

vitalsigns

Centre Wellington 2015

"Our community snapshot"

Welcome to Centre Wellington's 2015 Vital Signs® Report

"YOUR COMMUNITY MAKES YOU. YOU MAKE YOUR COMMUNITY"
Centre Wellington has passionate citizens who enrich our community every day. Building on this, Centre Wellington Community Foundation (CWCF) is pleased to present our community's first ever Vital Signs® Report! For the first time CWCF has undertaken a Vital Signs Project, and we have learned much throughout this process about the strengths and challenges in our community.

The goal of Vital Signs, a national movement supported by Community Foundations of Canada, is to understand our community better: who we are, where we belong, and what our strengths and challenges are. We have chosen three key themes this year: 1) The Gap Between Rich and Poor, 2) Belonging & Leadership, and 3) Arts and Culture. This report shares information on each of these topics.

As a young organization uniquely focused on community grant making, CWCF has already issued 60 grants to worthwhile charitable projects. With so many diverse needs, we require guidance to focus our future granting priorities. Furthermore, others in our community are looking to guide their generosity. This report will assist CWCF and other stakeholders in granting. Healthy communities are enhanced by citizen collaboration. Our hope is that Vital Signs will stimulate conversations that lead to change for the better. Lastly, we must rise to our Governor-General's challenge to build a Smart and Caring Community as our legacy for Canada's 150th birthday in 2017.

Like our Foundation, Vital Signs is a labour of love by an exceptional cadre of committed volunteers who deserve our thanks. In reading the report, we already see significant opportunities, and this is just the beginning of the conversation. We are also turning to you, our citizens. Please read on, learn and reflect on what we have uncovered.

Working as a community, we can shape, and fund, a brighter future for Centre Wellington, our shared home.

- Randall Howard, Chair, CWCF

COMMUNITY VOICES SURVEY

We invited community members to fill out a short survey on the three issue areas for six weeks from May-July 2015. There were 420 responses from community members, with 45.5% from Fergus, 47.2% from Elora-Salem, and 7.3 % from our other communities and rural areas. We incorporated the survey results in the 'Voices from Our Community' section, as well as with quotes throughout the report. Full results from the survey are available at the Community Foundation Website at: http://cwcfoundation.ca/

LISTENING

We also consulted experts in our community, including stakeholder consultation sessions with 19 local representatives from various organizations, a leadership advisory group of 7 key leaders in our community, and additional individual and group interviews with key stakeholders.

