg, Brandon and Thompson.

Manitoba committed up to \$11.95 million to support 215 community development projects and up to \$800,000 to support six community sites to enhance and expand programming for children and youth.

Manitoba Association of Friendship Centres

The Manitoba government provided up to \$1.2 million to the Manitoba Association of Friendship Centres which administered funding to 11 Friendship Centres across the province to provide culturally-appropriate services for Indigenous peoples living in urban centres. Friendship centres provide a variety of programs and services, including but not limited to employment services, cultural activities and initiatives, student and youth programs, Elders gathering, mentorship programs and scholarships.

Newcomer Community Integration Support Program

The Newcomer Community Integration Support Program (NCIS) provides \$7.47 million annually to fund settlement, employment and community support that facilitates and improves the social and economic integration of newcomers to Manitoba. NCIS funded projects expand settlement services to include temporary residents and their families (including refugee claimants) and support vulnerable or at-risk newcomer children and youth.

Sage House

Manitoba provided \$45,000 to Mount Carmel Clinic's Sage House to support everyday programming including food, a warm shower, primary health needs, cultural supports, skill building and support groups.

Family Support Programs

Elmwood Community Resource Centre received \$110,000 to deliver healthy relating programming for families navigating separation and divorce.

Brandon Friendship Centre

Brandon Friendship Centre received \$110,000 to deliver healthy relating programming for families navigating separation and divorce.

YMCA-YWCA Heart of the City

The Manitoba government committed \$5 million to support the YMCA-YWCA of Winnipeg Inc.'s Downtown Y redevelopment "Heart of the City Campaign," with \$4 million provided in 2024/25. This initiative aims to revitalize and redevelop the Downtown Y into a new community hub, emphasizing accessibility, community partnerships, expanded child-care spaces, additional classrooms for mental health and newcomer programs and more areas for community engagement and recreation, including a new indoor splash pad.

B) Preventing Family Violence

National Action Plan to End Gender-Based Violence

Manitoba, in partnership with the Government of Canada, provided more than \$6.25 million in joint federal and provincial funding to 31 initiatives across Manitoba. These programs support the prevention and intervention of gender-based violence across the province through the National Action Plan to End Gender-Based Violence bilateral agreement.

Gender-Based Violence Program

Manitoba continues to support individuals and their children that are experiencing gender-based violence by providing support and annualized funding to 33 community-based organizations across the province that promote the elimination of gender-based violence and offer a continuum of services across Manitoba. These agencies received a total operational funding of \$22.3 million in 2024/25.

5. Strengthening client-centred service delivery

A) Expanding Accessibility for Manitobans

Manitoba Accessibility Fund

Manitoba awarded project grants of \$825,000 to 37 organizations across the province to implement accessibility-focused projects. Inclusion of persons with disabilities in the development and implementation of projects, as well as partnerships with disability-serving organizations across Manitoba, are an essential component of all Manitoba Accessibility Fund projects.

B) Access to Services

Family Justice Services Expansion

Manitoba's Family Resolution Service launched its expansion of services through public-private community partnership to deliver free and affordable services for families navigating separation, divorce and intimate partner and family violence. These piloted supports include an enhanced triage process; healthy relating programming; family coaching; comprehensive mediation; family law arbitration; and free independent legal advice (non-representation) and legal information. These expanded services have been designed to increase access to family justice for low to middle income, Indigenous, Francophone, newcomer and 2SLGBTQIA+ families and survivors of intimate partner violence.

Justice Francophone Service Hub

Manitoba began co-designing an Access to Justice Francophone Service Hub with Association des juristes d'expression française du Manitoba, which will include the delivery of bilingual family justice services, intimate partner violence legal advice, French family justice training and public education, resolution supports, support determination child support calculation and recalculation, and Francophone legal student development opportunities.

Legal Advice for Families

In Manitoba, there is an access to justice gap for families who do not qualify for legal aid, but do not have the financial means to hire legal representation. The Manitoba government launched a new pilot program where Family Guides – Court Operations Specialists are permitted to offer limited legal advice to the public in navigating the court process. This pilot project aims to provide augmented legal supports so that families who cannot secure legal representation are empowered to self navigate their court matter as informed as possible.

Early Monitoring Unit

The Maintenance Enforcement Program continued to manage their Early Monitoring Unit, with a caseload of more than 3,000 families, to support voluntary and regular payments to prevent enforcement actions. The Early Monitoring Unit provides timely information to families about their file and increases outreach to payors about program support and financial options available to them if they experience a reduction of income due to circumstances such as medical crises or job loss.

6. Making positive change through social innovation

A) Delivering Social Impact Innovation

Quit Smoking with Your Manitoba Pharmacist

The Manitoba government continued to provide support for the Quit Smoking with your Manitoba Pharmacist initiative - a smoking cessation program that aims to help Manitobans who are ready to quit smoking. The \$2.12 million program is funded through an outcomes contract with Pharmacists Manitoba and Shoppers Drug Mart. In 2024/25, more than 3,000 participants completed their initial assessment and more than 1,000 follow-up sessions occurred with more than 150 pharmacists across Manitoba.

