

VICTORIA'S

VITALSIGNS®

GREATER VICTORIA'S 2012 ANNUAL CHECK-UP

DO OUR KIDS HAVE A HEALTHY FUTURE?

See our feature story on physical literacy and children.



VICTORIA FOUNDATION

CONNECTING PEOPLE WHO CARE WITH CAUSES THAT MATTER®

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MOST YOUTH EXCEED
RECOMMENDED TIME IN
FRONT OF A SCREEN

SECOND PLACE
IN CANADIAN
CREATIVITY INDEX

ABOUT VICTORIA'S VITAL SIGNS

IT'S THAT TIME OF YEAR AGAIN GREATER VICTORIA — TIME FOR YOUR ANNUAL CHECK-UP!

Just as having your doctor take your pulse provides a window into your overall health, Victoria's Vital Signs is an annual check-up undertaken by the Victoria Foundation since 2006 that measures the vitality of our region, identifies significant trends, and assigns grades to issue areas that are critical to quality of life in the Capital Region.

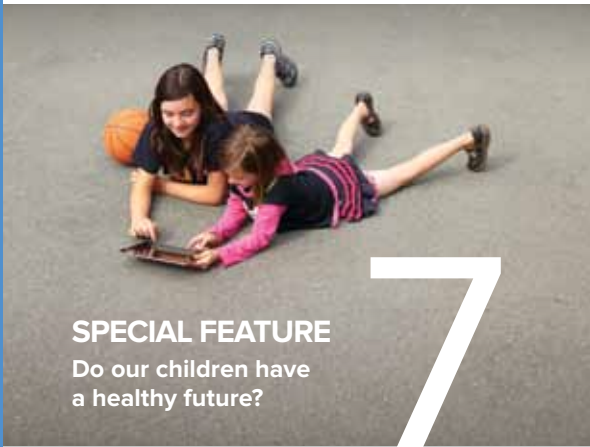
Part of what makes Vital Signs unique is that this annual report card covers a wide range of indicators or 'measures' as well as offering residents the opportunity to have a say by 'grading' the indicators. In this way, the report provides both the facts as well as citizen perception on diverse elements of quality of life in Greater Victoria.

The goal is to assess how we are doing as a region — by highlighting the challenges as well as profiling what is good — and use this information to shape priorities on the road to bridging the gap between today and tomorrow, between good and great. As a community foundation, we also know from experience that vital communities are ones that recognize and celebrate their strengths and assets and build on what works, in addition to applying a laser focus to addressing what is not working. Therefore, every year we extend an invitation to all Greater Victorians to voice their opinion on 12 issue areas and help identify what is working and what is not through our grading survey.

Many thanks to the nearly 900 citizen graders who responded to our invitation and provided the grades you see on the following pages.

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Do our children have
a healthy future?

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WELCOME TO THE SEVENTH EDITION OF VICTORIA'S VITAL SIGNS

In many ways Greater Victoria is a typical city in Canada. We have challenges and differences of opinion. Many people in our community face struggles on a daily basis. But with the bad comes the good and Victoria is full of good. Over 1000 non-profits in the region are working to make our community a better place and volunteers and donors are supporting them.

For the past seven years the Victoria Foundation has made grants that address both the challenges and strengths identified in *Victoria's Vital Signs* report. This report is gaining momentum each year. It is used by both those working in the field and those looking to make improvements.

In 2011 the Governor General of Canada, David Johnston, encouraged community foundations across Canada to work toward a smart and caring nation. At the Victoria Foundation we have established a Smart & Caring Community Fund and the first initiative to be funded was inspired by the findings of past *Vital Signs* reports. On average, our children's activity levels are dropping and their weight is increasing. We are funding a physical literacy program that gives children confidence in their abilities as they learn basic movement skills that will allow them to be involved in all types of healthy activities as they develop and hopefully stay active for life!

This is one small example of the smart and forward thinking grants that have been inspired by *Vital Signs*. We invite you to read the report and think about what the findings say about your future in Victoria — and our children's future. We ask that you talk about what you read and we challenge you to find something that you can take action on, one way or another.

We believe that we live in a special city — a smart and caring city. The Victoria Foundation has been *connecting people who care with causes that matter®* for over 75 years and we will continue to do so using the guidance of *Victoria's Vital Signs*.

Sandra Richardson
Chief Executive Officer

Deirdre Roberts
Chair, Board of Directors

“We believe that we live in a special city – a smart and caring city”.



2012 GRADING SUMMARY

According to our citizen graders, we're happy living in Greater Victoria – we enjoy the natural environment, mild climate, walkability, and we volunteer in support of our regional parks. We love our public libraries, and are among the highest users of public libraries in Canada. We enjoy an expanding palette of locally grown food options, as well as a diverse range of festivals and events throughout the year. Victorians are justifiably proud of our Olympians and Paralympians – we may be a relatively small city-region, but we made an outsized contribution to Canada's teams at the London 2012 Games.

The cost of living continues to challenge us to ensure that quality of life is shared by everyone in the region. The living wage is nearly \$8.00 an hour higher than the minimum wage, and the cost of rental housing and food continues to climb. There is a growing wait list for social housing, and the poverty rate is too high. Surgery wait times for children, our most vulnerable citizens, are too long.

THINGS WE'RE DOING WELL

Victoria's Vital Signs with the highest grades:

PUBLIC LIBRARY USE In 2011, 19.5 items per capita were taken out through the Greater Victoria public library system – the third highest circulation among Canadian urban libraries.

LOCALLY GROWN OPTIONS As of June 2012, there were 10 weekly markets from Spring to Fall in Greater Victoria. There were 64 farms, vineyards, and cheese-makers, as well as 19 U-Pick farms.

HAPPINESS INDEX
In a 2010/11 survey, Greater Victoria residents gave their happiness a score of 76/100 – consistent with the 2012 World Happiness Report, in which Canada ranked 5th of 150 countries.



VOLUNTEERS HELP PRESERVE REGIONAL PARKS
In 2011, 684 volunteers contributed 5,704 hours to the CRD's Volunteers in Parks program and in so doing helped the preservation and stewardship of our regional parks.

VICTORIA OLYMPIANS Greater Victoria contributed 15% of the entire 2012 Summer Olympic team and 5% of the 2012 Summer Paralympic team to the Games in London, UK.

THINGS WE NEED TO DO BETTER

Victoria's Vital Signs with the lowest grades:

SURGERY WAIT TIME FOR CHILDREN In June 2012, there were 654 children on the surgical wait list at Victoria General Hospital – Vancouver Island's pediatric referral facility – with between 27% and 72% waiting longer than the recommended window depending on the specialty.

LIVING WAGE In 2012, the living wage in Greater Victoria is \$18.07 per hour. Given that the provincial minimum wage is \$10.25, two adults working at the minimum wage would need to work nearly 62 hours a week each to afford an adequate quality of life.

SOCIAL HOUSING WAIT LIST As of March 31, 2012, there were 1,681 people in Greater Victoria on the BC Housing Registry wait list. This compares with 1,462 a year earlier – an increase of 15%.

RENTS CONTINUE TO CLIMB In April 2012, the average rent for a private apartment in Greater Victoria was \$874, up from \$851 in April 2011.

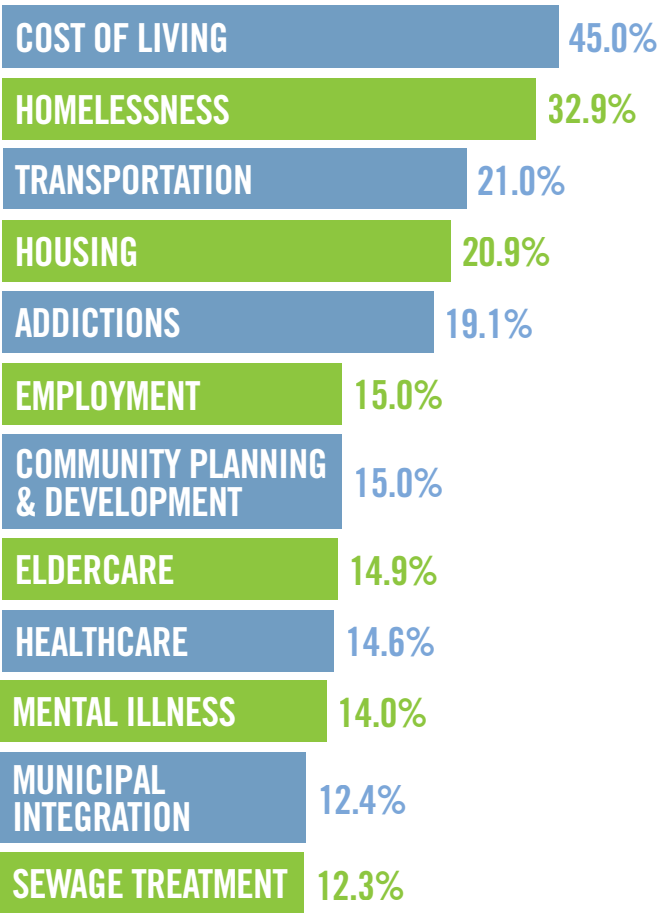
COST OF FOOD The average monthly cost of a nutritious food basket for a family of four in 2011 was \$873, slightly higher than the provincial average of \$868, which was up from \$715 in 2007.

