

COMMUNITY NEWS + INFORMATION FROM

THE VICTORIA FOUNDATION

pulse



SUMMER 2014

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COMMUNITY CHANGE

PLANTING COLLABORATIONS // TALKING WITH FUND HOLDERS // DELVING INTO VITAL SIGNS



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TABLE OF CONTENTS

- 4 Dance Victoria's show goes on
- 5 Coming home | Milestones
- 6 Taking the lead
- 10 *Victoria's Vital Signs®* update
- 13 Talking with fund holders
- 14 Grants at a glance
- 16 Financial highlights
- 17 Scholarships | Smart & Caring Fund
- 19 Donor Advised Funds
- 20 *Victoria's Vital Signs®* highlights
- 21 Community Knowledge Centre
- 22 Trust & transparency: the Waldies

PHOTO BY GARY MCKINSTRY



AS I WRITE THIS, spring is turning to summer, and I find myself reminded of what a beautiful and vibrant community it is that we live in. Living here, most of us appreciate Victoria as a wonderful place to call home. The climate, the natural environment, the feeling of safety ... the list goes on and on. Like all communities, though, there are always issues and concerns that need our attention.

In fact, the list of concerns can seem overwhelming at times. Simply deciding which issue of the moment deserves our attention can feel like an insurmountable task. However, those of us who do take up the challenge, and put our efforts into making a positive impact, often share a similar trait above all else: we care.

We care about our environment, we care about education, we care about our collective wellbeing, or we care about one or more of a hundred other passions. It makes me think of the Dr. Seuss quote, "Unless someone like you cares a whole awful lot, nothing is going to get better. It's not."

Look through the pages of this edition of *pulse* and you will see the impact being made by many caring people, each of them making a measureable difference in the work that they do, in the support that they give or in the voices they lend to their cause.

You'll read about the people behind a program underway to dramatically improve the efficiency of our local food banks, and a story about the impacts throughout our community from a selection of the many community grants awarded each year.

There are stories about donors, including their reasons for supporting a particular cause and why they've chosen to work with the Victoria Foundation to help carry out their philanthropic wishes. These are some of the articles you will find in the following pages.

I hope that what you read inspires you to find your passion, if you haven't already done so, and to get involved with an organization or a group that shares your desire to improve a particular area of our community.

In the words of Community Foundations of Canada: *Your community makes you. And you make your community.* Come join us in making our community an even better place! ♦

Sandra Richardson, Chief Executive Officer



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← Dance Victoria continues to impress audiences with its subscription dance series, thanks to a \$55,000 Vital Loan.

PHOTO BY DAVID COOPER

The show goes on

Vital Loans keeps Dance Victoria in the spotlight

LAST SPRING, DANCE VICTORIA didn't have long to reflect on its successful subscription dance series, which saw some of the world's leading artists perform on the Royal Theatre stage. Instead of planning the next season or upcoming community outreach programs, executive director Jason Dubois was taking notice of an impending financial crisis.

Dance Victoria's cash flow shortage came from an imbalance in its revenue stream that, despite careful planning, arts organizations relying on revenue from ticket sales often face. "Our need was to bridge a short-term cash flow shortage due to our arrangement with the Royal and McPherson Theatres Society, such that we historically had not had access to box office revenues until a show opens," Dubois says. "Even though we sell subscriptions at this time of year, we didn't have access to that money."

However, a solution was close at hand. Dance Victoria was a prime candidate to receive a short-term, low-interest loan through a new program — Victoria Foundation's Vital Loans, powered by Island Savings. Now in its

second year, Vital Loans offers a unique alternative to conventional loans that combines community knowledge with reliable financial expertise.

A \$55,000 Vital Loan with a three-year term meant Dance Victoria could retain all staff through the summer to run programs and promote the fall's main stage shows. The non-profit also had time to revisit its agreement with the Royal and McPherson Theatres Society: it secured access to subscription sales and won't be faced with the same cash shortage this season.

"It became apparent to the Foundation that sometimes what organizations needed wasn't a grant but a loan," says Victoria Foundation CEO Sandra Richardson. "The problem was they couldn't qualify for a loan from a bank."

In 2012, the Victoria Foundation furthered a relationship with Island Savings to offer that bigger hand up, each matching funds in a \$4.5-million lending pool, with the hope of eventually growing it to \$20 million with lines of credit and loans up to \$500,000 for qualified candidates.

Pacific Opera Victoria was the program's first participant, when the non-profit faced a cash flow shortage similar to Dance Victoria's and accessed a \$150,000 loan. Vital Loans has administered \$230,000 to date, most recently working with the Georgia Strait Alliance. In spring 2013, the Alliance applied for a \$50,000 line of credit when it saw a cash flow bottleneck coming the following fall.

"Knowing it was there really helped us focus our energies on other things," says Christianne Wilhelmson, the Alliance's executive director. "That's the challenge of going to other banks. They treat you like a business like any other. We are a business; we just have a slightly different model. The majority of funders are project-based."

Rod Dewar, president and CEO of Island Savings, notes that dwindling core funding grants was a motivating factor behind the program.

"The word is getting out there, and the more we do, the happier we'll be," Dewar says. "There's a huge opportunity here to help people; if we can just let them know it exists and find each other, we'll build this more rapidly." ♦

Back to their roots

Coming home through the Adoption and Permanency Trust Fund



ABORIGINAL CHILDREN in care — usually living with foster families — often feel isolated and disconnected from their home communities and cultural roots. This

loss of connection prevents them from

learning relevant traditional values and practices, and erodes the sense of security that is essential for growth and wellness.

Partnering with the Victoria Foundation, the Lex Reynolds Adoption and Permanency Trust Fund provides funding to assist in convening “homecoming” events — such as one currently being organized by the Haisla First Nation in Northwest BC — that allow Aboriginal children in care to travel to their ancestral lands and visit their communities.

While attending homecoming events, children meet community elders, extended family members and others from whom they can learn about their history and genealogy. They also participate in cultural ceremonies that reinforce knowledge of their Aboriginal heritage.

The Lex Reynolds Adoption and Permanency Trust Fund was created in association with the Adoption Council of Canada to help children and youth find and maintain lifelong connections through adoption or alternative avenues of permanence.