Kakiskinawtahitonan- Reducing Youth Justice Involvement

The Manitoba government continues its support for the Reducing Youth Justice Involvement Outcomes Contract. This key initiative aims to address the overrepresentation of Indigenous youth in the justice system.

The Kakiskinawtahitonan Program uses social financing to provide youth with access to individualized healing programs. This project delivers a culturally-grounded, holistic program that draws on Indigenous traditions and knowledge to address the root causes of justice involvement among youth aged 12 to 17. As of February 1, 2025, 50 youths have been formally referred to the program.

Access to Menstrual Products Initiative

The Manitoba government continued to implement the Access to Menstrual Products, a partnership between Manitoba and Shoppers Drug Mart, to provide free menstrual products to the gender-based violence and education sectors. All GBVP-funded organizations as well as approximately 30 other organizations are included in this initiative, ensuring free menstrual products on a bi-monthly basis.

Evaluation of the initiative indicates a high level of demand and appreciation for agencies to be able to meet these essential needs. More than four million individual products have been distributed through the initiative. To date, evaluation has shown that barrier-free access to menstrual products was successful in reducing cost burden, increasing participation in activities, enhancing physical and emotional well-being and reducing stigma.

Poverty Reduction Indicators

An integral part of the strategy is its measurement framework, which ensures accountability to Manitobans and provides an evidence-based structure for measuring the outcomes of its initiatives.

The strategy's measurement framework includes a primary target of reducing the child poverty rate by 25 per cent by 2025, compared to the baseline year of 2015, and a set of 13 indicators, including Canada's official poverty measure, to track the overall progress of the strategy. These indicators describe the various facets of poverty in areas strongly correlated with poverty: income, education, child care, child welfare, employment, health, income inequality and housing.

This section presents the data on the strategy's 13 indicators. Where available, disaggregated data are also presented to provide a more detailed view of poverty in Manitoba.

Market Basket Measure

Canada's Poverty Reduction Act (2019) establishes the Market Basket Measure (MBM) as Canada's official poverty measure.

Aligned with Canada's measurement framework, Manitoba's poverty reduction strategy uses the MBM to measure the progress made in meeting the strategy's primary target. The MBM forms part of the 13 indicators to track the progress of poverty reduction efforts under the strategy.

The MBM poverty threshold reflects the cost of a basket of goods and services that individuals and families require to meet their basic needs and achieve a modest standard of living. The basket components are food, clothing and footwear, transportation, shelter and other expenses such as personal care, household supplies and other goods and services that permit engagement in the community. Individuals or families who cannot afford the MBM basket are deemed to be living in low income or in poverty.

In 2023, Statistics Canada launched the third comprehensive review of the MBM methodology, as required by Canada's Poverty Reduction Act, which mandates regular reviews. This process ensures the MBM continues to reflect the current cost of a modest, basic standard of living. The existing 2018-based MBM will be replaced by a new 2023-based MBM, with finalized results expected in fall 2025.

The low-income data in this annual report is based on the current 2018-based MBM series. Data in the next year's annual report will reflect results from the Statistics Canada's updated 2023-based MBM series.

Statistics Canada produces and releases the MBM data with a two-year lag. For the 2024/25 poverty reduction annual report, the most recent MBM data available is for the year 2023.

Manitoba Poverty Reduction Indicators

The most recent MBM data (2023 data) shows Manitoba exceeded its target of reducing child poverty rate by 25 per cent by 2025, compared to the 2015 baseline. In 2023, the child poverty rate in Manitoba was 12.9 per cent, reflecting a 33 per cent improvement from the 2015 rate of 19.3 per cent. There were 13,000 fewer Manitoba children living in poverty in 2023 compared to 2015.

Similarly, Manitoba's overall poverty rate (rate for All Persons) in 2023 was 10.9 per cent, lower by approximately 23 per cent than the 2015 rate of 14.1 per cent.

Table 1 provides information on the 13 indicators of the poverty reduction strategy. There is progress or stability in nine of the indicators.

| Table 1: Manitoba Poverty Reduction Indicators | | | | |
|---|------------------------|-------------------------|--------------------------|--------------|
| Indicator | Baseline | Most recent data | Percentage change | Trend |
| Market Basket Measure (Canada's Official Poverty Line)¹ The cost of a basket of goods and services that individuals and families need to meet their basic needs and achieve a modest standard of living in communities across Canada. Source – Statistics Canada (Canadian Income Survey) | | | | |
| - Poverty rate for All Persons | 14.1 per cent (2015) | 10.9 per cent (2023) | 23 per cent decrease | progress |
| - Child poverty rate | 19.3 per cent (2015) | 12.9 per cent (2023) | 33 per cent decrease | progress |
| Not in Employment, Education or Training (NEET)² The percentage of youth aged 15 to 24 years who are not in employment, education or training. Source – Statistics Canada (Labour Force Survey) | | | | |
| | 10.5 per cent (1Q2015) | 9.8 per cent (1Q2025) | 6.7 per cent decrease | progress |