POVERTY RATE RISES In 2010, the overall incidence of poverty in Greater Victoria was 11.3%, up from 9.3% in 2009. This was lower than the 2010 provincial (15.5%) and national (13.5%) rates.

GREATER VICTORIA'S ISSUES

What are the most important issues facing Greater Victoria today?

According to *Vital Signs* graders, these are the top 12 and the percentage of graders that selected them.



THE BEST OF GREATER VICTORIA

What are the best things about Greater Victoria?

According to *Vital Signs* graders, these are the top 12 and the percentage of graders that selected them.



HOW TO USE
THIS REPORT

START CONVERSATIONS

Use the information in this report to talk about what's behind the data and what people are experiencing in our community.

TAKE ACTION

If you're moved by what you read, use this report as a starting point for action.

PASS IT ON

Share this report, the information in it and your reaction to it with friends, colleagues, a neighbour or an elected official at any level.

CONTACT US

We know the issues and organizations in our community. If you are looking for ways to make a difference, we can help.

REQUEST A SPEAKER

If you want to learn more about *Victoria's Vital Signs*, contact us to arrange a presentation for your group or organization.

FIND OUT MORE

Learn about the many organizations in our community working to improve it, and ask how you too can help.

METHODOLOGY

INDICATOR SELECTION

Three factors determine the indicators that are published in *Vital Signs* each year:

- As part of a **national initiative** of over 20 community foundations publishing *Vital Signs* reports, we agree to publish a set of common indicators for cross-country comparison.
- The results of an **indicator survey** done bi-annually is the second factor that determines the indicators published. This represents what our community generally thinks are the priorities to report on. Over 150 people responded to this year's on-line survey.
- The third factor is **data availability** – whether reliable data exists. *Vital Signs* uses existing data collected from a variety of national, provincial and local sources. **The sources of the indicators used in the 2012 *Vital Signs* report are available at: www.victoriafoundation.bc.ca**

PRINCIPLES OF A
GOOD INDICATOR

Once we know what data is available, the following principles are used to guide indicator selection:

- Affects the well-being of the population
- Is of general relevance and interest to the public
- Is well defined, measurable and quantifiable
- Uses current data, preferably from the last two years
- Ranked in the top 10 in the indicator survey

- Provides contrast or a context that makes it easy to grade
- Is easy to understand.

Our goal is to have as many of these principles as possible evident in the indicators published in *Victoria's Vital Signs*.

Geographic Scope: Much of the data cited in this report is available at the Census Metropolitan Area (CMA) level, and/or the Capital Regional District (CRD) level. The region is primarily referred to in this report as Greater Victoria.

GRADING

The indicators used in *Victoria's Vital Signs* have been graded using a report card scale of A, B, C, D and F. Grading was done through an on-line survey in July and August. Nearly 900 surveys were completed.

- A** Excellent, stay the course
- B** Good, but improvements could be made
- C** Average performance, suggest additional effort be made to address these issues
- D** Poor performance, additional work is required
- F** Failure, immediate action is required

ABOUT OUR REGION

POPULATION

In 2011, the population of the Victoria census metropolitan area (CMA) was 344,615, up 4.4% from 330,085 in 2006. This was lower than the national growth rate of 5.9% and the average growth rate among all CMAs of 7.4%. Langford grew the most at 30.1 %, followed by Sooke at 17.9%.

	POPULATION			
	2011	2006	change	% change
Total Population	344,615	330,085	14,530	4.4
0 to 14	45,190	46,465	-1,275	-2.7
15 to 64	235,985	224,785	11,200	5.0
65 and over	63,440	58,840	4,600	7.8

SHARE OF YOUTH

In 2011, the total number of youth (under age 15) in Greater Victoria was 45,190, which accounted for 13.1% of the total population. This is below the national (16.7%) and provincial share of youth (15.4%).

SHARE OF ELDERLY

In 2011, the total number of elderly (65+) in Greater Victoria was 63,435, or 18.4 % of the total population. This is above the national proportion of elderly (14.8%) and the provincial share of elderly (15.7%). There were 120 people 100 years and over.

GDP RISES

In 2011, real GDP in Greater Victoria reached \$11,980 million, up 3.1% from 2010. This change was higher than the region's average annual GDP growth rate of 2.9% over the 2001 to 2011 period. By comparison, GDP growth over the same period averaged 2.5% provincially and 1.9% nationally. The region accounted for 7.6% of the real GDP of British Columbia in 2011.

MEDIAN AGE

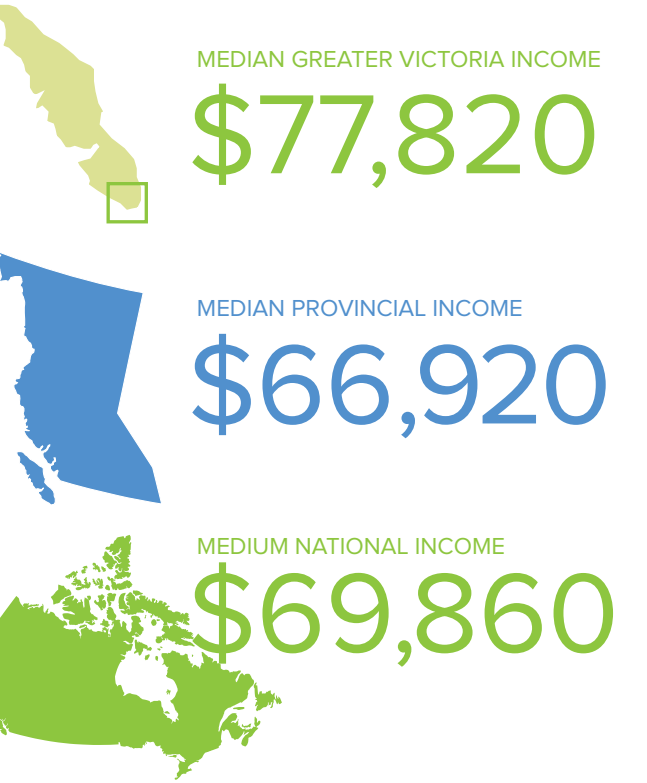
At 44.2 years, the median age in Greater Victoria in 2011 increased by 1.1 years from 43.1 in 2006. The median age was higher than the national (40.6 years) and provincial levels (41.9 years).

SHARE OF WORKING AGE POPULATION

The percentage of Greater Victoria's working age population (15 to 64) in 2011 was 68.5%, which is the same as the national share.

MEDIAN FAMILY INCOME

In 2010, the median income of families in Greater Victoria was \$77,820 (current dollars). The 2010 level was higher than the national (\$69,860) and the provincial level (\$66,970).



WILL GREATER VICTORIA CONTINUE TO BE A GOOD PLACE FOR FUTURE GENERATIONS?

Our beautiful region is consistently ranked among the best places to live in Canada, if not the world. As we learned in our annual survey (page 4), the qualities that we recognize as significant contributors to our region's liveability include the natural environment, mild climate, walkability, sense of community, and amenities such as our parks, abundant recreation options, and festivals and events.