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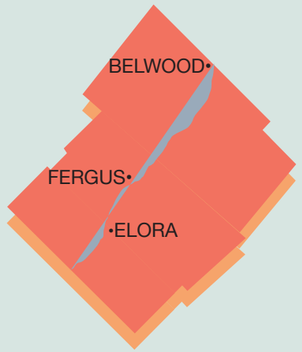
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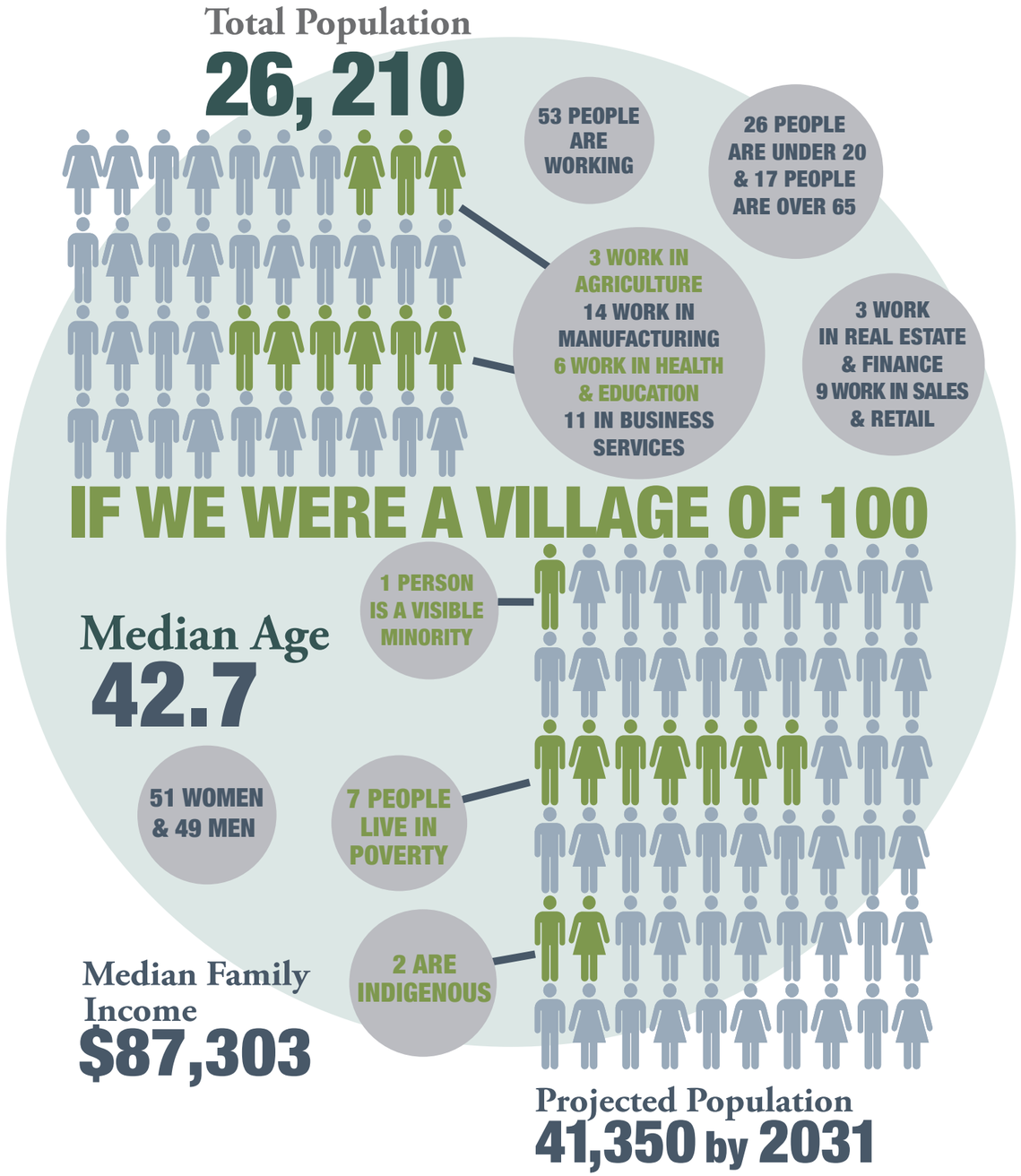
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Township of Centre Wellington



CENTRE WELLINGTON COMMUNITY FOUNDATION

WELCOME TO CENTRE WELLINGTON



The **GAP** between rich and poor

THE BIG PICTURE

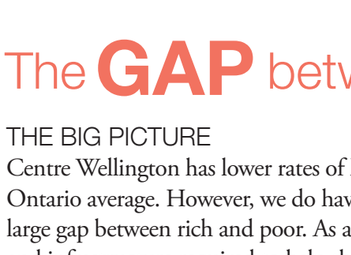
Centre Wellington has lower rates of low income and unemployment than the Ontario average. However, we do have poverty in our community, and there is a large gap between rich and poor. As a smaller community, we lack some services and infrastructure required to help those at-risk-of or living in poverty.

OUR STRENGTHS Our community of service providers work well together to fill the gaps and assist those living in poverty. Our tight-knit community provides a social fabric to help those in need who reach out.

OUR CHALLENGES We lack some essential services and social supports, including transportation and shelter services. A wide gap separates the richest and the poorest in our community.

WHAT HAVE WE LEARNED ABOUT INEQUALITY?

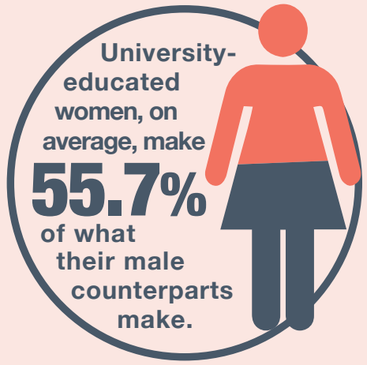
While 4.1% of us were in the bottom 10% of Canadians by income, 11.6% of us were in the top 10%, indicating we are a wealthy community. Still, income disparity in our community is large.



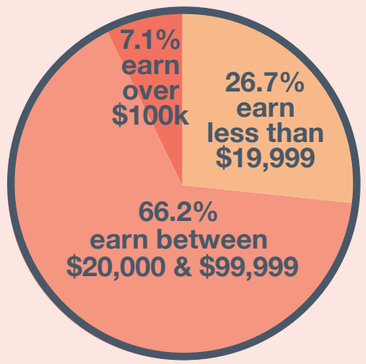
Our richest citizens made 13 times more than our poorest citizens.

