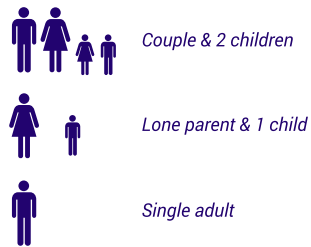


WHAT IS A LIVING WAGE?

LIVING WAGE

refers to an hourly wage that allows employees and their families to meet their basic needs.



\$13.11
(each parent)

\$14.75

\$10.21

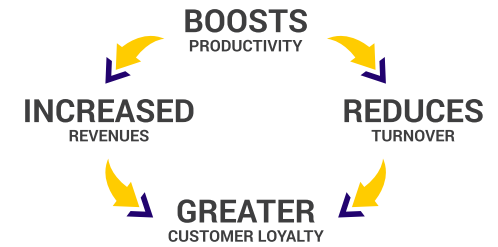
2014 = **\$14.75**
Living Wage for Red Deer per hour for full time

DID YOU KNOW?

the Living Wage for Red Deer in 2014:

WHY

does paying a living wage matter to an employer?



IMPROVED PRODUCTIVITY



DECREASED TURNOVER



INCREASED CUSTOMER LOYALTY



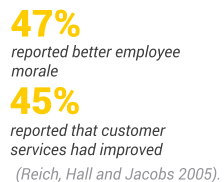
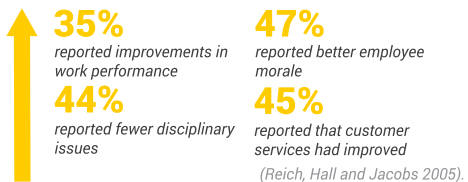
BIGGER REVENUE

Healthy employees are more productive. A Living Wage means access to better:



nutrition, medications, fitness opportunities & extended health services (Poverty Costs 2.0, 2013)

After implementing a Living Wage Policy at the San Francisco Airport:



Employees involved in the London Living Wage Program (LLW)



Some cases report reduced turnover by:



Hiring / training costs reduce: replacing an employee costs companies



Unsatisfied employees are more likely to move to a new organization in the next year. (Forbes, 2012)

11X

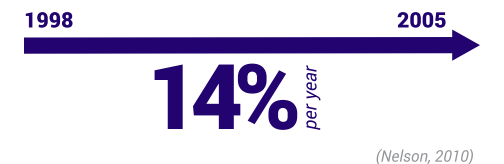
70% of employers involved in the London Living Wage Program (LLW) felt that being publicly recognized as paying a Living Wage had increased consumer awareness of their organization's commitment to be an ethical employer. (Lauren Bacon, 2010)

"SUCCESSFUL COMPANIES HAVE LOYAL EMPLOYEES. THEY ALSO HAVE LOYAL CUSTOMERS."
Colin Shaw, CEO, Beyond Philosophy, Tampa

Being able to advertise that you pay a living wage satisfies the growing consumer demand for ethical consumption. (Turcotte 2010)



Fortune's '100 Best Companies to Work For' stock prices rose an average of:



Companies that appreciate employee value enjoy a return on equity and assets more than triple that experienced by firms that don't. (Jackson Organization, 2007)

For more Information about CAPRA or to join one of our committees please contact:

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