But will Greater Victoria continue to be a good place for future generations? While one objective of *Vital Signs* is to lift up and celebrate the assets that contribute to quality of life in the region, an equally important aim is to view this annual report as a lens through which to scan for cautionary signals and raise a red flag if necessary. See the Scan of 2012 Trends (below) as suggested by the indicators in this year's report. This scan would be all the stronger if it were done through a diversity of lenses and so **we invite you to review this year's report and let us know what you think** (see 2012 Vital Signs Survey at www.victoriafoundation.bc.ca).

SCAN OF 2012 TRENDS

POSITIVE TRENDS

- High median family income
- Strong Creativity Index
- Very high library use
- Steady charitable donations
- High Happiness Index
- Declining unemployment
- Good competitiveness ranking
- Improving waste diversion
- Locally grown & ocean-friendly options expand
- Good access to doctors
- Better hip surgery wait time
- Improving high-school non-completion
- Tuition fees below national average
- Majority feel safe
- Decreasing crime rates
- Growing investment in sport & recreation infrastructure
- Physically active
- Strong transit system operating results

CAUTIONARY SIGNALS

- Population aged 0 to 14 dropped 2.7% between 2006 and 2011
- Volunteer rate lower than BC level
- Youth unemployment steady
- Median hourly earnings fall

NEGATIVE & PERSISTENT TRENDS

- Low entrepreneurial index ranking
- Greenhouse gas emissions increase
- Child care fees rise
- Children in government care
- Surgery waits for children
- Rents climb
- Social housing wait list grows
- Heavy drinking
- More feel worried using transit after dark
- Most youth exceed recommended screen time
- Wealthiest earn six times as much as the lowest income
- High cost of food
- Poverty rate rises
- Price of gas rises

INVESTING IN THE HEALTHY FUTURE OF OUR KIDS

In 2012, the Victoria Foundation launched our Smart & Caring Community Fund and looked for a project to be the first recipient of a proactive grant. Some worrying trends in past *Vital Signs* reports concerning physical activity rates and obesity caused us to turn our attention to the children in our community. Moreover:

- According to the BC Medical Association, over half of Canadian children and teens are not active enough for healthy growth and development.
- The BC based Childhood Obesity Foundation reports that in 1978 only 15% of children were overweight or obese.
- In a 2011 Ministry of Health Services report, 51,000 children (7%) aged two to 17 years in BC were classified as obese and 138,500 (20%) as overweight.

The underlying cause of these startling statistics can be boiled down to children not getting enough physical activity each day and engaging in activities that don't burn many calories such as watching a lot of television and playing video games. While the ability to make healthy living choices, for both children and adults, is influenced by a range of complex and interacting factors, the Victoria Foundation realized that this was an area where we could have a positive impact.

The Foundation turned to the Pacific Institute for Sport Excellence (PISE), a provincial and national leader in best practices for sport and physical activity development. One of their programs is the ABC's of Physical Literacy. The skills learned through the ABC's program – agility, balance, coordination and speed – are the building blocks of movement.

These skills help children to build confidence in their physical abilities, allowing them to be involved successfully in a number of different types of healthy activities as they develop - and hopefully stay active for life! The Cridge Centre for the Family was identified as a natural collaborator for the launch of this program as it has day care, pre-school and after school programs, as well as summer day camps.

In Spring 2012, about 175 children aged 3 to 12 took part in a 12-week program. The instructors engaged the children in age-appropriate activities and games that build their skills and confidence. Through these sessions, the children not only acquired abilities they will have for life, but the caregivers at the Cridge Centre also learned techniques that can be used on an on-going basis. 'Training the trainer' is an added benefit of this collaboration between PISE and the Cridge Centre.

All children need to be comfortable participating in physical activities. Through play or organized sports they interact and connect with their peers, which has a positive impact on their physical, mental and emotional health. Although only a small percentage will go on to be high performance athletes, giving children physical skills and confidence that establishes a foundation for lifelong health and well-being is just a smart thing to do. Healthy children have a much better chance of becoming healthy adults and in this way the Victoria Foundation is investing in the future of our kids.



10 REASONS PEOPLE CHOOSE COMMUNITY FOUNDATIONS

- 1 We are a **local organization** with deep roots in the community, and part of a nationwide movement whose support we build and share.
- 2 We bring donors to the table as **community builders**, working closely with them to align their philanthropic vision with the community's needs.
- 3 We identify **long-term needs** and opportunities and invest in solutions that let our communities guide their own future.
- 4 We take a broad and inclusive view of what a community is, and **provide grants** to the widest possible range of organizations and initiatives.
- 5 We provide highly **personal and flexible service**, accepting a wide variety of assets and offering donors maximum tax advantage.
- 6 We build **permanent funds** and those that can respond to immediate needs, helping our communities ensure vital futures.
- 7 We **multiply the impact** of gift dollars by pooling them with other gifts.
- 8 We believe that diversity is strength, so **we bring the entire community** together to stimulate new ideas, build participation and strengthen community philanthropy.
- 9 We are **transparent and reputable** stewards of community resources, committed to being accountable, accessible and responsive.
- 10 We build **community vitality** – the unique and essential spirit that flourishes when people believe their community holds possibilities for everyone.



STRONG CREATIVITY INDEX RANKING

In 2011, Victoria tied for second place with Vancouver among 20 Canadian cities in the Canadian Creativity Index, which is based on Richard Florida's 3Ts of economic development (technology, talent and tolerance). Ottawa topped the list, Montreal was fourth, followed by Quebec City and Calgary while Toronto tied with Halifax for seventh place.



WHO KNEW?

Now 26 years old, the **Victoria Fringe Festival** is one of the oldest in Canada and offers over 370 performances at nine venues by over 50 local and international companies.

CREATIVE REGION

Open Space, the largest artist-run centre on Vancouver Island, has showcased contemporary art, music, media, performances and literature for 40 years. Executive Director, Helen Marzolf is overseeing a comprehensive facility plan, and a \$7,500 grant will provide facility upgrades to the heritage building.

C Public Sector Funding for Arts Groups Declines

In 2010/11, \$5,392,612 in public sector funding from CRD, provincial, federal and other municipal sources was granted to the 32 arts organizations funded by the Capital Regional District's Arts Development operating grants. This was down from \$5,618,375 in 2009/10, largely attributable to a decline of nearly \$400,000 in provincial government funding – both the Capital Regional District and the federal government support of the arts in Greater Victoria increased slightly from 2009/10 to 2010/11. These grants support on-going operational and programming costs for organizations in the Capital Regional District.

C Employment Up In Cultural Industries

In Greater Victoria, cultural industries employed 3,600 workers in 2011, up from 2,800 in 2010 but down from 3,700 in 2000. The 2011 cultural industry employment represents 2% of those employed in all industries in Greater Victoria — matching the national average. Cultural industries include publishing, motion picture and video, broadcasting, internet publishing and broadcasting, performing arts, spectator sports and heritage.

B Very High Public Library Use

In 2011, 19.5 items were taken out per capita through the Greater Victoria Public Library's 10 branches, up slightly from 19.1 in 2010, which was the third highest circulation among the 43 Canadian urban libraries. Perhaps not surprising given that 62.7% of the population are active library card holders. Each week, there are over 57,000 visits to a public library branch, adding up to almost 3,000,000 visits in 2011. In addition, there were 1,794,691 visits to the library website.

C Film and Media Production in the Capital Region

In 2011, films, commercials and documentaries produced in the region brought just over \$6.3 million of spending to the CRD, down from just over \$7.7 million in 2010.

ENGAGED COMMUNITY

As a project of the Sooke Cooperative Association of Service Agencies (CASA), **The Sooke Region Volunteer Centre Committee** (Including Mary Dunn and Nicky Logins pictured) received a \$14,300 grant to hire an outreach coordinator to establish a sustainable Volunteer Centre.

B- Happiness Index Stays Steady

In a 2010/11 survey, Greater Victoria residents gave their happiness a score of 76 out of 100 — the same as in 2008. This score is consistent with the 2012 World Happiness Report, in which Canada ranked 5th of 150 countries, trailing only Denmark, Finland, Norway and the Netherlands.

46.8%

OF US VOLUNTEER;
LOWER THAN THE NATIONAL
AND PROVINCIAL RATES

C+ Volunteer Rate Rises

In 2010, 46.8% of individuals in Greater Victoria aged 15 and over engaged in unpaid volunteer activities as part of a group or organization, up from 43.7% in 2007. However, this was slightly lower than the 2010 national (47%) and provincial (49.8%) volunteer rates.