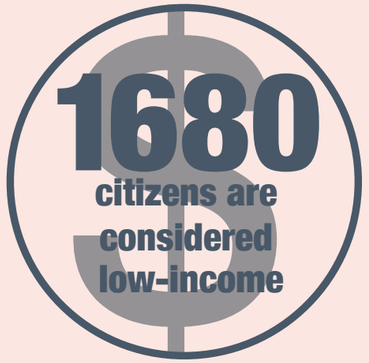
"When I have said that I neither agree or disagree with the statement "the gap between rich and poor is a problem in our community" it is not because I don't care- it is because… I don't know if there is a huge gap or not. I don't feel educated and it is probably because I am in the stage of life that I am- we are in the community a lot with our young family, soaking it all up- oblivious to our socioeconomic gaps."
- Community Voices

"The close-knit nature of rural communities, which in some cases marginalizes homeless people in part by making their presence more overt, can also have positive implications. For many individuals, rural ties and friendships are the greatest deterrents to leaving, especially for youth."
(Wellington County Rural Homelessness Study, p. 3)



Although narrower than the Ontario gap, the average income for university-educated men in the workforce was $77,630 versus $43,245 for university-educated women in the workforce in 2011.





"Employment is not secure and [poverty] feels like a real possibility at any time. We are weeks away from poverty if either of us became unemployed.
- Community Voices



708 individuals, including 234 first-time food bank users, accessed the Centre Wellington Food Bank in 2014.
*Considering the lack of transportation options, this may reflect the location of the food bank, rather than where those in need reside.

WHAT HAVE WE LEARNED ABOUT POVERTY?

6.6% of us are low-income, less than the provincial average of 18.4%. We also have a lower rate of child poverty, at 8.7%, than the Ontario average of 20%. However, we still have poverty in our community: 1680 citizens are low-income, including 490 children under 17 in 2013.

MORE THAN 1 IN 4 PEOPLE LIVING IN SINGLE-PARENT FAMILIES ARE LOW-INCOME



OVER 1 IN 12 CHILDREN LIVE IN POVERTY

WHAT HAVE WE LEARNED ABOUT SERVICES?

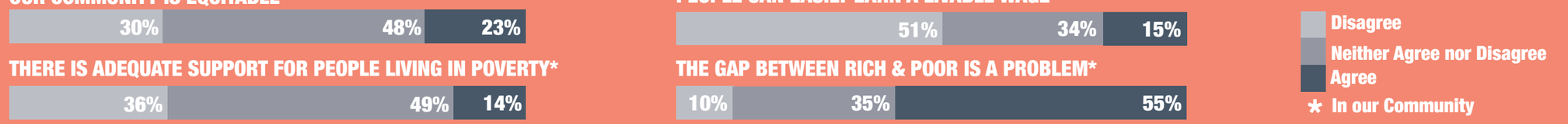
We face some challenges common to rural areas - we lack transit, shelter services, and have few affordable housing and food access options. Our service providers work hard to fill gaps. In response to an identified need for government services the County of Wellington opened a Social Services satellite office in 2012.

336 CW HOUSEHOLDS WERE SERVED BY THE COMMUNITY RESOURCE CENTRE OF NORTH AND CENTRE WELLINGTON IN 2014.



There is a lack of infrastructure, such as emergency shelters, drop-in centres and public transportation…there is limited affordable rental housing. And while rental rates may be cheaper than in urban areas, other costs of daily living (e.g. food and transportation) tend to be more expensive.
(Wellington County Rural Homelessness Study, 2011, p.2)

COMMUNITY VOICES SURVEY



Belonging & Leadership

THE BIG PICTURE
Centre Wellington is a diverse and tight-knit community where our people are our greatest asset. We give back to our community in various ways, by volunteering, donating and voting. We experience belonging in many settings.

OUR STRENGTHS We have a strong sense of belonging and a multitude of places and ways for people to engage with our community. Many events and organizations have strong volunteer bases, critical to their success. Growing use of locally focused social media sites is creating a virtual space for our culture of sharing.