To date, 132 projects have been funded across the province, injecting more than \$766,000 into adoption and permanency support, education and resources. ♦

For more information, see connectingforlife.ca

MILESTONES a year of important changes, events & activities at the Victoria Foundation

JUNE 2013 CARING

CANADIANS Board members Deirdre Roberts and Steve McKerrell were each presented with the Governor General's Caring Canadian Award at the Community Foundations of Canada conference in Winnipeg, Manitoba. Created in 1995, the award recognizes individuals who volunteer their time to help others and build a smarter and more caring nation.



David Johnston, Governor General of Canada, with Steve McKerrell

DECEMBER 2013 GRANTS

ANNOUNCED We announced over \$1.1 million in grants to 61 non-profit organizations on Vancouver Island, bringing the total amount we awarded in 2013 to over \$12.3 million. That also brought the overall amount awarded since the Foundation's establishment in 1936 to more than \$130 million.

Rasool Rayani



James Darke

Ian Wong

FEBRUARY 2014 10TH ANNUAL LEADERSHIP AWARDS

The Victoria Leadership Awards celebrated a decade of honouring leadership. The Victoria Foundation Community Leadership Award, recognizing an organization that's building community capacity and achieving positive change, was awarded to The Cridge Centre for the Family.

APRIL 2014 NEW AND DEPARTING STAFF

Sasha Grons Dahl joined the Foundation as Special Funds Administrator, replacing Stephanie Chan, who left to pursue advanced educational opportunities.

OCTOBER 2013 VITAL SIGNS REPORTS

We released our 8th annual *Victoria's Vital Signs*® report and 5th *Victoria's Youth Vital Signs* report. The high cost of living topped the list of concerns and mental illness was a growing issue. Overall, 89 per cent of the nearly 1,200 survey respondents described themselves as happy.



JANUARY 2014 BOARD CHANGES

Rasool Rayani became chair; James Darke and Ian Wong joined as new directors. Peter Malcolm, Steve McKerrell and Judy Pryce completed their terms. Past board chair Deirdre Roberts remains on the board with returning board members Sandra Harper, Andrew Jackson, Karen DeMeo, Mia Maki, Grace Wong-Sneddon and Bob Worth. Chuck Burkett remains president of the Foundation's honorary governors.



Sasha Grons Dahl

MAY 2014 VITAL YOUTH 10TH ANNIVERSARY

The 2013/14 school year marks the 10th anniversary of our Vital Youth program. This year's \$20,000 granted from eight high schools brings the 10-year total to \$170,134 granted to 108 local charitable organizations.



TAKING the LEAD



↳ Linda Geggie, coordinator of CR-FAIR, and Rudi Wallace, project manager of the Food Bank Collective, admire the local produce at the Victoria Public Market.

Collaborations play a vital role in community change

LIKE A WATCHFUL BIRD SOARING overhead and assessing the ground below, the Victoria Foundation has an overarching view of Greater Victoria and the issues the region faces. Its mission is threefold: to inspire giving; to thoughtfully care for the assets entrusted to it; and to invest in people, ideas and activities that strengthen communities — both for today and for generations to come. Investing in long-term, collaborative initiatives like food security on Southern Vancouver Island is key to the Victoria Foundation's work. By bringing together leaders for these collaborative projects, the Foundation directs funding to effect positive change. Two recent projects funded by the Victoria Foundation — the Regional Food Bank Collaborative and the Food Strategy Roadmap — speak to the leadership role the organization takes in the community.

RETHINKING FOOD BANKS

The Regional Food Bank Collective is just beginning to centralize food storage, distribution and referral networks to end lineups at the nine food banks across Greater Victoria.

"Many North American cities are transitioning away from the food

bank model to more of an operational warehouse model," says Rudi Wallace, project manager of the Food Bank Collective. "Under the new model, one organization collects, stores and distributes the food and many agencies distribute the hampers. It really makes sense to have one community voice."

Successful programs like Winnipeg Harvest and Nanaimo's Loaves and Fishes act as templates for the collaborative effort, funded this year by the Victoria Foundation, he says.

"When this model comes out, we can truly say this was a community-based process," Wallace says. "From there, we can say, 'What are the next steps? Does Victoria require another food distribution warehouse?' [These and other] questions will be answered."

Already, progress has been made at the Mustard Seed, where Wallace is assistant director. "We're focusing on client benefit. We've completely eliminated the lineup and reduced [drop-in] wait times to 10 to 20 minutes," Wallace says. "This is down from as high as three hours as recently as six months ago. We set up appointments now."

Having support from the Victoria Foundation prevents food banks from working in isolation or parallel to one

PHOTO BY DON DENTON

another, uniting their efforts for the best results.

A HOLISTIC APPROACH

The Regional Food Bank Collaborative emphasizes the value of organizations working together when their ultimate goal is the same. Similarly, the Food Security Strategy Roadmap shows the co-ordination efforts taken to create a holistic view of food security in Greater Victoria — and the reason that leaders are vital to the process.

The mass co-ordination included input from 47 organizations including Island Health, LifeCycles, the Capital Region Food and Agriculture Initiatives Roundtable (CR-FAIR), the City of Victoria, Island Chefs Collective, United

“We’ve been talking a lot more about collective impact as a model for working together.”

Way and the Capital Regional District.

Prior to the roadmap, the absence of a holistic picture of the food security system — and who was handling what — made it difficult to direct funding dollars where they were needed most, says Marg Rose, director of community initiatives and grants at the Victoria Foundation.

“We mapped out a regional approach to food security, and we now have action plans to achieve greater impact,” Rose says.

For example, five organizations foster community gardening in Greater Victoria. By bringing similar organizations together, says Rose, it becomes much easier to co-ordinate and collaborate on the same goals.

FOCUSING DONOR FUNDS

The Foundation’s decision to take a leadership role to increase food security projects stemmed from their 2013 *Vital*

Signs report, which focused Vital Victoria Fund donor attention on food security initiatives. Each year, donors who contribute to the Vital Victoria Fund have their donations allocated to community initiatives highlighted in the *Vital Signs* report. (See sidebar for more on the Vital Victoria Fund.)

Donor funding from the Victoria Foundation helped foster work that began in 1997 with CR-FAIR.