B- Charitable Donations Remain Strong

With the proportion of tax filers that declare charitable donations at 27.2% in 2010, Greater Victorians were more generous than the national (23.4%) and provincial (22.1%) rates. This was relatively unchanged from the proportion of tax filers that declared charitable donations in 2009 (26.8%). The median charitable donation was \$390, up from \$260 in 2002, and higher than both the provincial and national averages (\$370 and \$260, respectively).

THE VICTORIA HAPPINESS INDEX

Dimension	Score	
	2008	2010 / 11
Happiness/Well-being	76	76
Social and Community Vitality	77	75
Social Support	83	81
Family and Friends	79	79
Interpersonal Trust	69	67
Material Well-being	73	77
Cultural Vitality	71	72
Access	65	66
Inclusion	76	79
Health	70	71
Time Balance	57	59

Source: Happiness Index Partnership Survey Results, 2012

WHO KNEW?

Faith in Action, which includes members from a wide range of faith traditions, has since 2003 been working to learn more about the root causes of poverty in the region and encourage governments and community groups to create systems of support that recognize the inherent dignity of all citizens.

C+ Sense of Belonging

In 2011, 66.4% of residents in the South Vancouver Island Health Services Area aged 12 and over reported a strong or somewhat strong sense of community belonging, down slightly from 67% in 2010. The 2011 level was higher than the national average of 65.8% but lower than the provincial average of 69%.

B Volunteers Help Preserve Regional Parks

In 2011, more than 684 volunteers contributed 5,704 hours to the CRD's Volunteers in Parks Program and contributed to the preservation and stewardship of regional parks. For example, 236 volunteers gave 1,210 hours of their time removing invasive plants from parks and trails.



RESILIENT ECONOMY & GOOD JOBS

A \$6,000 grant helps residents at **Mount St. Mary Hospital** who are struggling to make ends meet by enabling those living on Social Assistance or Guaranteed Income Supplements to subsidize costs for medications, medical equipment, personal care items and transportation to medical appointments.

ECONOMY



C+ Unemployment Rate Declines

In March 2012, the seasonally adjusted unemployment rate for Greater Victoria was 5.3%, down from 6.2% in March 2011, and below both the national (7.4%) and provincial (6.9%) rates.

C+ Employment Rate Increases

At 63% in March 2012, Greater Victoria had a seasonally adjusted employment rate that was 3.6% higher than in March 2011 (60.9%). It was also better than the national (61.7%) and provincial (60.4%) rates for the same period.

C- Low Rank in City Entrepreneurial Index

The Canadian Federation of Independent Business ranked Greater Victoria 71st out of 100 Canadian cities in their 2011 City Entrepreneurial Index, better than the rank of 76th in 2010. The index includes a range of indicators on the presence, growth, health and policy environment for small business ownership and entrepreneurship developed to identify the large and mid-sized cities in Canada that have the entrepreneurial edge.

C Average Weekly Hours Worked Decreasing

Workers in Greater Victoria worked an average of 34.4 hours per week in 2011, down from 35.2 hours per week in 2000. The 2011 figure was below both the national (36.4) and provincial (35.4) hours per week.

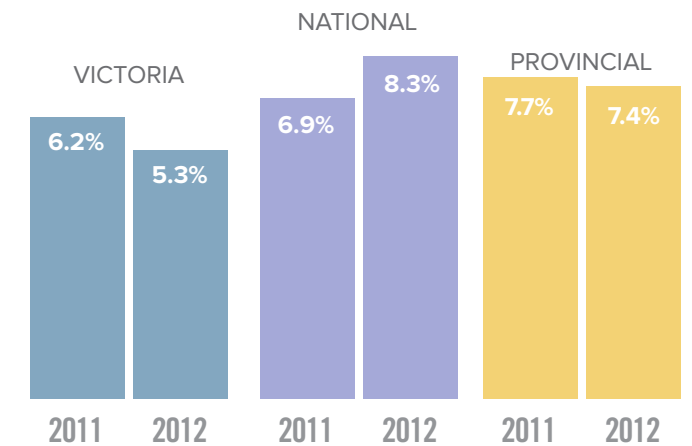
C+ Employment Growth

The April 2012 seasonally adjusted employment level for the Greater Victoria area was 190,800 workers – a 4.4% increase from April 2011, which was higher than both the national (2.6%) and provincial (1.8%) increases.

C- Employment by Sector

In Greater Victoria in 2011, the services producing sector accounted for 88.2% of the population employed in all industries, while the goods producing sector accounted for 11.8%, quite a bit lower than the national (22%) and provincial averages (19.7%).

UNEMPLOYMENT RATE



WHO KNEW?

The Hipwell family – members of the Vancouver Island Chapter of the Canadian Association of Family Enterprise – operate four bottle depots in Greater Victoria, which handle over 100 million beverage containers per year.

B- Good Competitiveness Ranking

According to KPMG's Competitive Alternatives 2012 Report, Greater Victoria's competitive scale came in at 97.4. While not quite as cost competitive as Vancouver at 96.5, Greater Victoria beat other locations like Seattle, Spokane, Portland and San Francisco. The study helps businesses make informed decisions on where their operations will have the best opportunity for success by comparing business costs and other competitiveness factors in more than 110 cities in 14 countries.



PROTECTING NATURAL CAPITAL

With only 5% of Garry Oak ecosystems remaining and more than 100 species at risk of extinction, the **Garry Oak Ecosystems Recovery Team** used a \$4,000 grant to organize community meetings to strategize on collaborative restoration and education programs.

C+ Waste Diversion Rate Continues to Improve

The 2011 diversion rate — the volume of material diverted from landfill by reducing, re-using, recycling, and composting — for the Capital Regional District was 46% (or 0.308 tonnes per capita), an improvement from 38% (0.285 tonnes per capita) in 2009. The CRD waste diversion goal is 70% by 2015.

C Water Consumption

In 2010, residential water consumption in the Capital Region District averaged 274 litres per person, per day (lpcd). Over the previous three years, residential consumption averaged 283 lpcd.

B- Locally Grown Options Grow

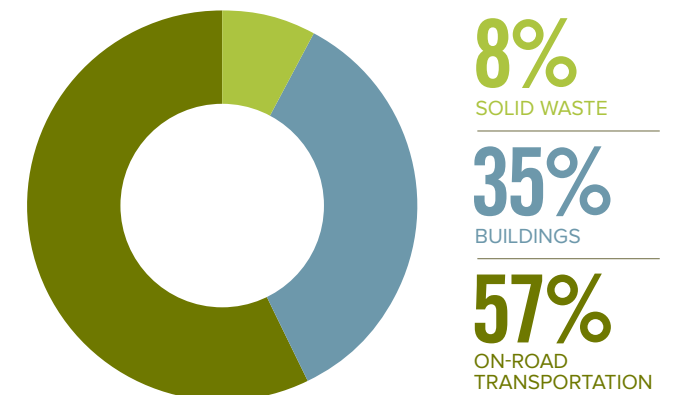
As of June 2012, there are 10 weekly markets from Spring to Fall in the Greater Victoria area, according to the Southern Vancouver Island Direct Farm Marketing Association. There are 64 farms, vineyards and cheese makers — offering a diversity of products ranging from vegetables, fruit, meat, eggs, nuts, honey and wool to emu oil— as well as 19 U-Pick farms.

GHG EMISSIONS IN GREATER VICTORIA 2007 - 2010

	2007	2010
Total GHG emissions from on-road transportation	658,482	906,200
Total GHG emissions from buildings	554,748	544,821
Total GHG emissions from solid waste	116,767	120,691
Regional population	359,272	372,339
TOTAL	1,329,997	1,571,712

Source: Ministry of Environment, 2010 Community Energy and Emissions

2010 GHG EMISSIONS SOURCES



Source: Ministry of Environment, 2010 Community Energy and Emissions

WHO KNEW?

At least 10 municipalities across Greater Victoria now allow backyard chickens. In the City of Victoria approximately 50 homes have backyard chickens.



D+ Greenhouse Gas Emissions Increase

Between 2007 and 2010, Greater Victoria's greenhouse gas (GHG) emissions increased 18%, rising from 1,329,997 to 1,571,712 tonnes of CO₂ equivalent discharged from transportation, buildings and solid waste. In 2010, 57% of GHG emissions were from on-road transportation, 35% from buildings and 8% from solid waste.