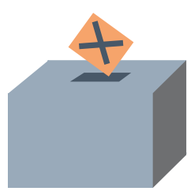
OUR CHALLENGES Established organizations with an aging volunteer base need to attract younger volunteers. Even though we have a higher number of donors and rates of giving than the national and provincial averages, the number of charitable donors is declining.

WHAT WE LEARNED ABOUT VOTING

We engage with our community when we vote. In the most recent federal and municipal elections, voter turnout has been higher than municipal and federal averages.

66.2% of eligible voters cast a ballot in the 2010 federal election, higher than the Canadian average of 61.1%.

44.8% of eligible voters cast a ballot in the 2014 municipal election, higher than the Ontario average of **43.12%**



WHAT WE LEARNED ABOUT VOLUNTEERING & GIVING

We are a community of volunteers, and they form the backbone of our events and organizations.

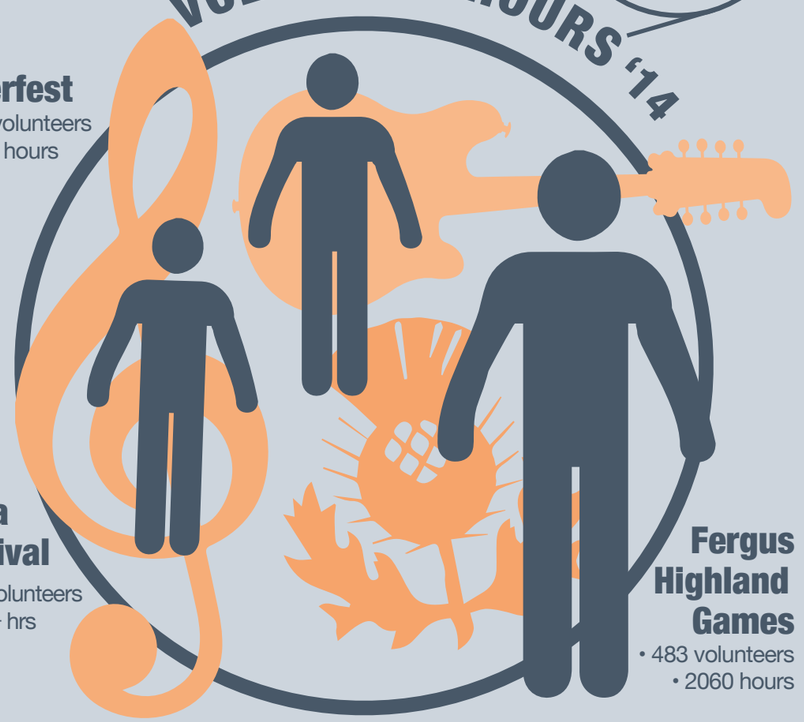
43% of us volunteered in 2010

VOLUNTEER HOURS '14

Riverfest
- 280 volunteers
- 3360 hours

Elora Festival
- 270 volunteers
- 7000+ hrs

Fergus Highland Games
- 483 volunteers
- 2060 hours



28.5% gave in 2013, down 9.2% from 2008 levels

In 2013, we gave an average of $380/donor, up $10 from 2008



WHAT WE LEARNED ABOUT PLACES TO BELONG

We feel at home in our community, in our neighbourhoods, our libraries, our downtowns, at our events, online and on the trails. Our findings highlight a concern with places where youth can safely 'hang out'.

> *"There is a lack of parental guidance for children & youth after school…Anecdotally, organizations are seeing this time as a "high risk" behavior time where inappropriate decisions are being made."*
> *(Centre Wellington Food and Connectivity Report, p. 13)*

OUR LIBRARY
CW Citizens check out an average of 11 items yearly.

OVER 41 KMS OF TRAILS, 26 OF THEM ON THE ELORA-CATARACT TRAILWAY

WHERE WE BELONG

WHEN VOLUNTEERING	47%
PARKS OR TRAILS	70%
COMMUNITY EVENTS	74%
NEIGHBOURHOODS	75%
DOWNTOWN FERGUS OR ELORA	80%

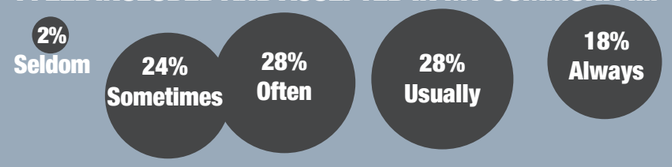


STAYING CONNECTED

Elora Community Share is just one example of local online connection, building community through a forum of shared initiatives, goods and information.