| Table 1: Manitoba Poverty Reduction Indicators | | | | |
|--|--|---|--|--------------|
| Indicator | Baseline | Most recent data | Percentage change | Trend |
| Availability of licensed child care The percentage of children (ages 12 and under) for whom there is a regulated child care space. Source – Government of Manitoba (Education and Early Childhood Learning) | 18.2 per cent (March 31, 2015) | 21.1 per cent (March 31, 2025) | 15.9 per cent increase | progress |
| Children in Care The percentage of children who are in the care of a child and family services agency. Source – Government of Manitoba (Families) | 10,714 children 3.5 per cent of Manitoba children (March 31, 2017) | 9,172 children 2.8 per cent of Manitoba children (March 31, 2024) | 14.4 per cent decrease 20 per cent decrease | progress |
| Premature mortality³ Deaths occurring before the age of 75 measured by number of years of life lost per 1,000 population aged 1 to 74 years. Source – Government of Manitoba (Health) | 53.2 years of life lost (2014/2015) | 53.0 years of life lost (2022/2023) | 0.4 per cent decrease | stable |
| Poverty entry rate The proportion of Manitobans who entered low income in the second year who were not in low income in the first year Source – Statistics Canada | 3.9 per cent (2014/2015) | 5.5 per cent (2021/2022) | 41 per cent increase | regress |

| Table 1: Manitoba Poverty Reduction Indicators | | | | |
|--|----------------------------------|----------------------------------|--------------------------|--------------|
| Indicator | Baseline | Most recent data | Percentage change | Trend |
| Poverty exit rate The proportion of Manitobans who exited low income in the second year who were in low income in the first year Source – Statistics Canada | 25.3 per cent (2014/2015) | 28.1 per cent (2021/2022) | 11.1 per cent increase | progress |
| Core Housing Need⁴ The proportion of households in housing that is below one or more of the adequacy, suitability and affordability standards. Source – Statistics Canada | 11.3 per cent (2006) | 10.1 per cent (2021) | 10.6 per cent decrease | progress |
| Employment⁵ The percentage of people aged 15 and over who are employed. Source – Statistics Canada (Labour Force Survey) | 64.8 per cent (2015) | 63.1 per cent (2024) | 2.6 per cent decrease | regress |
| High school graduation Manitoba's student-tracked high school graduation rate that follows individual students in public and funded independent schools from Grade 9 and calculates the percentage who graduate on time. Source – Government of Manitoba (Education and Early Childhood Learning) | 77.3 per cent (June 2015) | 83.1 per cent (June 2024) | 7.5 per cent increase | progress |

| Table 1: Manitoba Poverty Reduction Indicators | | | | |
|---|-----------------|-------------------------|--------------------------|--------------|
| Indicator | Baseline | Most recent data | Percentage change | Trend |
| Income inequality (Palma ratio)⁶ The ratio of the richest 10 per cent of the population's share of after-tax income divided by the share of the poorest 40 per cent. Source – Statistics Canada | 1.08 (2015) | 0.98 (2023) | 9.2 per cent decrease | progress |
| Literacy (reading skills)⁷ Average scores of 15-year old Manitobans in Program for International Student Assessment (PISA) in Reading. Source – Program for International Student Assessment | 498 (2015) | 486 (2022) | 2.4 per cent decrease | regress |
| Numeracy (math skills)⁷ Average scores of 15-year old Manitobans in Program for International Student Assessment (PISA) in Mathematics. Source – Program for International Student Assessment | 489 (2015) | 470 (2022) | 3.9 per cent decrease | regress |
| ¹ Data based on 2018-base Market Basket Measure (MBM) series. | | | | |
| ² Percentage of youth aged 15 to 24 years who are not in employment, education or training (NEET) during the first quarter of years presented. The 2015 baseline data shown reflects the revision made by Statistics Canada in Labour Force Survey historical data series released in January 2025, which explains why it differs from the 2015 data in previous annual reports. | | | | |
| ³ Deaths occurring before the age of 75 measured by the number of years lost per 1,000 population aged 1 to 74 years. The number of years lost is the difference between the age at time of death and age 75. The data was adjusted to allow for fair comparisons among areas with different population characteristics. | | | | |

| Table 1: Manitoba Poverty Reduction Indicators | | | | |
|---|-----------------|-------------------------|--------------------------|--------------|
| Indicator | Baseline | Most recent data | Percentage change | Trend |
| ⁴ Data on core housing need is from census and available every five years. The 2011 core housing need data is not comparable with the census data. The 2011 data was based on National Household Survey. Therefore, the 2006 data is used as the baseline. | | | | |
| ⁵ The 2015 baseline data shown reflects the revision made by Statistics Canada in Labour Force Survey historical data series released in January 2025, which explains why it differs from the 2015 data in previous annual report. | | | | |
| ⁶ The ratio is derived from data from Statistics Canada's "Table 11-10-0193-01 Upper income limit, income share and average of adjusted market, total and after-tax income by income decile." (accessed: July 7, 2025). | | | | |
| ⁷ Data on literacy (reading skills) and numeracy (math skills) are only available every three years from Program for International Student Assessment (PISA). | | | | |

Disaggregated Indicator Data

Certain demographic populations are more vulnerable to experiencing poverty in Manitoba. For better understanding of how poverty disproportionately affects population groups in Manitoba, this section presents disaggregated data on some indicators where data is available.