C+ Green Buildings Rising

By mid 2012, Greater Victoria had 66 projects registered with the Canada Green Building Council's Leadership in Energy and Environmental Design (LEED) standard — 22 of which are now certified, including six at the platinum level. According to Built Green™ Canada, which offers certification for new green homes, there are now 766 homes enrolled in Greater Victoria since 2003. In Spring 2012, there were also 16 buildings certified BOMA BEST, a standard for energy and environmental performance of existing buildings.

C+ Christmas Bird Count

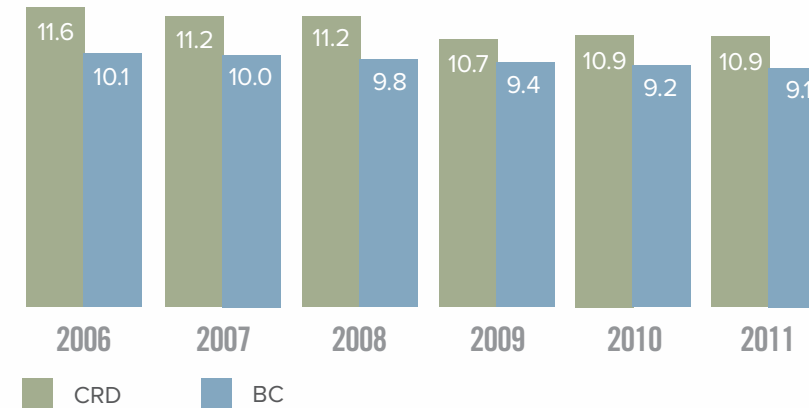
The Greater Victoria 2011 Christmas Bird Count, coordinated by the Victoria Natural History Society, took place on December 17th and resulted in a total of 82,505 birds counted and 142 different species, down from a previous high of 125,518 birds in 1993 and 154 species in 2004. In 2011, 220 field participants took part, up from 217 a year before, which is the highest participation rate in North America.

B- Ocean-Friendly Seafood Options Expand

By mid 2012, there were 55 Ocean Wise partners (36 restaurants, 14 retail outlets/grocers, and 5 local suppliers) in Greater Victoria committed to working with the Vancouver Aquarium to offer sustainable, ocean-friendly seafood to their customers. The Ocean Wise symbol on a grocery store label or next to a menu item indicates that option is a good choice for the health of the oceans.

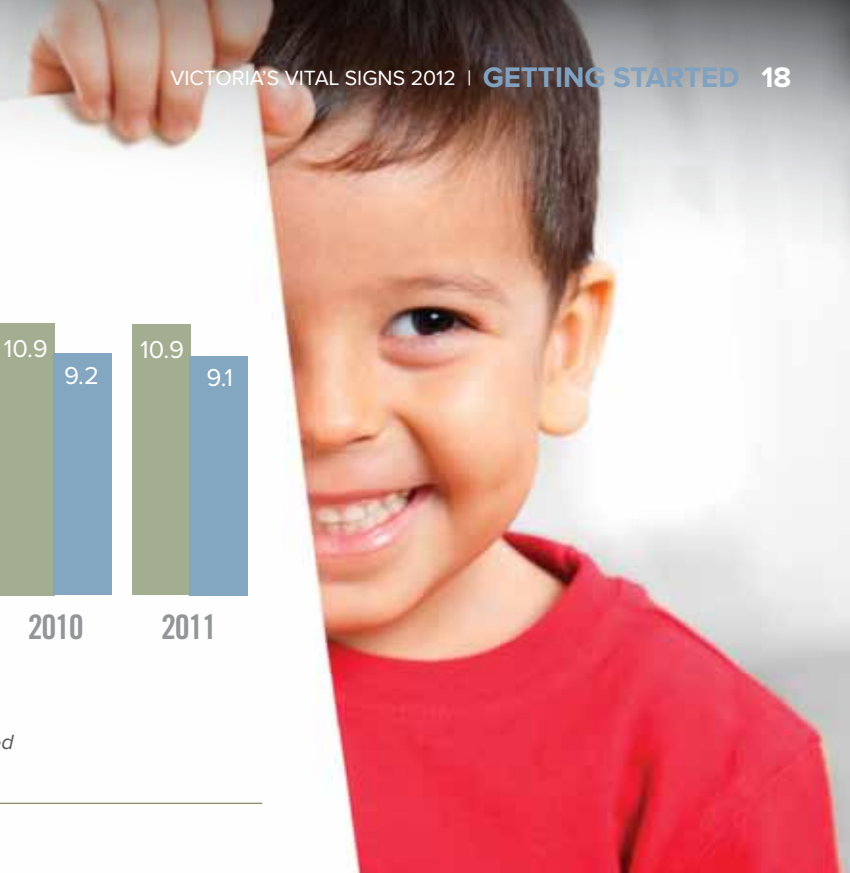


CHILDREN IN GOVERNMENT CARE* (PER 1,000 CHILDREN UNDER 19)



*in the custody, care or guardianship of a person designated by the Minister for Child and Family Services

Source: BC Stats



SUCCESSFUL STARTS FOR CHILDREN & NEWCOMERS

A \$15,000 grant to the **SmartStart** program at the **Victoria Immigrant & Refugee Centre** helped staff coordinate a program to match newcomer children and youth with volunteers in homework clubs and one-on-one tutoring to increase success in their new schools.

WHO KNEW?

The **Community Partnership Network**, coordinated by the Intercultural Association of Victoria, is a regional network of over 90 local agencies, businesses and institutions committed to building diverse, welcoming and inclusive communities in Greater Victoria.



C Youth Unemployment Holds Steady

The 2011 unemployment rate for Greater Victoria youth (15-24 years) was 10.9%, down from 11.3% in 2010. This rate is significantly below the national (14.2%) and provincial rates (14%).

C- Child Care Spaces Grow

In January 2012, there were 5,815 licensed child care spaces for just under 19,000 children aged 5 and under in the Greater Victoria area, up by 307 spaces since January 2011.

D+ Children in Government Care

In December 2011, there were 10.9 children per 1,000 children under 19 in government care, the same as the 2010 rate and higher than the rate of 9.1 for BC.

D Child Care Fees Rise

The average fee for child care for children under school age (infants, toddlers, 3-5 year olds) ranged from \$740-\$1027 per month in January 2012, up from \$656-\$932 in October 2008.

C New Immigrant Employment Rate

In 2011, the Greater Victoria employment rate was 65% for very recent immigrants (in Canada 5 years or less) aged 15 and over and 70.6% for recent immigrants (5 to 10 years in Canada), compared to 64.3% for Canadian born workers. The rate for established immigrants (in Canada for over 10 years) was significantly lower at 43.4%.

C Population Increases Due to In-Migration

Between July 2010 and June 2011, the Capital Region District population increased by 3,354. While deaths exceeded births by 369, there were gains from international migration (627), migration from other provinces (1,734) and from within the province (1,362).



FOSTERING WELL-BEING

The **James Bay New Horizons Society** has many programs at the activity centre, including a current events group (shown). The Society received \$15,100 to establish an outreach program that will support 120 isolated seniors with mental health and other challenges.



C- Low Birth Weight Babies

Of the babies born on South Vancouver Island in 2010-2011, 6.1% were considered to have a low birth weight, up from 4.8% the previous year. The 2010-2011 rate was above the provincial rate (5.7%) and slightly below the national rate (6.2%).

C- Better Access To Doctors Than the National Average

In 2010, there were 284 physicians per 100,000 South Vancouver Island residents. This is higher than the national rate (203) and an increase from 262 physicians per 100,000 people in 2001. In 2010, this included 157 family physicians per 100,000 (compared to the Canada-wide rate of 103), and 127 specialist physicians per 100,000 (compared to 100 nationally).

C Hip Surgery Wait Time Better Than National Average

In 2010-2011, 90.4% of hip fracture patients aged 65 and older on South Vancouver Island underwent hip fracture surgery within 48 hours of admission to hospital, a markedly better access rate than for BC (81%) and Canada overall (80.1%). (Operative delay in older patients with hip fracture is associated with a higher risk of post-operative complications and mortality. Wait time for surgery following hip fracture provides a measure of access to care.)

WHO KNEW?