“There’s already a lot of synergy locally around food security and food literacy,” says Aaren Topley, a University of Victoria graduate student and a member of the Food Literacy Working Group with CR-FAIR. “But the Capital Region is huge, so we really need to reach out to community members and share the resources that are already available to them.”

Community kitchens, cooking classes, compost and gardening education, and indigenous food sources are just some of the areas Topley and his colleagues hope to foster in the coming years.

“The study of food is very complex. There are a lot of tensions that build between groups that constantly need to be explored and re-evaluated,” Topley says. “But people want to put a lot of work into this.”

A new Food Funders group has formed to continue action on the Food Strategy Roadmap in the years ahead, as organizations learn that a collective approach is more effective at solving problems.

“When we have the right people at the table, we get from the talk to the action in a much more co-ordinated and strategic way,” says Linda Geggie, CR-FAIR co-ordinator.

Combining forces should allow donors to be more strategic in helping with heavier-impact projects, Geggie explains. “We’ve been talking a lot more about collective impact as a model for working together. It’s basically how groups and organizations can work together as networks and accomplish a lot more than any one organization can on its own.” ♦



VITAL VICTORIA FUND

Dollars that keep on giving

The Victoria Foundation has been a steward of legacy donations for the past 78 years, carefully managing funds through a team of qualified, local volunteer board members and a community engagement committee.

The Foundation’s Vital Victoria Fund ensures estate and current donations are managed sustainably, extending the life of funding for years ahead.

“The idea is that, rather than giving a one-time gift to a charity, this gift has the ability to preserve the capital in perpetuity, and the interest is then used for charitable purposes each year,” says John van Cuylenborg, a lawyer with Victoria-based Cook Roberts LLP and an expert in estate planning.

He recommends the Victoria Foundation as a recipient of charitable estate gifts because of the flexibility of the Vital Victoria Fund. The model allows the Victoria Foundation to fund community needs as they’re identified, primarily through the annual *Victoria’s Vital Signs*® report. *Vital Signs* issues — like affordable housing or environmental sustainability — that receive low scores are prioritized for grant consideration each year.

“Although in 2014 there might be certain perceived charitable needs in Greater Victoria, the long-term nature of these endowed funds allows much greater flexibility to tailor support to needy causes,” van Cuylenborg says.

Donors who prefer their gifts are used for specific charities can also create their own funds, administered through the Victoria Foundation.

Learn more at victoriafoundation.bc.ca/giving.



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Focusing on the signs

Vital Signs results lead to community change

EACH YEAR, THE VICTORIA Foundation measures the health of Greater Victoria through its *Victoria's Vital Signs*® report. Like a doctor's checkup, it evaluates the health of 12 key issues, from arts and culture to standard of living. With the help of a citizen survey, grades are assigned to each issue, from A to F. The Victoria Foundation then focuses on the issues, using community grants to address concerns and make

improvements that will raise those scores on next year's evaluation.

The 2013 *Vital Signs* report revealed the need to focus on several key issues: mental health; belonging and engagement; economy and environmental sustainability; youth; and getting started. Here's a look at how community grants from the Victoria Foundation are addressing these issues right now.

Getting Started

A framework for family literacy

Teaching parents the skills to help guide their children's literary endeavours can have a far-reaching impact. The Victoria Foundation understands that concept and has taken steps to facilitate training for service providers who work with low-literate and at-risk families in Greater Victoria.

Already a funder of the Sooke Family Resource Society's prenatal and outreach programs, the Foundation encouraged the Society to apply for grant money to co-ordinate teacher training for the Aboriginal Literacy and Parenting Skills program (A-LAPS).

"We know that [parents] struggle with helping develop their families' literacy when their own literacy is challenged," says the society's manager, Daphne Raymond. "This blends two areas of need for many families."

Calgary-based Further Education Society developed the program to help individuals with learning challenges improve their parenting and literacy skills, and teach them positive literacy strategies to model to their children.

"We see this as meeting a specific need in the community," Raymond says. "A-LAPS is one of the literacy parenting programs that has been adapted to meet the needs of Aboriginal families. But the training could also be adapted for Francophone families or [English as a Second Language] families."

Representatives from such organizations as Métis Community Services and 1Up Single Parent Resource Centre signed up for the first program. The goal is to have a broad range of service providers take the course to extend the benefits across various communities.

Residents have come together to build chicken coops, paint murals and organize bulk food purchases.

* Belonging & Engagement

Non-profits get youth connection

While statistics may show a trend of youth feeling less connected with their communities, those on the ground say it may be that youth are just outrunning the statistics.

Julia-Anne Cameron, manager of youth programs with Volunteer Victoria, doesn't believe youth are necessarily becoming less involved in their community. She says it may be more that their connections are changing.

"It's not as structured as traditional volunteering may be," Cameron says, "but the word 'volunteer' is an old word and there's new applications for it."

A \$20,000 grant from the Victoria Foundation is helping the organization train people ages 19 to 35 on how to become involved with non-profit community boards.

The Youth on Boards project strives to solve two problems: help fill boards as older directors leave, and get young adults more involved in the community.

"For a young person who is used to information right now and everything happening all at once, the concept of 12 people spending three hours talking out one decision can seem odd," Cameron says. "[Training helps them] understand why that is and that the important decisions [made] at a board table are just that — important."

Economy/ * Environmental Sustainability

Fostering a neighbourly bond

Helping save the planet and your pocketbook can be as simple as rallying your neighbours.

A new grassroots project takes a street-level approach to addressing some of the biggest issues facing society — economic uncertainty and environmental sustainability.

The Building Resilient Neighbourhoods project, supported by the Victoria Foundation, is a collaboration between the Community Social Planning Council (CSPC) and resident-led Transitions Victoria that works to spearhead community projects.

Victoria West has been a particular focus for the program. Residents in an 11-block area have come together to build chicken coops, paint neighbourhood murals, organize bulk food purchases, start carpooling trips to local farms and take on other initiatives.

"[They] look at how they can work together to start a project that [strengthens] social relationships between neighbours, strengthens their capacity for sharing resources or contributes to their capacity to share leadership and resolve issues together," explains CSPC spokesperson Sarah Amyot.

The project helps to show individuals the power of working with others.

"The reception has been really amazing," Amyot says. "[It's] meeting a real need in the community and a real desire for people to connect socially and address important and tough issues ... in a way that is hopeful, engaging and encourages people to want to be a part of the solution."