Low Income Rate

Despite the overall progress in reducing poverty, some demographic groups have remained more vulnerable to experiencing poverty. The Manitoba government is committed to breaking the cycle of poverty for vulnerable Manitobans who are in most need of support.

Table 2 shows Manitoba's poverty rates for select demographic groups for 2015 to 2023. The poverty rate for Indigenous people (off-reserve) improved from 23.9 per cent in 2015 to 19.3 per cent in 2023, reflecting a nearly 20 per cent reduction. In 2023, most demographic groups presented lower poverty rates compared to 2015, except for those in youth-led families and single individuals (45-64 years). Additionally, poverty rates for persons with disabilities, youth-led families and single individuals (45-64 years) regressed in 2023 compared to 2022.

| Table 2: Market Basket Measure Poverty Rates (Per Cent), Manitoba, Select groups, 2015 - 2023¹ | | | | | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Population Group | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| All Manitobans | 14.1 | 12.4 | 11.2 | 11.1 | 11.5 | 6.8 | 8.8 | 11.5 | 10.9 |
| Children | 19.3 | 15.5 | 12.8 | 13.1 | 13.5 | 6.0 | 9.5 | 13.3 | 12.9 |
| Seniors | 5.9 | 4.9 | 5.4 | 6.1 | 5.6 | 2.3 | 5.8 | 6.3 | 4.6 |
| Persons in Lone Parent Families | 44.5 | 38.4 | 28.6 | 30.3 | 33.5 | 15.2 | 30.8 | 33.0 | 32.5 |
| Women | 13.7 | 12.2 | 11.5 | 11.1 | 11.0 | 6.5 | 9.1 | 11.8 | 11.1 |
| Men | 14.5 | 12.5 | 10.9 | 11.2 | 12.0 | 7.0 | 8.6 | 11.2 | 10.7 |
| Indigenous (off-reserve) | 23.9 | 26.3 | 20.7 | 27.4 | 21.7 | 12.6 | 11.4 | 21.9 | 19.3 |
| Persons with Disabilities | 19.2 | 17.3 | 15.9 | 13.8 | 14.0 | 7.5 | 10.9 | 11.8 | 12.4 |
| Persons in Youth-led Families ² | 36.7 | 45.1 | 39.0 | 39.0 | 39.3 | 31.1 | 37.4 | 35.6 | 42.1 |
| Single Individuals (45-64 years) | 31.9 | 33.5 | 30.6 | 31.0 | 34.3 | 23.4 | 29.9 | 31.6 | 34.4 |
| ¹ Source – Statistics Canada, Canadian Income Survey, 2018-base Market Basket Measure series | | | | | | | | | |
| ² Age of primary income earner is 24 years or less. | | | | | | | | | |

Not in Employment, Education or Training (NEET)

The proportion of youth who are Not in Employment, Education or Training (NEET) is an important measure that will indicate problems in the educational system, the labour market or in social services system that affect the well-being of youth. NEET youth may experience difficulties making the transition from school to the labour market, and could also be at a higher risk of social exclusion and depression. Understanding and monitoring this indicator is critical to developing the appropriate services and supports that will help young Manitobans achieve a successful adult life.

Manitoba's NEET rate is aligned with Canada's poverty indicator for youth engagement, and is a well-established indicator used by the Organization for Economic Cooperation and Development.

Table 3 shows that Manitoba's NEET rate in the first quarter of 2025 (1Q2025) regressed by 0.6 percentage points to 9.8 per cent from 9.2 per cent in the first quarter of 2024. However, the 1Q2025 rate was still slightly better than the 2015 baseline of 10.5 per cent and 1.9 percentage points better than the pre-pandemic rate (1Q2019) of 11.7 per cent.