More than 3,600 students from 25 schools across Greater Victoria tracked their healthy snacks and physical activity in the 2012 **Eat Well Get Moving!** program by completing **Crunch and Go** activity cards.



D- Surgery Waits for Children Exceed National Average

In June 2012, there were 654 children on the surgical wait-list at Victoria General Hospital (Vancouver Island's pediatric referral facility) with between 27% and 72% waiting longer than the recommended window depending on the specialty. A May 2010 national study found that on average 27% of children at participating Canadian hospitals received surgery past the acceptable wait times.

Brought to you by



D Heavy Drinking

In 2009/2010, 18.2% of residents (24.5% of males; 12.5% of females) on South Vancouver Island aged 12 and over reported having 5 or more drinks on one occasion at least once a month in the past year. This was higher than the rates for BC (15.8%) and Canada (17.3%).

C- Mental Health

Of South Vancouver Island residents aged 12 and over, 70.7% reported having very good or excellent mental health in 2011, down slightly from 71% in 2010. This was higher than the rates for BC (69.7%) but lower than the national rate (72.6%).



A HOME FOR EVERYBODY

Director Terry Edison Brown (right) is one of the team at **Anawim House** that used a \$12,000 grant for life skills coaching and housing for residents and drop-in participants wanting to achieve a drug free and alcohol free lifestyle in a shared home.

D+ Ratio of Residential Prices and Median Family Income Rises

In 2010, the ratio of the average residential home price to median pre-tax income in Greater Victoria was 6.48, an increase from 6.12 in 2009. The 2010 ratio was higher than the national average (4.85) and lower than the provincial average (7.54).

C- Rental Vacancy Remains Low

In April 2012, the rental vacancy rate for two-bedroom apartments in Greater Victoria was 3.0%, up from 2.0% in April 2011, but still lower than the average for BC (4.0%).

D Social Housing Waitlist Grows

As of March 31, 2012 there were 1,681 people in Greater Victoria on the BC Housing Registry wait list. This compares with 1,462 a year earlier – an increase of 15%.

D+ Single-Family Home Price Declines

The median price of a single-family home in Greater Victoria in May 2012 was \$534,250, down from \$553,000 in May 2011, though sales were up by 40 homes year over year to 363 in May of 2012.

A SINGLE INDIVIDUAL LIVING ON MINIMUM WAGE SPENDS

40%

OF THEIR INCOME TO RENT A BACHELOR APARTMENT

D Rents Continue to Climb

In April 2012, the average rent for a private apartment was \$874, up from \$851 in April 2011. All sizes of apartments, except for three bedrooms and larger, increased from 2011 to 2012. Given the minimum wage of \$10.25, a single individual in Greater Victoria would spend over 40% of their income to rent a bachelor apartment, which was \$669 in April 2012.

THIS YEAR
THE SOCIAL
HOUSING
WAIT LIST
INCREASED BY

15%

C- Modest Increase In Rental Supply

Between April 2011 and April 2012, the total number of rental units in Greater Victoria increased from 23,492 to 23,554 – for a gain of 62 units. The biggest gain was in one-bedroom apartments, where supply increased by 33 units.

AVERAGE RENTS BY BEDROOM TYPES

APRIL 2011

Bachelor	\$644
1 bedroom	\$796
2 bedroom	\$1024
3 bedroom	\$1332

APRIL 2012

Bachelor	\$669
1 bedroom	\$809
2 bedroom	\$1046
3 bedroom	\$1295

Source: CMHC. Spring 2012. Rental Market Report — British Columbia Highlights

WHO KNEW?

*The **Capital Region Housing Corporation** is a non-profit provider of over 1200 rental units of affordable housing in seven municipalities.*

NUMBER OF RENTAL UNITS IN GREATER VICTORIA

	April 2011	April 2012	Gain/Loss
Bachelor	2,592	2,683	+91
1 bedroom	13,240	13,273	+33
2 bedroom	7,225	7,178	-47
3 bedroom +	435	420	-15
TOTAL	23,492	23,554	+62

Source: CMHC. Spring 2012. Rental Market Report — British Columbia Highlights

Brought to you by



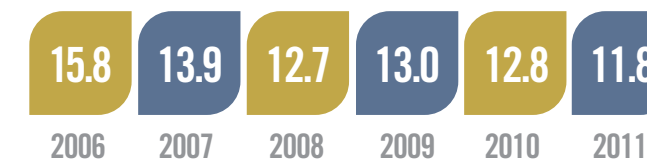
OAKCREST PARK ESTATES LTD.



EDUCATION MATTERS

At the **Horticultural Centre of the Pacific**, microscopes were purchased with a \$2,500 grant to enhance the learning of students such as Ellen Coburn and Richard Frappell (shown) in the Landscape Horticulture Certificate Program at this world-class facility.

HIGH SCHOOL NON-COMPLETION, GREATER VICTORIA (% OF RESIDENTS 15 AND OVER)



Source: Statistics Canada

C High-School Non-Completion Better Than the National Average

In 2011, 11.8% of Greater Victoria residents 15 years and over did not complete high school, trending down from 12.8% in 2010 and 18.7% in 2001. The 2011 rate was significantly better than the national (19.5%) and provincial (15.7%) rates.

WHO KNEW?

*The **South Island Distance Education Learning School** provides over 170 on-line and paper based courses free of charge for any school age student who is a Canadian citizen or landed immigrant and a resident of BC.*



C Aboriginal High School Completion Rate

In 2006, 68.1% of the Greater Victoria Aboriginal population aged 15 and over had a least one certificate, diploma or degree, up from 64.3% in 2001. The 2006 rate was better than the provincial (61%) and national (56.3%) rates.

C More Complete Post-Secondary Education

In 2011, 55% of Greater Victoria residents aged 15 and over had completed post-secondary education (university degree; post-secondary certificate or diploma), up from 54.1% in 2010 and 49% in 2005. While better than the Canadian average (52.7%), other cities such as Montreal (60%), Halifax (57.9%) Calgary (56.3%) and Toronto (56.2%) posted higher rates.

C Tuition Fees Increase, But Stay Below National Average

In 2011/2012, British Columbia had the fourth lowest tuition in Canada despite an average increase to undergraduate tuition for full-time students of 2%, with students paying \$4,852, up from \$4,758 a year earlier. Nationally tuition rose by 4.3% – on average, undergraduate students paid \$5,366 in tuition fees in 2011/2012 compared with \$5,146 a year earlier. In comparison, inflation as measured by the Consumer Price Index was 2.7% between July 2010 and July 2011.

C+ Internet Access

As of 2010, 84% of British Columbia households had internet services at home, up from 10% in 1995. However, for households with incomes of \$39,000 or less the rate is 54%. Perhaps not surprisingly, the 185 standard public internet workstations at the Greater Victoria Public Library are well used and often have a queue. The Central branch has 70 public computers, which are used nearly 10,000 times a month, while Central Saanich, the smallest branch, has four computers and each month an average of 650 people log on to access the internet.

B- Summer Reading Increases

In 2011, 5,315 children aged 12 and under (of 40,989 in Greater Victoria) registered for Summer Reading Club, up 18% since 2009. Summer reading helps children retain and improve their reading and literacy skills acquired during the school year.

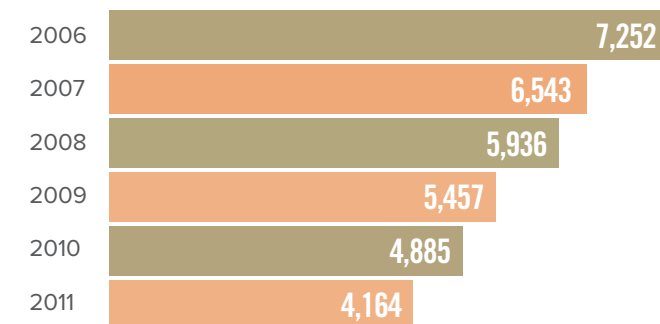
Brought to you by

ALACS Fund through the Victoria Foundation

FEELING SAFE IN OUR COMMUNITIES

Victoria Restorative Justice Society used a \$9,250 grant for the Girls Circle Project to help teens learn coping and adjusting skills while building on their personal and collective strengths. Staff and participants find the confidential program non-judgemental, caring and fun.