COMMUNITY VOICES SURVEY

I FEEL INCLUDED AND ACCEPTED IN MY COMMUNITY...



IN THE PAST YEAR I HAVE VOLUNTEERED IN THE COMMUNITY...



Arts & Culture

THE BIG PICTURE
Centre Wellington has a strong tradition of arts and culture, vital for our sense of belonging as citizens, and for attracting new residents and visitors. We are a community well-positioned to take advantage of the creative economy.

OUR STRENGTHS Our two largest communities, Fergus and Elora, have different yet complementary arts and cultural offerings, creating diverse opportunities for all residents. There is strong support for arts and culture, and our events and organizations rely on local volunteers for success.

OUR CHALLENGES We do not have adequate data on arts and culture with which to understand local economic and social impacts, and make sound decisions. Most arts and cultural organizations and events lack staff and/or stable funding.

WHAT WE LEARNED ABOUT ARTS & CULTURAL EVENTS

Combined, our top four events draw in approximately 60,200 people, and we have hundreds of local events of all sizes and types.

FERGUS SCOTTISH FESTIVAL & HIGHLAND GAMES
16,300

LARGEST EVENTS BY APPROXIMATE ATTENDANCE, 2014

FERGUS TRUCK SHOW
25,000

ELORA FESTIVAL
8,800

RIVERFEST
10,100

"It really creates a sense of community - I have never seen another community so invested in artistry and with so many small businesses focused on the arts – it's why we moved here."
-Community Voices

MORE THAN 250 ARTS & CULTURAL EVENTS EVERY YEAR & OVER 50 COMMUNITY CULTURAL ORGANIZATIONS

RESIDENTS SUGGESTED WE NEED TO IMPROVE ARTS & CULTURE, WITH:

1. Better collaboration among culture & arts organizations
2. More FAMILY FRIENDLY options
3. More affordable options
4. STABLE FUNDING

-Community Voices

2.8% OF US ARE EMPLOYED IN ARTS & CULTURE

What is a creative industry?

"Creative industries are at the crossroads of the arts, culture, business and technology….Today's creative industries involve the interplay of traditional technology-intensive and service-oriented subsectors. They range from folk art, festivals, music, books, paintings and performing arts to more technology-intensive subsectors such as the film industry, broadcasting, digital animation and video games, and more service-oriented fields such as architectural and advertising services."

11.4% OF OUR INDUSTRIES ARE CREATIVE INDUSTRIES
(the highest in South-western Ontario)

WHAT WE LEARNED ABOUT ARTS & CULTURE EMPLOYMENT & FUNDING

2.8% of our community is employed in the Arts and Cultural sector as a primary occupation. Individuals and organizations in our community receive funding from federal, provincial and township governments.

ONTARIO ARTS COUNCIL FUNDING IN 2014/15- 10 GRANTS TOTALING $116,651

Canadian Council for the Arts Funding to organizations in 2013- 1 Grant: $48,000

Township of Centre Wellington Funding in 2015- 6 Grants: $17,500

WHAT WE LEARNED ABOUT OUR CREATIVE INDUSTRIES

Although not a perfect indicator of the overall vibrancy of arts and culture here, we can use a 'creative economy' perspective to better understand the broader impact of arts and cultural resources on our economy.

125+ CREATIVE CULTURAL INDUSTRIES IN OUR COMMUNITY

COMMUNITY VOICES SURVEY

ARTS & CULTURE EVENTS ARE AFFORDABLE FOR ME & MY FAMILY
15% | 25% | 60%

ARTS & CULTURE CREATES A SENSE OF COMMUNITY IN CW
3% | 10% | 87%

ARTS & CULTURE ACTIVITIES ARE AN ECONOMIC BENEFIT
4% | 6% | 90%

ARTS & CULTURE ACTIVITIES ARE A SOCIAL BENEFIT
4% | 95%

Disagree
Neither Agree nor Disagree
Agree

STATISTICS

This report was compiled using data from many sources- including data from Statistics Canada (provided by Community Foundations Canada and their national data partner, the International Institute for Sustainable Development), and reports and statistics provided by local service providers, governments and organizations. We made every attempt to get the most recent statistics available for our community.