PHOTO BY DON DENTON

Local residents Lori Garcia-Meredith and Jack Meredith admire a mural painted on a wall along McCaskill Street in Vic West.



SPREADING THE MESSAGE

The Victoria Foundation has touched the lives of thousands in the Capital Region through its charitable fund management, granting process and leadership in tackling diverse community issues.

How does it build on that success? By taking its message to others who are making a difference.

In March 2014, Foundation representatives gave a presentation to the granting committee of the Provincial Employees Community Services Fund (PECSF), which gathers workplace donations from civil servants and issues grants to community non-profits.

As the organization behind the annual *Vital Signs* report, the Victoria Foundation has a good idea where the need is greatest. That mandate dovetails nicely with the goals of the provincial employees' charitable arm, says the PECSF campaign manager, Frances Gorman.

"Our focus is to contribute to the enhancing of life in Victoria," she says.

The report offers valuable information about the greater community, which her granting committee uses to help make its decisions, Gorman says. It also shares the Foundation's Community Knowledge Centre (see page 21) with donors to illustrate where their money is going.

PECSF awarded \$1.8 million in grants last year and has provided more than \$40 million to community groups in its roughly 50-year existence. "Our preference is for organizations with a number of volunteers that collaborate with other people and groups," Gorman says. "We're just opening the door to new opportunities with this *Vital Signs* connection."

Youth

Figuring out finances early

Saving for a rainy day may seem an antiquated phrase, but for young people who consider it the height of luxury to have extra money to fall back on, the lesson of putting money away can literally be life-saving.

The Cridge Centre for the Family works with at-risk teens and young mothers in its Asset Building Program. The initiative aims to help people get on their financial feet — often after serious life challenges — and develop healthy saving habits.

"It gives them the skills and confidence to be more in control of their finances," says Marlene Goley, manager of women's and family services at the Cridge Centre.

"In doing so, it reduces their vulnerability to being trapped in an abusive situation — physical, emotional

or financial — and reduces their vulnerability to life instability. When they're in control of their finances [and] they're paying their rent, they've got a future orientation; they're not fearing child protection and addictions."

Instead of learning financial literacy in a classroom setting, participants work with a support worker on a year-long budgeting and goal-setting plan. The Cridge Centre recently updated its curriculum to appeal more to tech-savvy youth and young adults.

Not only does a grant from the Victoria Foundation help cover the cost of providing such training, it also allows the Cridge Centre to expand the reach of the Asset Building Program by offering training sessions to other organizations working with youth for financial literacy support.

Mental Health

Recognition is key

In 2013, mental health rose from the 10th most important issue, as ranked by Vital Signs survey respondents, to the 2nd — a jump that signified the need for the Victoria Foundation to investigate support in this area. As a result, two new programs will help meet the needs of those with mental health issues and the people who help them.

The Canadian Mental Health Association's Victoria branch is introducing Living Life to the Full to high schools. This group course teaches youth about mental health issues and managing anxiety and depression. A pilot program will begin soon at Victoria High.

"If you can get those skills when you're in your teens, or earlier, it helps you be able to manage," says the CMHA's Jocelyn de Montmorency. "It [offers] you strategies and tips on being able to manage your own mood, as well as helping other people."

Another program, Mental Health First Aid, provided by Need2 Suicide Prevention Education and Support, will help people recognize and manage mental health issues in themselves and others.

Lenore LeMay, information and referral co-ordinator at the Victoria Disabilities Resource Centre, will be attending the class to help her assess the needs of centre clients.

"We're seeing a tremendous amount of people who have mental health disabilities," she says. "As someone who's trying to serve these individuals, I was looking for support for myself to understand various mental illnesses and how I can be the most useful and supportive." ♦

A finger on the pulse

Fund holders know their donations will hit the mark

OF THE MANY BENEFITS Victoria Foundation fund holders appreciate — the flexibility of how their gifts can be used, the research done by the organization or the ability to leave a legacy — one common denominator is that they trust the organization implicitly. Four fund holders share their views on why the Victoria Foundation is their perfect match.

»» WHAT TYPE OF FUND DO YOU HAVE WITH THE VICTORIA FOUNDATION?

Carl and Sue Stovel: Our funds mainly go to programs for children and youth, as well as organizations dedicated to mental health. They also include a family endowment, which allows us to leave a legacy.



CARL & SUE STOVEL

Andrew Beckerman: My main granting interests lie in charitable organizations that deal with members of the community who are marginalized, including members of the LGBTQ community, people who are homeless or addicted and those with mental health issues.

»» WHY DID YOU CHOOSE THE VICTORIA FOUNDATION?

Fiona Hyslop: I had been involved as a volunteer with the Victoria Foundation for a few years before I



ANDREW BECKERMAN

became a donor. When I came into some money, I knew the Victoria Foundation was the right place to go. Things like the Foundation's annual *Vital Signs* report play a huge part in the organization's credibility — the Foundation is able to accurately forecast which sectors money needs to go to.

Andrew Beckerman: One of the most important aspects was that I was able to hold both a fund that I currently grant out of as well as one that I will leave behind as a legacy. The Foundation allows me the flexibility to have my own grants as well as add to the general pool of granting money for my areas of interest.



FARRELL BOYCE

Farrell Boyce: I became involved with the Victoria Foundation after researching the local not-for-profit sector. I didn't know Victoria's charitable landscape very well, so I looked to the Foundation for guidance. The staff have

been incredibly friendly, knowledgeable and supportive. At the end of the day, I know my money is actually helping, which is so important.

»» WHY WOULD OTHERS BENEFIT FROM CHOOSING THE VICTORIA FOUNDATION?

Fiona Hyslop: What's extraordinary about the Foundation is how far it's come. It has become a catalyst for many not-for-profit organizations. The Foundation helps not-for-profits grow and come together — it teaches our community about what those groups do to help around Victoria.



FIONA HYSLOP

Farrell Boyce: The Victoria Foundation is very flexible — it allowed me to grant anonymously and was also extremely helpful with counselling me on which organizations were benefitting most from grants.