PROPERTY CRIME RATE, GREATER VICTORIA (PER 100,00 PEOPLE)



Source: Statistics Canada

C Violent Crime Rate Down

In 2011, there were 1,222 violent crime criminal code violations per 100,000 people in Greater Victoria, down from 1,479 in 2010. The 2011 rate was below the provincial (1,460) and national (1,231) rates.

**VIOLENT
CRIME RATE
IN 2011
WAS DOWN 17%**

WHO KNEW?

CREST (Capital Region Emergency Service Telecommunications) connects emergency services in the Capital Region 24 hours a day, 365 days a year. Recent earthquakes in Japan and New Zealand, the oil spill in the Gulf of Mexico and even man-made disasters such as the London and Stanley Cup riots really bring home the need for — and value of — an interoperable emergency radio system.

C- More Feel Worried Using Transit After Dark

One area of concern is the percentage of people aged 15 and older who feel worried about their safety while waiting for or using public transit alone or after dark — 41% of Greater Victorians in 2009, an increase from 32% in 2004.

C- Fewer Police Officers Per Capita Than the National Average

At 155 police officers per 100,000 in 2011, the number of police officers in the Victoria CMA was lower than the national (201) and provincial average (196). The rate was up from 153 in 2010.

C Property Crime Rate Down

In 2011, there were 4,164 property crime violations per 100,000 people in Greater Victoria, down from a rate of 4,855 in 2010 and 8,013 in 1998. The 2011 rate was below the provincial rate (4,699), but higher than the national (3,520).

B- Majority Feel Safe

In 2009, 92% of people aged 15 and older living in Greater Victoria were satisfied with their personal safety. In addition, 87% were “not at all worried” when home alone in the evening— up from 83% in 2004, while 90% feel safe walking alone in their neighbourhood after dark, an improvement from 87% in 2004.

Brought to you by





ACTIVE COMMUNITY

A grant to **Pacific Sport Victoria** enabled the Pacific Institute for Sport Excellence to bring the ABC's of Physical Literacy program to 175 children at The Cridge Centre for the Family. The children learned fundamental movement skills that will help them to build confidence and adopt active lifestyles.

SPORTS & RECREATION



B- Sports Tourism Contributes to Local Economy

According to SportHost Victoria, sport-related visitors account for an average of \$75 million per year in direct spending in Greater Victoria. Among the key economic contributors in this regard is the Royal Victoria Marathon, which is estimated to have an economic impact of \$71 million. In 2011, the region hosted 20 provincial and nine national championships.

C Household Spending on Recreation Declines

In 2010, British Columbia households spent an average of \$3,757 on recreation, down from \$4,561 in 2009, and more than the 2010 national average of \$3,539.

GREATER VICTORIA SENT
15%
OF THE ATHLETES THAT
MADE UP THE 2012
OLYMPIC TEAM

B Victoria Outpaces the Country in Olympians

For a province that represents only 13% of the national population, BC sent over 40% of the athletes that made up the 2012 Olympic and Paralympic teams. Estimates for BC based athletes who either hail from or train regularly in Greater Victoria are as follows: 15% of the entire Olympic team and 38% of the BC based athletes who headed to the Olympic Games; 5% of the full Paralympic team and 15% of the BC based athletes that competed at the 2012 Paralympic Games.

B- More Physically Active Than the National Average

In 2011, 67.8% of residents aged 12 and over reported being physically or moderately active (69.1% of men and 63.9% of women) in their leisure time, up from 64% in 2010. The 2011 rate of physical activity is well above the national (53.8%) and provincial (59.6%) rates.

D+ Most Youth Exceed Recommended Screen Time

In 2009-10, Canadian youth aged 10-16 spent an average of 6 hours and 37 minutes in front of a screen per day, according to the 2012 Active Healthy Kids Canada Report Card. The largest source of screen time is television (2 hours and 39 min) followed by computers (2 hours and 7 min) and video games (1 hour and 51 min). Only 19% of 10-16 year olds report meeting the Canadian Sedentary Behaviour Guidelines, which recommend no more than 2 hours of recreational screen time per day, an improvement from 17% in 2006.

WHO KNEW?

By the age of 6, the neuromuscular connections and centres in the brain that control movement are already 90% of the adult form, therefore it is important to acquire and work to master fundamental movement skills at a young age.

B- Investment in Sport & Recreation Infrastructure

According to the Pacific Institute for Sport Excellence, in the past five years, over \$76 million of provincial and private investment went into sport and recreation infrastructure in the Capital Region, including: the Pacific Institute for Sport Excellence (\$27 million), Panorama Recreation Centre (\$12 million renovation), Cedar Hill Recreation (\$3.2 million for a new arts centre), Gordon Head Recreation (redeveloped a number of their facilities), Westshore Parks and Recreation Society (Bear Mountain Arena, expanded fitness facilities, addition to 55+ Activity Centre), and City of Langford (\$30 million for new multiplex).



STANDARD OF LIVING

ENSURING FINANCIAL STABILITY

For 30 years, the downtown **9-10 Club of Victoria** has served breakfast soup to hundreds of guests per day, including Rick Furolette (pictured). A \$14,000 grant has helped them spread the word and encourage greater community involvement through financial support and volunteering.

D+ **The Wealthiest Earn More Than Six Times as Much as the Lowest Income Households**

In 2006, the highest 10% of Greater Victoria households by income, earned 6.39 times as much as the lowest 10%, up from 6.22 times as much in 2001. Among Vital Signs Communities in Canada, this compares with ratios of 6.77 in Montreal, 7.89 in Calgary, and 10.55 in Toronto.

D+ **Median Hourly Earnings Fall**

In 2011, median hourly earnings in Greater Victoria were \$18.09 (2002 constant dollars), down from \$18.57 in 2010. The 2011 rate was higher than the national (\$16.68) and provincial rates (\$17.90) and second only to Calgary (\$18.34) among Vital Signs Communities.

D+ **Food Security**

In 2009, 6.1% or 18,500 Greater Victoria households experienced food insecurity, lower than the 7.7% of British Columbians who are considered food insecure. Food insecurity means that people may be worried about themselves or others in their household going hungry, not being able to access the food they need, or running out of food.

GREATER VICTORIA'S HOURLY LIVING WAGE

2006	\$15.63
2008	\$16.39
2009	\$17.02
2010	\$17.31
2011	\$18.03
2012	\$18.07

Source: Community Social Planning Council

D- **The Living Wage Edges Higher**

In 2012, the living wage —the wage required to maintain an adequate quality of life—is \$18.07 per hour in Greater Victoria – up slightly from \$18.03 in 2011. This calculation is based on two adults working 35 hours each per week while providing a home for two children. Given that the provincial minimum wage is \$10.25 per hour, these two adults working at the minimum wage would need to work nearly 62 hours a week each to afford an adequate quality of life.

D **Poverty Rate Rises**

In 2010, the overall incidence of poverty in the Greater Victoria area, based on Low Income Cut-offs (LICO) before tax was 11.3%, up from 9.3% in 2009. This was lower than the 2010 provincial (15.5%) and national (13.5%) rates. Low income cut-offs (LICOs) represent an income threshold where a family is likely to spend 20% more of its income on food, shelter and clothing than the average family of similar size.

D+ **Child Poverty Rate Eases**

In 2010, the child poverty rate in the Greater Victoria area, based on LICO before tax, was 4.6%, down slightly from 4.8% in 2009. The 2010 figure was much lower than the provincial (14.3%) and national (13.7%) rates.



WHO KNEW?

The givefoodgetfood.ca website enables food donors and food providing agencies to connect through free classified ads for foods that are for sale or for donation.