WELCOME TO CENTRE WELLINGTON:
2011 National Household Survey- NHS Profile of Centre Wellington Township. Available at:https://www12.statcan.gc.ca/nhs-enm/2011/dp-pd/prof/details/page.cfm?Lang=E&Geo1=CSD&Code1=3523025&Data=Count&SearchText=Centre%20Wellington&SearchType=Begins&SearchPR=01&A1=All&B1=All&Custom=&TABID=1
AND - Statistics Canada. 2012. Focus on Geography Series, 2011 Census. Statistics Canada Catalogue no. 98-310-XWE2011004. Ottawa, Ontario. Analytical products, 2011 Census. Last updated October 24, 2012. https://www12.statcan.gc.ca/nhs-enm/2011/as-sa/fogs-spg/Pages/FOG.cfm?lang=E&level=3&GeoCode=531
Projected Population: Wellington County Official Plan. March 9 2015 update. Available at: http://www.wellington.ca/en/business/resources/County_Official_Plan_Text_-_March_9_2015.pdf
Low Income: Statistics Canada. Income Statistics Division. Family characteristics, Low Income Measures (LIM), by family type and family type composition, annual. CANSIM Table 111-0015. Based on Annual Estimates for Census families and Individuals (T1 Family File).
NOTES: 1. A census family requires that the family members be either a male or female spouse, a male or female common-law partner, a male or female lone parent, or a child with a parent present. Median income is the value which divides income into two equal halves. 2. The Employment Equity Act defines visible minorities as 'persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour.' 3. Commuting- Refers to how many minutes it took for a person to travel from home to work.
THE GAP BETWEEN RICH AND POOR
Income Gap: Calculated from the National Household Survey 2011 Tables: Selected Demographic, Income and Sociocultural Characteristics (109), Income Statistics in 2010 (3) and Income Sources (16) for the Population Aged 15 Years and Over in Private Households. https://www12.statcan.gc.ca/nhs-enm/2011/as-sa/fogs-spg/Pages/FOG.cfm?lang=E&level=3&GeoCode=531
Gender Gap: The Newcomer and Youth Community Indicators Tool, Ontario Ministry of Agriculture, Food and Rural Affairs. 2014. Data Calculated from Statistics Canada, 2011 Census, 2011 National Household Survey.
Incomes: 2013 CANSIM Table 111-0008: Neighbourhood income and demographics, taxfilers and dependents with income by total income, sex and age group. Available at: http://www5.statcan.gc.ca/cansim/a26
NOTES: *1. The income gap does not capture 'wealth inequality' as we do not have data on this locally. Wealth inequality is even greater than income inequality according to: MacDonald, D. 2014. Outrageous Fortune: Documenting Canada's Wealth Gap. Canadian Centre for Policy Alternatives. 2. The gender gap indicator compares average employment income of a female with a university degree with average employment income of a male with a university degree. Clarification and statistics provided by Greg Sutherland of the Conference Board of Canada.*
All Data From: Statistics Canada. 2013. Income Statistics Division. Family characteristics, Low Income Measures (LIM), by family type and family type composition, annual. CANSIM Table 111-0015. Based on Annual Estimates for Census families and Individuals (T1 Family File).
NOTES: *1. The Low Income Measure (LIM) is the most commonly used measure of poverty internationally. For more information on calculating the LIM and other measures of poverty see: Statistics Canada Low Income Measures, http://www.statcan.gc.ca/pub/75f0002m/2012002/lim-mfr-eng.htm*
Food Bank Usage: Data provided by Jackie Speers, Centre Wellington Food Bank, August 13, 2015.
Community Resource Centre: Data provided by Ron McKinnon, Community Resource Centre of North and Centre Wellington, August 11, 2015.
Quote on Services: 5 Year Homelessness Strategy, 2014, County of Wellington Social Services, available at: http://www.wellington.ca/en/socialservices/resources/Ontario_Works/Five_Year_Homelessness_Strategy.pdf
NOTES: *The Community Resource Centre of North and Centre Wellington serves a range broader than Centre Wellington. Data for Centre Wellington households only was extracted from overall households served.*
BELONGING & LEADERSHIP
Federal: Elections Canada, Official Voting Results from 2010 election. Available at: http://www.elections.ca/scripts/ovr2011/default.html