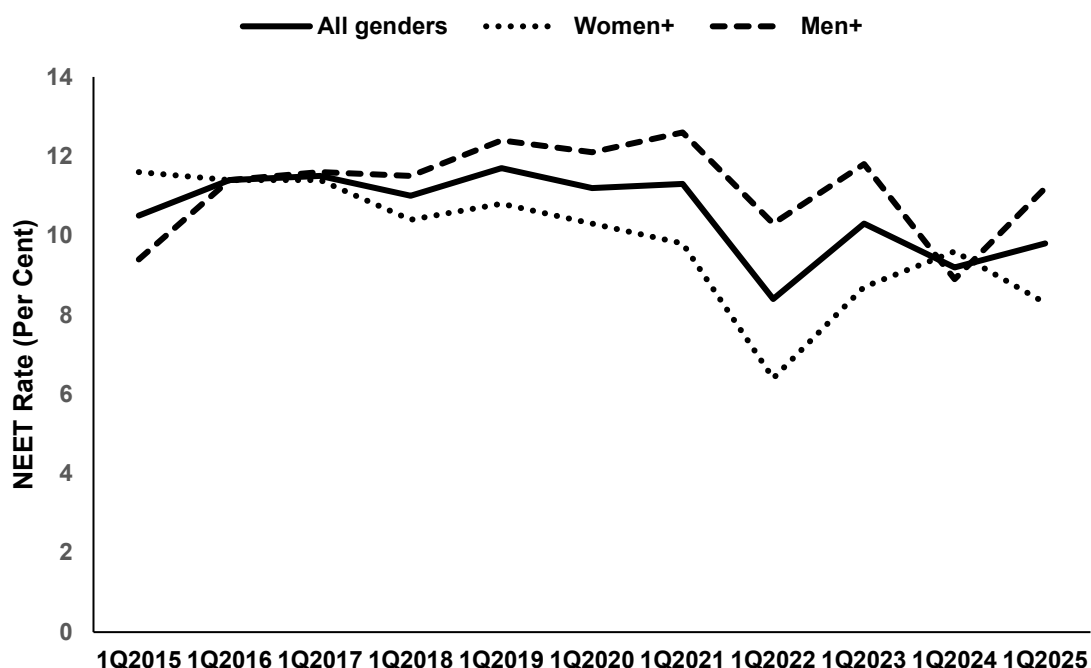
| Table 3: Not in Employment, Education or Training (NEET) for Youth Aged 15 – 24 Years, Canada and Manitoba, 1Q2015 to 1Q2025¹ | | | | | | | | | | | |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | 1Q 2015 | 1Q 2016 | 1Q 2017 | 1Q 2018 | 1Q 2019 | 1Q 2020 | 1Q 2021 | 1Q 2022 | 1Q 2023 | 1Q 2024 | 1Q 2025 |
| Canada NEET rate (per cent) | 10.5 | 10.5 | 9.4 | 9.8 | 9.3 | 11.8 | 11.3 | 9.5 | 9 | 9.8 | 10.3 |
| Manitoba NEET rate (per cent) | 10.5 | 11.4 | 11.5 | 11.0 | 11.7 | 11.2 | 11.3 | 8.4 | 10.3 | 9.2 | 9.8 |
| - Number of persons (000) | 17.2 | 18.7 | 19.1 | 18.4 | 19.6 | 18.9 | 19.1 | 14.5 | 18 | 17 | 18.7 |
| - Rank ² (1 is best) | 3 | 6 | 5 | 6 | 6 | 2 | 3 | 2 | 5 | 3 | 3 |
| ¹ Data on Not in Employment, Education and Training (NEET) are provided by Statistics Canada based on Labour Force Survey (LFS). The data shown for 1Q2015 to 1Q2025 reflects the revision made by Statistics Canada in LFS historical data series released in January 2025, and thus, may differ slightly from the data presented in the previous annual report. | | | | | | | | | | | |
| ² Rank = 1 is best. Ranking is among provinces with published data. Tied ranks were considered. | | | | | | | | | | | |

Table 4 compares the NEET rates across Canada. Manitoba's NEET rate registered the third best in the first quarter of 2025, tied with British Columbia's.

| Table 4: Not in Employment, Education or Training (NEET) Rate (per cent), Youth Aged 15 – 24 Years, Canada and Provinces, 1Q2015 to 1Q2025¹ | | | | | | | | | | | |
|---|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | 1Q 2015 | 1Q 2016 | 1Q 2017 | 1Q 2018 | 1Q 2019 | 1Q 2020 | 1Q 2021 | 1Q 2022 | 1Q 2023 | 1Q 2024 | 1Q 2025 |
| Canada | 10.5 | 10.5 | 9.4 | 9.8 | 9.3 | 11.8 | 11.3 | 9.5 | 9 | 9.8 | 10.3 |
| AB | 9.4 | 10.8 | 10.5 | 10.8 | 9.7 | 12 | 11.2 | 8.8 | 10.3 | 12.1 | 10.9 |
| BC | 11.1 | 9.8 | 8.8 | 9.1 | 8.5 | 12.9 | 12.7 | 9.6 | 9.2 | 7.9 | 9.8 |
| MB | 10.5 | 11.4 | 11.5 | 11 | 11.7 | 11.2 | 11.3 | 8.4 | 10.3 | 9.2 | 9.8 |
| NB | 13.9 | 15.2 | 14.1 | 13.3 | 11.7 | 13.1 | 12.7 | 12.4 | 11.2 | 12.3 | 14.3 |
| NFL | 14.3 | 14.4 | 17.1 | 11.9 | 13.6 | 15.7 | 15.7 | 14.8 | 11.5 | 11.5 | 11.6 |
| NS | 11.5 | 11.3 | 11.6 | 11.6 | 11 | 13.7 | 11.7 | 9.6 | 10.6 | 10.4 | 10.7 |
| ON | 10.1 | 9.9 | 9 | 9.8 | 9.7 | 11.4 | 11.5 | 9.9 | 8.6 | 9.8 | 11.1 |
| PEI | 12.8 | 12.9 | 16.4 | 9.4 | 9.7 | 11.1 | 13.3 | 7.9 | 12.8 | 10 | 8.7 |
| QC | 10.9 | 10.9 | 8 | 8.5 | 7.7 | 11.2 | 9.4 | 8.8 | 7.8 | 9.1 | 8.3 |
| SK | 11.2 | 11.5 | 11.7 | 11.2 | 9.3 | 13.5 | 13.4 | 9.5 | 10 | 10.3 | 11.5 |
| ¹ Data on Not in Employment, Education and Training (NEET) are provided by Statistics Canada based on Labour Force Survey (LFS). The data shown for 1Q2015 to 1Q2025 reflect the revision made by Statistics Canada in LFS historical data series released in January 2025, and thus, may differ slightly from the data presented in the previous annual report. | | | | | | | | | | | |

The Manitoba NEET rate for Women+ has progressed to 8.3 per cent, 13.5 per cent lower than the 1Q2024 NEET rate of 9.6 per cent and 28.4 per cent lower than the 1Q2015 NEET rate of 11.6 per cent. The NEET rate for Men+ has regressed to 11.2 per cent, 25.8 per cent higher than the 1Q2024 NEET rate of 8.9 per cent and 19.1 per cent higher than the 1Q2015 NEET rate of 9.4 per cent.