Carl and Sue Stovel: The paperwork is taken care of — donors have the pleasure of choosing their granting interests and where their money will go and the Foundation does the rest. They have already done the research on the not-for-profit landscape; there is lots of choice when people set up their funds. The Foundation offers the security of knowing your money is going to go to where it will do the most possible. ♦

Grants at a Glance

From child and youth programs to environmental education, grants make a difference



→ IN ITS 78 YEARS, THE VICTORIA FOUNDATION HAS GRANTED \$130 MILLION TO CHARITABLE ORGANIZATIONS AND STUDENT SCHOLARSHIPS.

COMMUNITY SOCIAL PLANNING COUNCIL

► \$29,191

The Youth Program Quality Initiative training — co-funded with the Horner Foundation, Telus Community Board and United Way of Greater Victoria — is a continuous quality improvement initiative that helps youth-serving agencies in Greater Victoria assess, plan and improve their levels of staffing and program quality. Ensuring a safe and supportive environment, effective interaction and engagement are the pillars to quality youth programs. Similar programs have been shown to have direct, positive benefits at all levels of an organization and produce more engaged, resilient youth. By the end of 2014, two dozen local facilitators and coaches who work with 1,200 youth will be trained in this quality standard.

MARY MANNING CENTRE

(Child Abuse Prevention and Counselling Society of Greater Victoria)

► \$12,000

The “Sticks and Stones” resource for parents and caregivers was created after consultation and a literature review identified the need for information that counsellors, parents and caregivers could use to support not only children who are vulnerable due to disabilities, but also those that may be vulnerable to bullying and social violence because of their trauma experiences. Through community presentations of a new resource guide, links on the Mary Manning Centre’s website, and parent/caregiver education and support sessions, this project helps caregivers support, connect and communicate with their child or youth as they face the challenges associated with bullying.



JUSTICE EDUCATION SOCIETY

► \$14,812

The Justice Education Society expanded one of its websites, called LegalRightsForYouth.ca, which provides information about the law for youth ages 13 to 21. Through a series of interactive workshops for both youth and service providers, this website was used as a tool to inform young people about their legal rights and responsibilities. Over 2,200 participants — 100 in workshops and 2,100 in court orientation programs — benefitted from the project. One teen participant summarized the program’s success by stating what she learned: “Even kids have rights.”



→ GRANTS ARE MADE IN FIVE KEY AREAS: ARTS, CULTURE & HERITAGE; COMMUNITY SERVICES; EDUCATION; ENVIRONMENT; AND HEALTH & RECREATION.

GREATER VICTORIA COMPOST AND CONSERVATION EDUCATION SOCIETY

► \$6,500

The “Grow a Row” project has provided local soup kitchens and food banks with fresh local vegetables to help supplement existing food supplies and offer healthy options. 2013 was the fourth year running the Grow a Row program in the CRD. The most exciting evolution is that more of the community gardens are becoming self-run, needing little support to grow and distribute the food themselves — in short, the program is becoming self-sustaining. With the many gardens and gardeners involved, the program surpassed its 2013 goal and collected and redistributed over 1,600 kg of locally grown produce to low-income families. It also exceeded anticipated volunteer hours for 2013 with almost 1,000 hours donated to the program.

“WHAT INSPIRES US IS THE OPPORTUNITY TO MAKE A DIFFERENCE IN EVERY ASPECT OF COMMUNITY LIFE.”



SEACHANGE MARINE CONSERVATION SOCIETY

► \$25,000

SeaChange is working to restore terrestrial, nearshore and marine habitats within Tod Inlet, an area of great significance to local Saanich First Nations and visitors from around the world. The site was damaged by historical limestone mining. Part of the recovery work entails adding suitable beach material to nearshore areas affected by erosion from rising sea levels. Community events and a restoration forum will also disseminate lessons learned from this pilot throughout the CRD.

SAANICH NEIGHBOURHOOD PLACE

► \$43,404

With only one-third the number of childcare spaces available for the number of children under five years of age in our region, the Vital Victoria Fund addressed a board-mandated priority of funding programs that increase childcare spaces. This grant helped create the Full o’ Beans childcare centre at Saanich Neighbourhood Place, in their quest to create a childcare hub within the Gorge Tillicum community. Now, families with young children can access flexible, quality half-day care in a community setting with other services, such as recreation and early literacy. A marketing and fund development plan to expand the childcare hub with the addition of full-day childcare is also in the works. ♦

2013

VICTORIA FOUNDATION BY THE NUMBERS

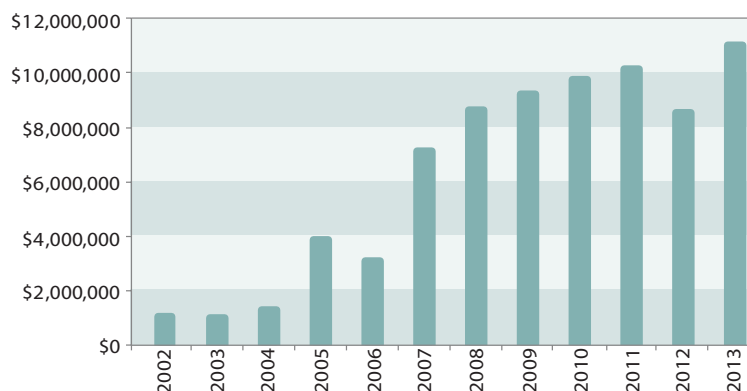
FINANCIAL HIGHLIGHTS

- ▶ Total Assets of over \$229 million
- ▶ Total Endowed Assets increased to over \$162 million
- ▶ Donations and bequests received of over \$16.5 million
- ▶ Investment returns averaged 19.39% & ten year returns averaged 7.7%
- ▶ Operating expenses average 0.86% of average total assets
- ▶ Over \$3.3 million in grants from endowment funds
- ▶ Over \$7.7 million in grants from pass through, trust and provincial funds