Municipal: Association of Municipalities of Ontario, 2014 Municipal Elections Voter Turnout Report as of July 27, 2015.
Giving: Statistics Canada, 2013 and 2008. Financial Data and Charitable Donations data collected by CRA, Table 111-0001.
Volunteering: Source: Statistics Canada, National Survey of Giving, Volunteering and Participating, 2007 and 2010. Data for 2014 volunteering at The Scottish Festival provided by Bruce Youngblood via email, August 16, 2015.
Data for 2014 volunteering at The Elora Festival provided by Sharon Rice.
Data for the 2014 volunteering at Riverfest Elora provided by Jon Ralston via email, September 7, 2015.
NOTES: *1. Donations based on the amount declared on line 340 of the income tax form. 2. Overall Volunteering rate is from 2010, and is defined as the: Proportion of Canadians engaged in unpaid volunteer activities as part of a group or organization, according to the Canada Survey of Giving, Volunteering and Participating. 3. Volunteering at the Fergus Scottish Festival includes both 'paid' volunteers, who give time in exchange for payment to the charity they are involved in, and unpaid volunteers.*
Library: Data calculated from 2014 statistics on circulation at Elora, Fergus and Aboyne libraries, provided by Jessica Veldman, Information Services Librarian
Wellington County Library via email, June 25, 2015.
Youth: Karen Armstrong. 2015. Centre Wellington Food and Connectivity Report. Centre Wellington Social Justice Group. Available at: http://cwsocialjustice.ca/wp-content/uploads/2015/05/CWSJG-Food-Community-Connectivity-Report-FINAL.pdf
Trails: Township of Centre Wellington. 2014. Centre Wellington Trails Master Plan. Available at: http://www.centrewellington.ca/beactive/Documents/Recreation%20and%20Leisure/CW%20Trails%20Master%20Plan%20May%2021,%202014.pdf
ARTS AND CULTURE:
Attendance: Data provided by Deb Dalziel of Fergus-Elora Tourism, Bruce Youngblood for the Scottish Festival, Jon Ralston for Riverfest Elora, Jared Davidson, Elora Festival and Singers. Fergus Truck Show data provided by Deb Dalziel.
Number of Events and Organizations: Township of Centre Wellington. 2013. Centre Wellington Cultural Action Plan Available at: http://www.centrewellington.ca/visitus/Documents/Cultural%20Action%20Plan%202013.pdf
Employment: National Household Survey 2011. Employment in "Arts, Culture, Recreation, and Sports".
Funding: Ontario Arts Council. Data provided by Michael Choo, Research Analyst, Ontario Arts Council.
Canadian Council for the Arts: Figures retrieved from: http://canadacouncil.ca/council/grants/pastrecipients?-year=2013&cma=Centre+Wellington&sort1=discipline&sort2=pro- gram&sort3=recipient
Centre Wellington granting data provided by Mark Bradey, Financial Manager/Deputy Treasurer, Township of Centre Wellington
NOTES: *For employment purposes, "Arts, Culture, Recreation, and Sports" is defined by Statistics Canada as including Librarians, Archivists, Conservators, Curators, Writing, Translating, Related Communications Professionals, Creative and Performing Artists, Technical Occupations in Libraries, Public Archives, Museums and Art Galleries, Photographers, Graphic Arts Technicians, Announcers and other performers, Creative Designers and Craftpersons, Athletes, Coaches, and Referees and Related Occupations.2. Data on funding to individual artists in Centre Wellington by the Canadian Council for the Arts was not publicly available. Funding data was provided for the most recent year available for all granting agencies.*
Percentage and Rate of creative industries: Martin Prosperity Institute. No date. Creative Potential: Straddling Two Mega-Regions. Available at: http://www.centrewellington.ca/dobusiness/Documents/Southwestern_Ontario_Report.pdf
"What is a creative industry?": Creative Economy Report, 2008, forward
Number of Creative Industries: Township of Centre Wellington. 2013. Centre Wellington Cultural Action Plan Available at: http://www.centrewellington.ca/visitus/Documents/Cultural%20Action%20Plan%202013.pdf
What is a creative industry (quote)?
Creative Economy Report 2008: The Challenge of Assessing the Creative Economy towards In- formed Policy-making, Geneva: United Nations Conference on Trade and Development, 2008. Available at: http://unctad.org/en/Docs/ditc20082cer_en.pdf