Chart 1: NEET Rate, Youth Aged 15 to 24 Years, Manitoba, 1Q2015 to 1Q2025¹



¹ Source - Statistics Canada, custom data, first quarter of 2015 to first quarter of 2025.

Availability of Licensed Child Care

Availability of licensed child care measures the percentage of children (ages 12 and under) in Manitoba for whom there is a regulated child-care space.

With the strong partnership between the provincial and federal governments in supporting the child care sector, the availability of licensed child care at March 31, 2025 increased by 15.9 per cent compared to the baseline at March 31, 2015.

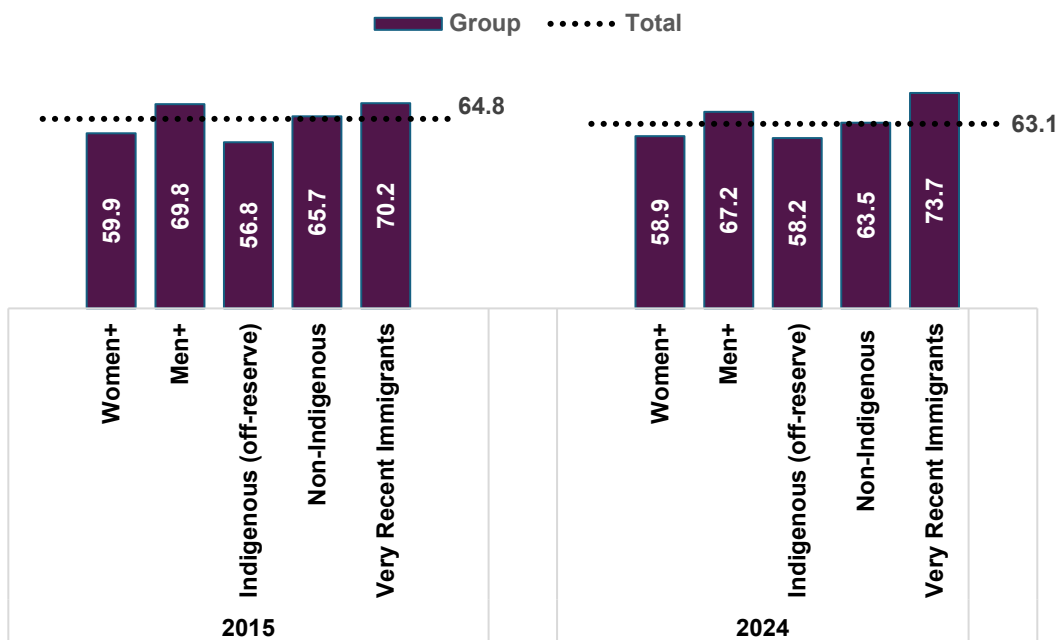
Table 5 shows the breakdown of availability of child-care spaces by age group.

| Table 5: Percentage of Children for Whom There is a Regulated Child Care Space | | | |
|---|--------------------------|--------------------------|--------------------------|
| Age Group | At March 31, 2015 | At March 31, 2025 | Per Cent Increase |
| 0 to 5 years | 26.1% | 32.3% | 23.8% |
| 6 to 12 years | 11.3% | 12.4% | 9.7% |
| Total 0 to 12 years | 18.2% | 21.1% | 15.9% |

Employment

In 2024, the employment rates of women+ and Indigenous (off-reserve) groups remained lower than the overall Manitoba employment rate; while the employment rates for men+ and the very recent immigrants (landed within five years prior) were higher than the provincial rate. The employment rates for Indigenous (off-reserve) and very recent immigrant demographic groups improved in 2024 compared to 2015.