SUMMARIZED STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

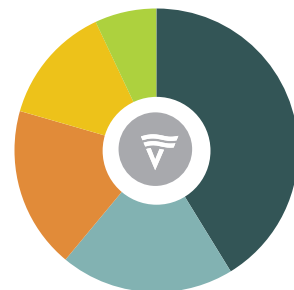
FOR THE YEAR ENDING DECEMBER 31	2013	2012
REVENUE:		
GIFTS RECEIVED FOR IMMEDIATE GRANTING	\$ 7,679,459	\$ 5,340,928
GIFTS TO OPERATIONS	232,753	208,284
TOTAL RETURNS ALLOCATED TO OPERATIONS & GRANTING	4,707,099	4,403,034
FEE REVENUE - TRUSTS & MANAGED FUNDS	502,269	454,061
LIFE INSURANCE PREMIUMS	455,247	212,074
	13,576,827	10,618,381
EXPENSES:		
GRANTS	10,999,615	8,515,881
COMMUNICATIONS & COMMUNITY LEADERSHIP	262,843	265,193
OPERATIONS EXPENSES	1,573,979	1,557,414
LIFE INSURANCE PREMIUMS	455,247	212,074
	13,291,684	10,550,562
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	285,143	67,819
NET ASSETS, BEGINNING OF YEAR	137,493,733	128,627,293
NEW GIFTS & NET CONTRIBUTIONS TO ENDOWMENT FUNDS	8,815,467	3,281,786
TOTAL RETURNS ALLOCATED TO NET ASSETS	16,109,041	5,516,835
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	285,143	67,819
NET ASSETS, END OF YEAR	\$ 162,703,384	\$ 137,493,733

GRANTING GROWTH



- ▶ The Victoria Foundation increased the distribution rate to 3.75% for 2014. The amount of grants disbursed from endowment funds increased by 4.6%. Overall grants increased from 2012 due to a large increase in pass-through grants.

2013 GRANTS BY FIELD OF INTEREST*

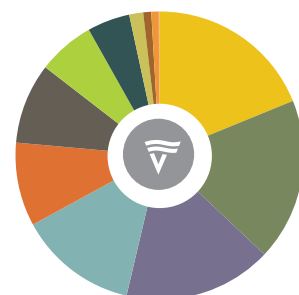


- 41% **COMMUNITY SERVICE** \$4,385,300
- 20% **EDUCATION** \$2,105,715
- 18% **HEALTH & RECREATION** \$1,959,953
- 14% **ARTS, CULTURE & HERITAGE** \$1,437,107
- 7% **ENVIRONMENT** \$746,425

TOTAL =
\$10,634,500

* Excludes grants between endowed funds of \$365,115

2013 GRANTS BY VITAL SIGNS INDICATOR AREA *



- 19% **HEALTH & WELLNESS** \$2,001,263
- 18% **LEARNING** \$1,937,957
- 17% **HOUSING** \$1,769,213
- 13% **ARTS & CULTURE** \$1,420,342
- 9% **ECONOMY** \$999,200
- 9% **BELONGING & ENGAGEMENT** \$962,024
- 6% **ENVIRONMENT** \$676,662
- 5% **STANDARD OF LIVING** \$507,662
- 2% **SAFETY** \$167,955
- 1% **SPORT & RECREATION** \$95,658
- 1% **GETTING STARTED** \$87,884
- 0% **TRANSPORTATION** \$8,680

* Excludes grants between endowed funds of \$365,115



MAKING THE GRADE

Scholarship creation leads to life-changing opportunities

Creating a legacy — that's the Victoria Foundation's goal when working with donors to create scholarships for secondary and post-secondary students.

"Many individuals who want to establish a fund ... have a deep interest from their own experience in learning or teaching — or they've studied a specific discipline and want to support that," says Sara Neely, director of philanthropic services at the Victoria Foundation.

\$300,000

DISTRIBUTED ANNUALLY
FOR STUDENTS

INCREASING EDUCATIONAL SUPPORT

The Victoria Foundation has granted from 36 funds to date; over \$300,000 distributed annually helps students attend the University of Victoria, Camosun College, Royal Roads University, Vancouver Island University, Victoria Conservatory of Music and others.

"That's quite an increase from five years ago, when we had 24 scholarship funds granting about \$160,000 a year," Neely says. "There's growing interest from the public in working through us to support education and opportunities for children and youth."

A COLLABORATIVE APPROACH

Staff work with donors to determine the impact of their scholarship, the educational institution and the scholarship criteria. The school then accepts and adjudicates the applications. Awards can be general or restricted to students pursuing a specific educational path.

SEEING SCHOLARSHIPS IN ACTION

"Being a recipient of this award is tremendous for me because I am not especially privileged and need to support myself," says David Gu, a recipient of the Victoria Foundation Chinese-Canadian Community Scholarship in 2013. "It is gratifying to know that there are organizations out there that help those who come to Canada in hopes of finding a good future."

VISIT VICTORIAFOUNDATION.BC.CA/SCHOLARSHIPS

Play in progress

A smart and caring community starts with play

Two years ago, the Victoria Foundation stepped up to meet a challenge issued by the Governor General: to support programs that could lead to a smarter, more caring Canada by 2017, Canada's 150th anniversary. The belief is that sport helps build strong, resilient communities by teaching lifelong skills, like working with others and healthy living. The Victoria Foundation partnered with Smart & Caring True Sport (a partnership between the True Sport Foundation and Community Foundations of Canada), to provide matching funds for successful applicants promoting physical activity. Last year's recipients were the Victoria Immigrant and Refugee Centre Society (VIRCS) and KidSport Greater Victoria.

PROMOTING FAIR PLAY

VIRCS received \$22,000 to deliver 20 train-the-trainer workshops to local youth service organizations using Equitas' Play it Fair! curriculum, which promotes concepts like fairness and co-operation. "We've been using this [curriculum] for years and the demand for expansion was there," says VIRCS program co-ordinator Danny Tes.

Religious or cultural factors can make some kids hesitant to take part; others come from places where academia is valued more than play. But Equitas program co-ordinator Angie Mapara-Osachoff argues that physical activity is a type of participatory education. "It's not just about playing," says Mapara-Osachoff, who led Victoria's first workshop in March with Tes. "We critically reflect on how their actions while playing affect them and those around them."

EXPANDING AFTER-SCHOOL ACTIVITIES

Meanwhile, KidSport has seen an overwhelming response to its after-school program: in partnership with the Pacific Institute for Sport Excellence (PISE), KidSport received \$17,150 to deliver the ABC's of Physical Literacy. The program teaches the building blocks of movement to 80 children at Rogers and Macaulay elementary schools. Activities are for all abilities and adults are also trained so the program can sustain itself. "In our last intake, we had 40 people on the waiting list," says PISE physical literacy coordinator Kelly Graham. "It's been amazing."