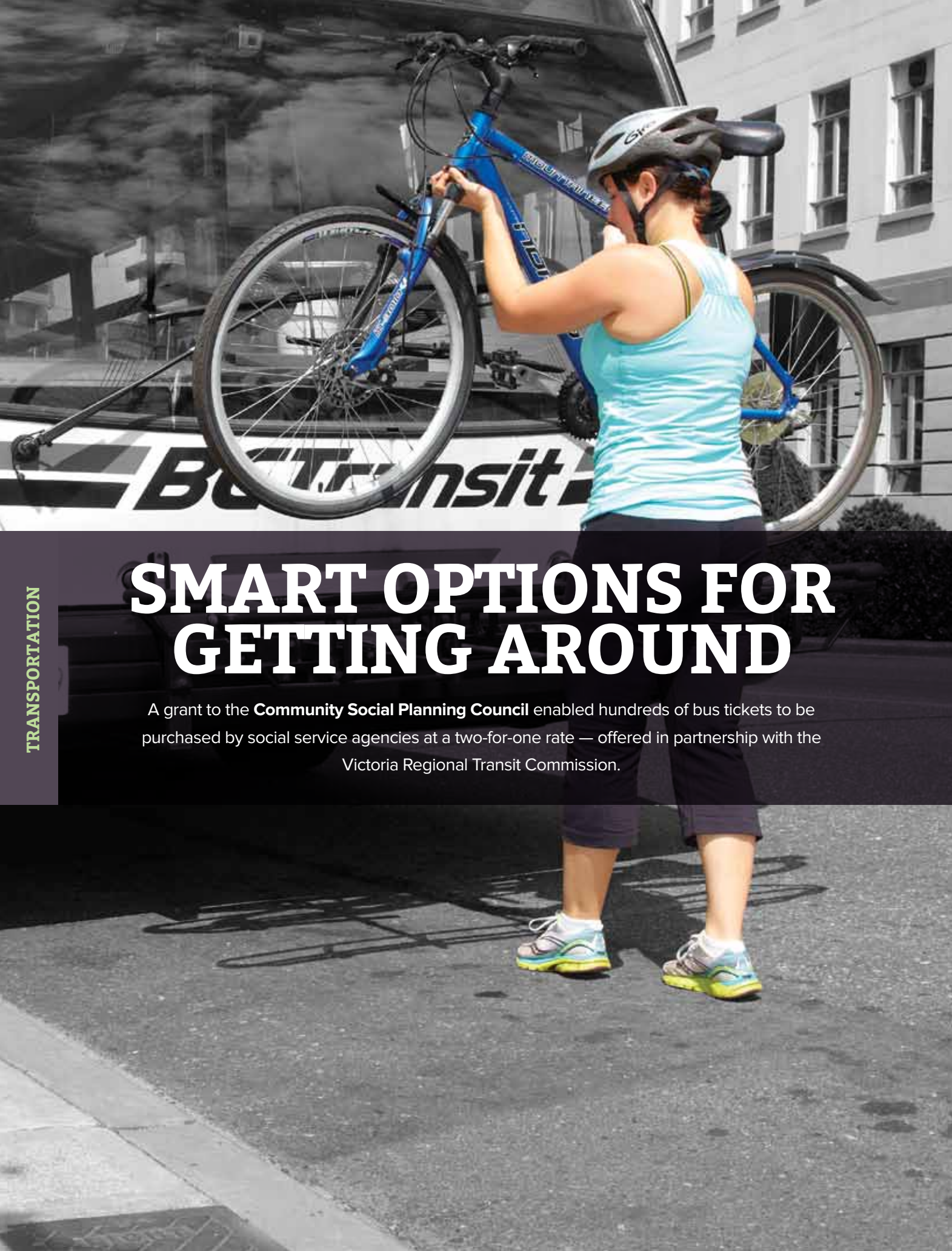


D+ **Poverty Among Seniors Inches Up**

In 2010, the poverty rate for the elderly (65+) in the Greater Victoria area, based on LICO before tax, was 7.9%, up from 7.0% in 2009. The 2010 figure was much lower than the provincial (14.1%) and national (12.4%) rates.

D **Cost of Food Remains High**

The 2011 average monthly cost of a nutritious food basket for a family of four in the Vancouver Island Health region was \$873, slightly higher than the provincial average of \$868, which was up from \$715 in 2007. Families and individuals on income assistance in BC required 34%-49% of their disposable income to pay for food.



BC TRANSIT'S SYSTEM HAD

45.7%	MORE PASSENGERS PER CAPITA
9.1%	MORE PASSENGERS PER HOUR
7.8%	LOWER COST PER SERVICE HOURS
15.6%	LOWER OPERATING COST PER PASSENGER

THAN SIMILAR SIZED SYSTEMS IN CANADA

B- Transit System Achieves Strong Operating Results

In 2010/2011, BC Transit's Victoria system had 45.7% more passengers per capita, carried 9.1% more passengers per hour, operated at 7.8% lower cost per service hour and achieved an operating cost 15.6% lower per passenger than similar sized systems across Canada.

D Ferry Traffic Down

Through April 30, 2012, BC Ferry traffic (both vehicles and passengers) was down relative to the first four months of 2011. Vehicle traffic was down by 3.4%, and passenger traffic was down by 2.5%.

WHO KNEW?

In 2010/11, the first hybrid double decker bus in North America was tested and acquired in the Victoria Regional Transit System by BC Transit.



B- Bike to Work Week Participation Holds Steady

Bike to Work Week 2012 attracted 660 registered teams, comprising 5,545 cyclists, who reported a total of 261,951 kilometers cycled during the week of May 28-June 3, logging an average of 47 kilometers per rider. This was slightly less (perhaps due to rainy weather) than the 5,712 cyclists in 2011 and 5,738 in 2010.

C+ Airport Passengers Up

Through April 30, 2012, Victoria International Airport was busier relative to the first four months of 2011. Despite a reduction of 2.5% in total aircraft movements, total passenger traffic was up from a year earlier (596,258 versus 592,723).

D- Price of Gas Rises

According to GasBuddy.com, the average price for unleaded gas in Greater Victoria on June 12, 2012 was \$1.39 per litre, the 2nd highest average price in Canada after Vancouver (\$1.43). This represents a jump of 10 cents per litre from June 12, 2011 (\$1.29).

B- Cycling Network Set to be Upgraded

In 2010, a 775 km bikeway network for Greater Victoria was identified, of which 650 km are on-street. The goal is to upgrade the entire bikeway to 'Class 1' facilities (low-stress bikeways) where everyone will feel comfortable riding. In 2011, 192 km (25%) of the network met the Class 1 standard.

SMART OPTIONS FOR GETTING AROUND

A grant to the **Community Social Planning Council** enabled hundreds of bus tickets to be purchased by social service agencies at a two-for-one rate — offered in partnership with the Victoria Regional Transit Commission.

ACKNOWLEDGEMENTS

Our thanks to all the individuals and organizations that helped to create this report. We are grateful to all those who provided data and to the many individuals who participated in our on-line surveys.

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COMMUNITY RESEARCH SOURCES

- City of Victoria
- CRD Arts Development Service
- CRD Environmental Services
- CRD Regional Planning
- Community Indicators Network
- Community Social Planning Council
- District of Saanich
- Greater Victoria Coalition to End Homelessness
- Greater Victoria Economic Development Agency
- Greater Victoria Public Library
- Happiness Index Partnership
- Pacific Institute for Sport Excellence
- PLAY Victoria
- SportHost Victoria
- Victoria Natural History Society
- Vancouver Island Health Authority
- Vancouver Island South Film And Media Commission

- Community Foundation for Kingston & Area
- Fondation du Grande Montreal
- Community Foundation of Nova Scotia

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VICTORIA FOUNDATION

CONNECTING PEOPLE
WHO CARE WITH CAUSES
THAT MATTER®

The Victoria Foundation is committed to improving the quality of life in our community today and for generations to come. We inspire giving, care for the assets entrusted to us, and invest in people, ideas and activities that strengthen our community.

VICTORIA'S

VitalSigns®*

Vital Signs is a community check-up conducted by community foundations across Canada that measures the vitality of our communities, identifies significant trends, and supports action on issues that are critical to our quality of life. Vital Signs is coordinated nationally by Community Foundations of Canada.

This report and source information for its indicators is available at: www.victoriafoundation.bc.ca

SMART & CARING
COMMUNITIES



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VICTORIA'S VITAL SIGNS

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CONNECTING PEOPLE WHO CARE WITH CAUSES THAT MATTER®

Building stronger island communities. Together.



IslandSavings

GIFT

PROGRAM

WHEN YOU'RE PART OF A COMMUNITY, YOU GIVE BACK. That's why Island Savings gives so much to Islanders. And when you bank with us, you're helping to make the Island a better place to live. Through our Growing Island Families Together (GIFT) program we've given over \$1 million to hundreds of local organizations. Every year, we contribute to family initiatives, education and recreation programs.

We're proud to partner with the Victoria Foundation to support building stronger communities.

Find out more: [iscu.com](https://www.iscu.com)

IslandSavings