



Dolores Pombuena

Personal Support Worker

Age: 56 years

Location: North York, Ontario

Gender: Female

Annual Income: \$45,000

Family status: Married with two adult children

Education: Bachelor's degree

BACKGROUND

Dolores came to Canada from the Philippines 15 years ago. She was a nurse back home, but she was not able to transfer her certifications. She worked for several years as an at-home assistant for seniors and eventually got certified as a Personal Support Worker. She now works at a Long Term Care facility in downtown Toronto.

GOALS

- **Primary goal:** She wants to have more money to save for retirement.
- **Secondary goal:** She wants to be a leader in her community.

“It seems like all my time is spent at work. I wish I could spend more time with my family and my friends from church.”

HOW WE CAN HELP

By joining the Justice for Workers campaign, Dolores can advocate for better wages for her and her colleagues in an environment that values her experience.

MARKETING MESSAGING

Everyday people have been the driving force behind social change in the past. Justice for Workers can empower you to fight for dignity in the workplace.

ELEVATOR PITCH

Workers across Ontario are standing up for what is right. When we are united, we hold the power to say NO to bad bosses and say YES to better working conditions. Justice for Workers has already led successful campaigns that enable people to work with dignity. Your experience and your passion for justice would help us win more.

IDENTIFIERS

- Dolores likes living in Canada but has trouble keeping up with the cost of living. She has lived through worse, but she is tired of always thinking about money.
- On her ride to work on public transit she uses Facebook to connect with friends and family back home and to stay up to date on the news.
- She is well-liked at work and involved with many community organizations.

CHALLENGES

Primary challenge: She is struggling to save money for retirement.

Secondary challenge: She feels disrespected by management at work, who never seem to acknowledge her skills and experience.

COMMON OBJECTIONS

- She does not want to jeopardize her livelihood.
- She does not think of herself as a political person.
- She does not believe that change can be led by normal people.

“I am angry about how we are treated at work, but I don't know how we could ever fix it.”