Chart 2: Employment Rate (%) by Select Group, Manitoba, 2015 and 2024¹



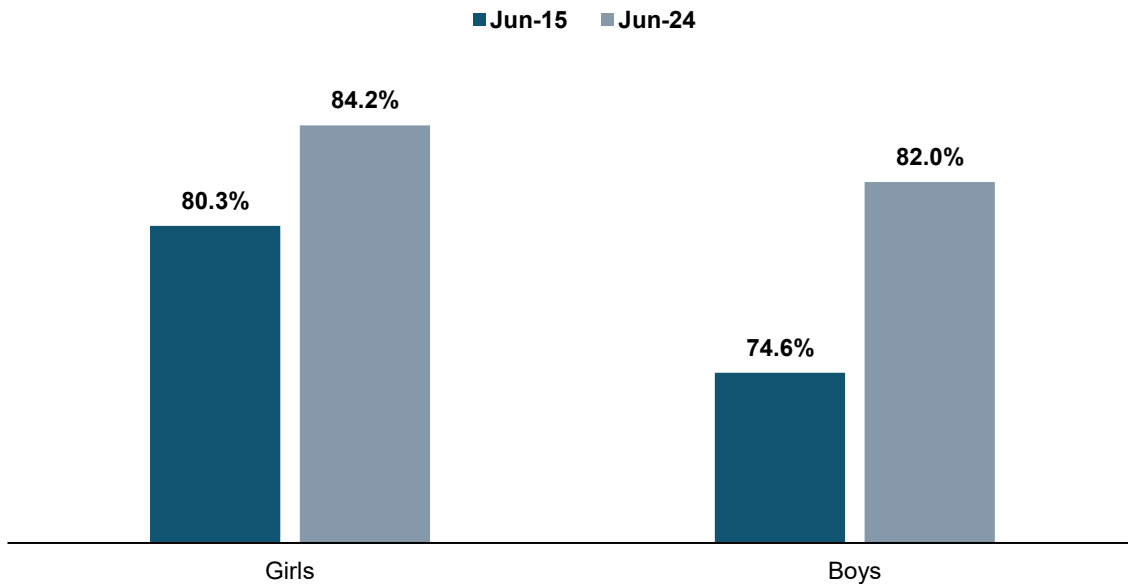
¹Data on employment rates are collected by Statistics Canada through the Labour Force Survey (LFS).

The 2015 baseline data shown reflects the revision made by Statistics Canada in Labour Force Survey historical data series released in January 2025, which explains why it differs from the 2015 data in previous annual report.

High School Graduation Rate

The high school graduation rate was higher among girls than boys. Both groups experienced an increase in graduation rate from June 2015 to June 2024.

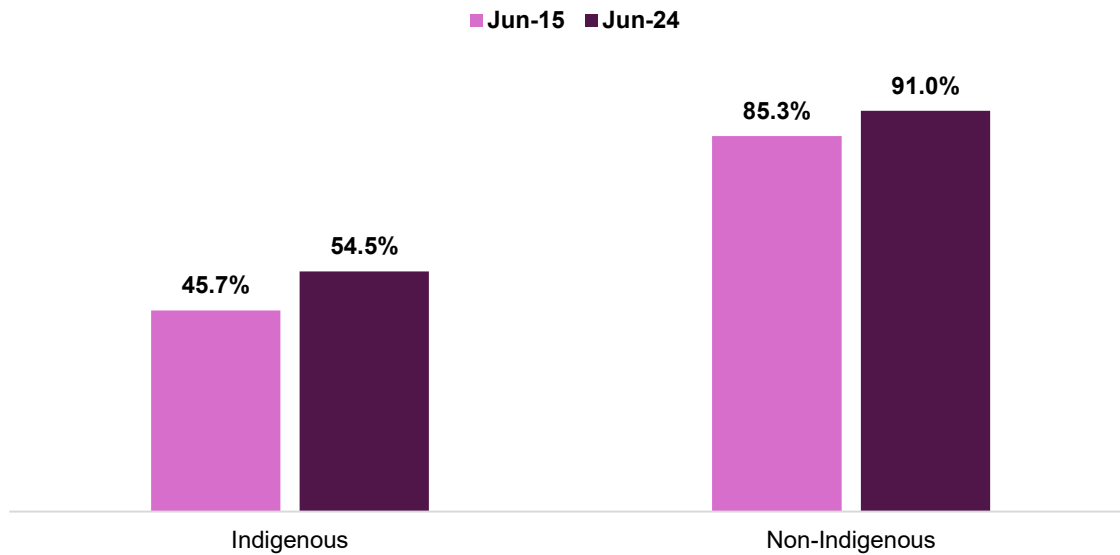
Chart 3: High School Graduation Rate, Girls and Boys, June 2015 and June 2024¹



¹Student-tracked high school graduation rate that follows individual students in public and funded independent schools from Grade 9 and calculates the percentage who graduate within four years of beginning Grade 9, adjusted for attrition. Source - Government of Manitoba

The high school graduation rate among Indigenous children was lower than the rate for non-Indigenous children. The graduation rate for Indigenous children improved from 45.7 per cent in June 2015 to 54.5 per cent in June 2024.