SMART & CARING PROJECTS CONTINUE

The Victoria Foundation's support for physical literacy programming began in April 2012 with a grant to The Cridge Centre for the Family, and programming there will continue through 2017 thanks to a joint \$100,000 grant last December. The Victoria Foundation and Rotary Club of Victoria each provided \$50,000 to support 160 students at Craigflower Elementary for the next two-and-a-half years.

Since 2012, the Victoria Foundation has also provided funding for programming at Tsartlip and Songhees First Nations, as well as a Fit-and-Fuel breakfast and physical literacy program at George Jay Elementary School. ♦

PHOTO BY DON DENTON



➤ Kelly Graham, physical literacy co-ordinator, poses in front of the PISE playing fields.



CREATING A BETTER WORLD THROUGH BETTER FOOD

Pomme Natural Market is a new concept in healthy grocery. And we're coming to Victoria.

We make the highest quality, healthiest, most forward-thinking food choices an easy choice. Offering the widest selection of expertly-curated food in our region, we cater to those who have food sensitivities such as gluten or dairy intolerance, or are avoiding sugar.

We also offer options for those following precise dietary paths including vegan, vegetarian and paleo. Pomme carries unique products including locally sourced grass fed dairy and meats, along with raw chocolate and sustainable seafood. And, of course, a large selection of organic produce and fruit.

We're looking forward to re-introducing you to the joy of trying, preparing and sharing great dishes.

GOOD FOOD CHANGES EVERYTHING



In perspective:

Two approaches to strategic philanthropy

A donor-advised fund is an alternative to setting up a private or family foundation. To help determine the best approach for you, compare the requirements to establish and maintain a private foundation with the simplicity of starting a donor-advised fund at the Victoria Foundation.

	PRIVATE FOUNDATION	VICTORIA FOUNDATION DONOR-ADVISED FUND
STARTUP		
Incorporate as a society	✓	No need. Quick fund startup within days!
Register as a charity with the Canada Revenue Agency	✓	No need
Appoint a Board of Directors	✓	No need
Set investment policy and appoint investment managers	✓	No need
Appoint auditors	✓	No need
GRANTING		
Develop specific focus for charitable grants	✓	Victoria Foundation staff can assist you
Research charities that match your intentions	✓	Draw on the Victoria Foundation's extensive history and connections to the community
Research local issues, needs and opportunities	✓	Utilize <i>Victoria's Vital Signs</i> ® and our Community Knowledge Centre
Recommend grants to any registered charity in Canada	✓	✓
Involve your family in decisions	✓	✓
Name a successor donor advisor	✓	✓
Receive reports on impact of granting	✓	Victoria Foundation can liaise with your chosen charities on your behalf
Leverage impact with other community funders	✓	Utilize the Victoria Foundation's 78-year track record
MAINTENANCE		
Hold board meetings	✓	No need
Oversee investment managers	✓	Handled by Victoria Foundation Board of Directors
Complete annual tax filings and reporting	✓	Part of Victoria Foundation reporting
Complete annual audit	✓	Part of Victoria Foundation annual audit
Issue tax receipts	✓	Victoria Foundation issues receipts for gifts to your fund
Handle investment management, legal, accounting, insurance and staffing expenses	✓	All-inclusive fund administration fee means no extra charges

»» **HOW MUCH DOES IT COST TO START A FUND?** With an initial contribution of \$10,000, you have a place for your strategic philanthropy. You can also set up a fund over three years; it starts granting once it reaches \$10,000 in capital contributions. There are no startup costs. Annual administration fees of 0.75 per cent are deducted from your fund to cover operational costs.

»» **CAN MY GIFTS AND GRANTS BE ANONYMOUS?** At a private foundation, all awarded donations and grants are public information through the required annual tax returns. In contrast, donors can keep their gifts anonymous

through a Victoria Foundation donor-advised fund. Our grants are listed in our tax return by the name of the recipient grantee organization, not the fund that was the source of the grant.

»» **HOW MUCH CONTROL DO I HAVE?** Private foundations offer the donor the greatest control but also require the greatest amount of time and expense in ongoing management. Donor-advised funds at the Victoria Foundation offer less control, but also require less effort to set up and maintain: we handle all administrative details so you can focus on the difference you choose to make through your fund's grants.

»» **CAN I TRANSFER MY PRIVATE FOUNDATION TO A DONOR-ADVISED FUND?** Yes! You can collapse your private foundation into a donor-advised fund, or you can create a companion donor-advised fund that can receive grants from your private foundation — our staff will facilitate your grants in response to community needs.

For more information, visit victoriafoundation.bc.ca/faq/who-give.

This information can help facilitate discussions between you and your advisor. It is not intended as legal or financial advice. We encourage you to consult a qualified professional. ♦

**FOOD
SECURITY**
SPECIAL FEATURE ARTICLE

VICTORIA'S
VILLAGE OF

100

WHAT WOULD IT LOOK LIKE?

+VICTORIA'S
youth
VITAL SIGNS PAGES 32-37

WHAT YOU SAID
→ THINGS TO CELEBRATE
→ THINGS TO IMPROVE

VICTORIA'S

VITAL SIGNS®

GREATER VICTORIA'S 2013 ANNUAL CHECK-UP

Look for the
2014 report
coming October
7th, 2014

Our **eighth annual check-up** measured the health of our region and assigned grades in a number of areas critical to Victoria's vitality.

90%

agreed or strongly agreed that they feel **supported by loving family, companions and/or friends.**

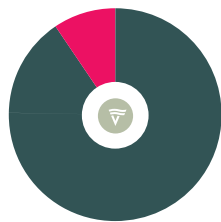


89%

agreed or strongly agreed that they **would describe themselves as happy.**

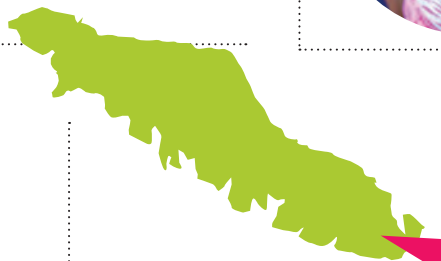
82%

rarely or **never feel uncomfortable or out of place** because of religion, skin colour, culture, race, language, accent, disability, gender or sexual orientation.