Chart 4: High School Graduation Rate, Indigenous and Non-Indigenous, June 2015 and June 2024¹



¹Student-tracked high school graduation rate that follows individual students in public and funded independent schools from Grade 9 and calculates the percentage who graduate within four years of beginning Grade 9, adjusted for attrition. Source - Government of Manitoba

Core Housing Need

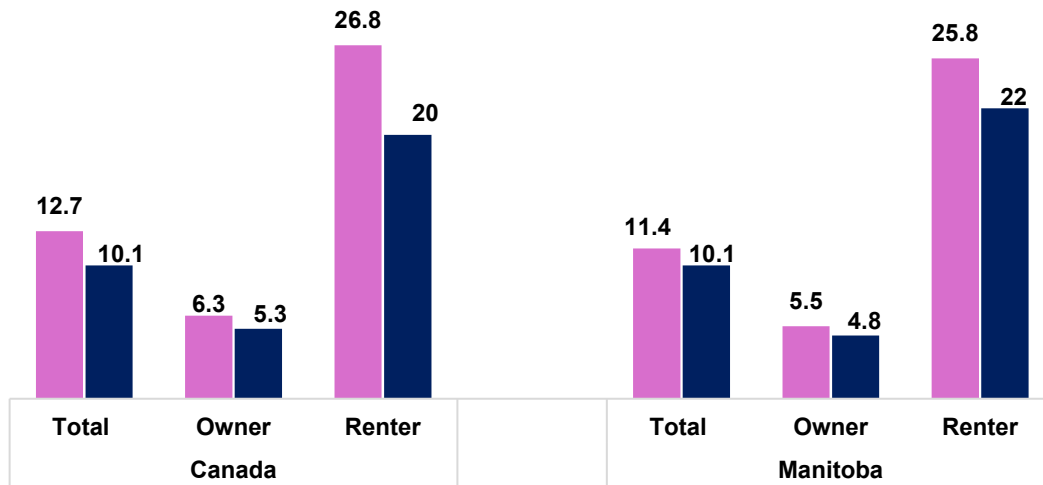
Except for Thompson, Manitoba's core housing need improved in 2021 across key densely populated areas compared to 2016, based on census data as shown in Table 6. Among these communities, only Winnipeg exhibited a higher core housing need than the overall provincial rate.

| Table 6: Per Cent Households in Core Housing Need, Canada, Manitoba and Census Metropolitan Area (CMA) and Census Agglomeration (CA) Areas¹ | | | |
|---|-------------|-------------|-------------|
| | 2006 | 2016 | 2021 |
| Canada | 12.7 | 12.7 | 10.1 |
| Manitoba | 11.3 | 11.4 | 10.1 |
| Winnipeg (CMA) | 10.4 | 12.1 | 11.1 |
| Brandon (CA) | 8.4 | 7.7 | 6.5 |
| Winkler (CA) | 9.6 | 6.7 | 6.0 |
| Steinbach (CA) | 5.0 | 11.7 | 8.4 |
| Portage la Prairie (CA) | 9.1 | 8.9 | 7.9 |
| Thompson (CA) | 9.8 | 9.1 | 9.5 |
| ¹ Source: Statistics Canada's census data. According to Statistics Canada's definition, CMAs and CAs are formed of one or more adjacent municipalities that are centered on and have a high degree of integration with a large population centre, known as the core. | | | |

Census data for 2016 and 2021 indicate that the percentage of households in core housing need was higher among renter households than households with owned housing with or without mortgage (owner households). In 2021, Manitoba's core housing need among renter households was higher than Canada's overall core housing need for this type of household as shown in Chart 5. On the other hand, Manitoba's core housing need for owner households was lower than the national overall owner household core housing need.

**Chart 5: Per Cent of Household in Core Housing Need,
Owner and Renter Households, Canada and Manitoba**

■ 2016 ■ 2021



¹Source - Statistics Canada, census data.

Premature Mortality

The premature mortality indicator refers to deaths occurring before age 75 measured by the number of years of life lost per 1,000 population aged 1 to 74 years. The number of years lost is the difference between age at the time of death and 75. This measure is higher among Manitobans in lower income quintiles.

Table 7 shows the number of years of life lost per 1,000 population, by income quintile in 2014/2015 and 2022/2023. Using 2014/15 as a baseline for comparison with recent 2022/23 records, the general trend indicates where the lower the income quintile, the higher the increase in premature mortality. Notably, the situation has relatively worsened for the second-lowest quintile and improved for the lowest quintile in rural areas. In urban areas, the difference between the time periods has been relatively stable.

| Table 7: Premature mortality, Manitoba, by Income Quintile, Rural and Urban, 2014/2015 and 2022/2023¹ | | | |
|---|------------------|------------------|--|
| Income Quintile | 2014/2015 | 2022/2023 | Difference (2022/2023 less 2014/2015) |
| Lowest - Rural | 95.2 | 63.5 | -31.7 |
| Second - Rural | 68.6 | 92.4 | 23.8 |
| Third - Rural | 53.6 | 48.2 | -5.4 |
| Fourth - Rural | 47.1 | 50.9 | 3.8 |
| Highest - Rural | 38.9 | 40.8 | 1.9 |
| Lowest - Urban | 91.5 | 92.3 | 0.8 |
| Second - Urban | 54.8 | 54.6 | -0.2 |
| Third - Urban | 43.8 | 43.6 | -0.2 |
| Fourth - Urban | 35.8 | 34.0 | -1.8 |
| Highest - Urban | 28.2 | 23.2 | -5.0 |
| Manitoba overall | 53.2 | 53.0 | -0.2 |
| ¹ Deaths occurring before age 75 measured by the number of years of life lost per 1,000 population aged 1 to 74 years. The number of years lost is the difference between age at time of death and age 75. The data were adjusted for age and sex to allow for fair comparisons among areas with different population characteristics. | | | |
| Source – Government of Manitoba (Health) | | | |