78%

agreed or strongly agreed that they **are happy in their job** and **satisfied with work.**



79%

see it likely or somewhat likely that they **will be living and working in Greater Victoria 10 years from now.**



72%

rated their general sense of **physical well-being** as high.



80%

rated their general sense of **mental well-being** as high.



Arts & Culture

B+

Getting Started in our Community

B-

Safety

B

Belonging & Engagement

B-

Health & Wellness

B

Sports & Recreation

B+

Economy

C+

Housing

C

Standard of Living

B

Environmental Sustainability

B-

Learning

B+

Transportation

B-

INSIDE: *Youth Vital Signs* provides a snapshot of what youth ages 15-24 think about life in Greater Victoria and gives participants an opportunity to have their voices heard.

SEE THE FULL RESULTS AT

WWW.VICTORIAFOUNDATION.BC.CA/VITAL-SIGNS/VICTORIA

VICTORIA'S
youth
VITAL SIGNS 2013

community knowledge centre

Victoria is full of incredible stories. Learn more about them from the organizations that are making Victoria the best place to live.

DISCOVER

Search for organizations by the regions, people or Vital Signs issue areas that matter most to you.

CONNECT

Read stories, watch videos and connect with the people and organizations who understand the issues and are making an impact.

GIVE

Donate directly from a CKC profile page, or contact the Victoria Foundation for assistance with your giving decisions.



WHAT IS A COMMUNITY KNOWLEDGE CENTRE?

The Community Knowledge Centre is an online knowledge hub that extends and complements the impact of our annual *Victoria's Vital Signs*® report.

It showcases the innovative and effective solutions that local organizations are undertaking to address issues and build on successes.

This site provides a place for donors and the community to come and see what is being done, and to learn more about how they can contribute to this ongoing work.

Just as *Victoria's Vital Signs*® offers a snapshot of the issues facing our region, the Community Knowledge Centre provides an answer to the "Now what?" question that the report raises.



WHO CAN USE IT?

→ Community

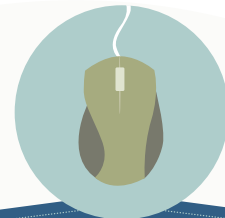
The site is designed to help visitors gain access to stories that speak about the issues in our region and the organizations that are transforming people's lives in our communities.

→ Donors

Interested donors and the general public can use the site as a resource to find out where their support is most needed.

→ Registered Charities

Charities can use this platform to tell their story to an engaged audience and highlight their collaborative work with like-minded organizations and individuals, both locally and across the wider provincial, national and international communities.



HOW CAN I USE IT?

Visitors can search the site by Vital Signs issue area, alphabetically by organization, by region or by the populations served. Each profile includes an overview of the work being done by that organization.

Each profile contains a combination of photographs, video and text, all relating to the organization's work currently underway in the community. Contact information and a "Donate Now" link point visitors to the next steps; the Victoria Foundation can also provide more information or help direct a gift of funds. ♦



START YOUR SEARCH
ckc.victoriafoundation.bc.ca

TRUST & TRANSPARENCY

Donors give to sustain the village that raised them



PHOTO BY DON DENTON

GIVING BACK DOESN'T HAVE to be impactful on a global scale — the value of donating closer to home is much easier to see, especially when you're supporting the community that raised you. Mark and Micqualyn Waldie know that feeling. Born and raised in Victoria, they believe that the community and its libraries, hospitals and parks have fostered them from day one.

"I don't think it's just mom and dad that raise you," Micqualyn says, explaining why they earmarked a portion of their estate for the Victoria Foundation. "We absolutely adore Victoria and feel privileged to have been able to live here and enjoy all the amenities. This is a way to give back to a place that's given so much to us." People like the Waldies prove that donors come in all ages and financial situations — any stereotypes of what a donor should be can be cast aside.

"We love to read," Mark says, glancing at one of several bookshelves in the couple's humble apartment. And when the M&M Waldie Fund at the Victoria Foundation comes to fruition, the Greater Victoria Public Library Fund will benefit.

"There's a misconception that you have to have a lot of money. It's not

true," Micqualyn adds. "Though we can't give a lot now, we know that we've planned for the future."

LASTING IMPRESSIONS

Their connection to the Victoria Foundation started when Micqualyn, then in her 20s, volunteered with the organization. When she hit a milestone birthday, Micqualyn decided to give back to the community that helped raise her, returning to the Foundation that impressed her with unparalleled professionalism and compassion.

"I turned 40 and wanted to start an endowment," she explains. "When you ask a number of people to give a little, it does make a difference."

She developed the Micqualyn Scholarship and chose to administer it through the Victoria Foundation. "My intent is to help a young woman at [the University of Victoria], and I trust them to maintain that. They have a good track record. I feel the Victoria Foundation will outlive all of us," she says. "And who doesn't want to help people?"

UNDERSTANDING BOTH SIDES

Micqualyn also volunteers at both a hatchery and hospice, giving her the benefit of seeing the other side of the

"This is a way to give back to a place that's given so much to us."

equation. Though she's not directly involved in finding funding for those organizations, she sees where grants go back into the community.

The transparency of where Victoria Foundation funding goes pleases the Waldies, reinforcing their trust in the people and the organization.

"You always have to think about where you're giving," Mark says. "With the Victoria Foundation, it's sustained. You're giving to an organization that's experienced in doing what they do as a charity."

The Victoria Foundation funds out of proceeds, Micqualyn explains. "They don't touch the principal."

The couple also appreciates that the Foundation forges connections throughout diverse community groups and engages a broad range of professionals.

"They know what's going on, [from] the Opera to Our Place," Micqualyn says. "They've surrounded themselves with the cream of the crop." ♦

*Proud to support our
local communities.*

At Coast Capital Savings we salute the Victoria Foundation. By connecting visionary donors with causes that truly matter, you're building a better community.



How can we help you?®

The Partners of Horne Coupar proudly support
THE VICTORIA FOUNDATION



The lawyers at Horne Coupar have an exceptional depth of experience in all areas of estate planning (including charitable gifting), estate administration and contested estate matters.

For 70 years we have been helping clients order their legal affairs with confidence, ease and peace of mind.

Horne Coupar is named one of Canada's Top 5 Trusts & Estates Law Boutiques by Canadian Lawyer and is a member of 1% for the Planet.

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