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Andrew Goldie
Township of Centre Wellington
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Centre Wellington Social Justice Group
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Chair of the Elora Arts Council
Ron McKinnon
Community Resource Centre of North & Centre Wellington
Maddy Smith
Youth Representative
Paul Young
Young Solutions Family Counseling

VITAL SIGNS COMMITTEE

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Carolyn Skimson, Co-Chair
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Jason Thompson
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THANK YOU

Erin Pratley: Project Manager
Carly Jenkins: Graphic Designer
J Raymond Soucy: Photographs
Nancy Fischer: Editor

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MIDDLEBROOK SOCIAL INNOVATION FUND

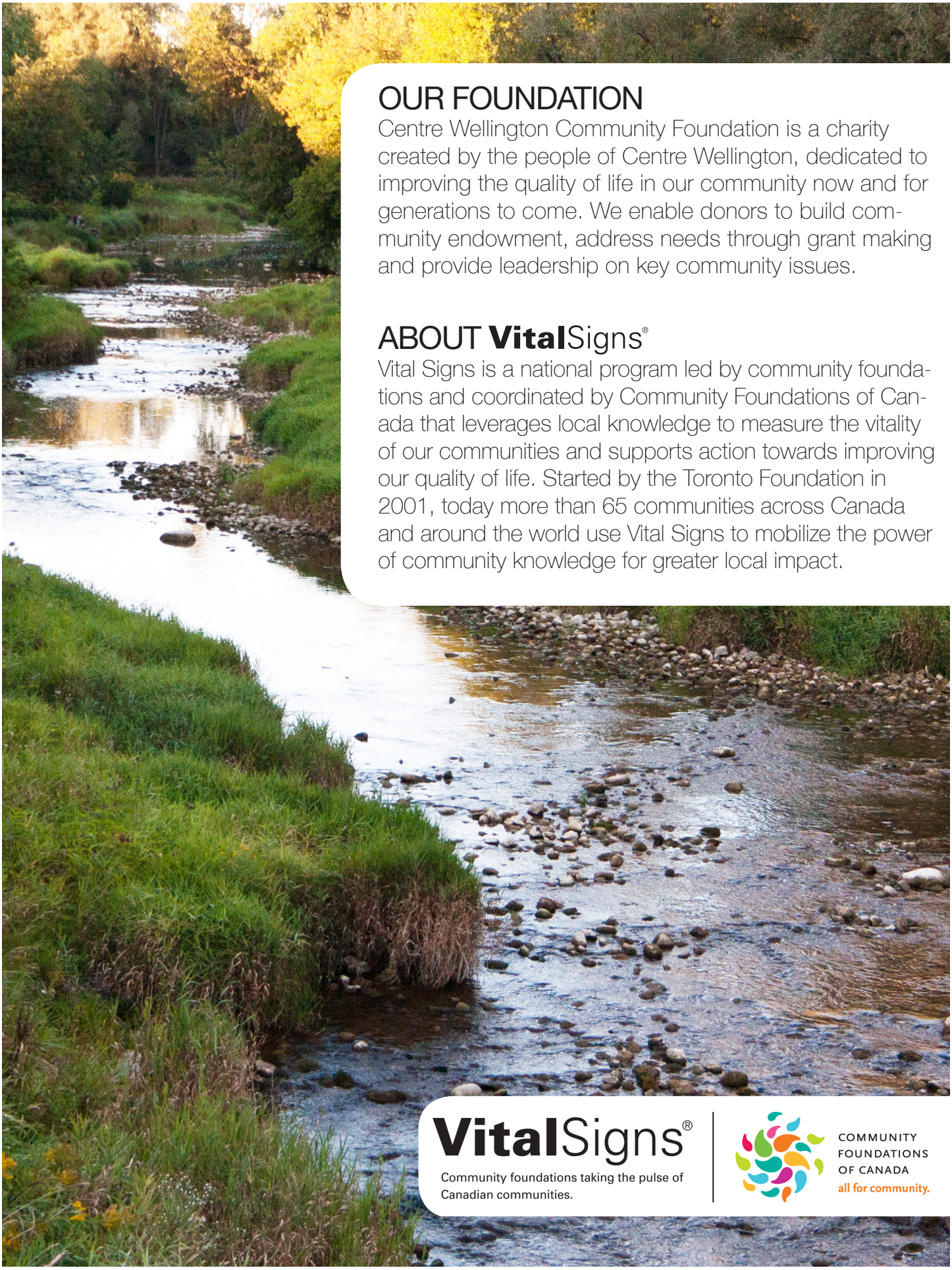
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CENTRE WELLINGTON COMMUNITY FOUNDATION



OUR FOUNDATION

Centre Wellington Community Foundation is a charity created by the people of Centre Wellington, dedicated to improving the quality of life in our community now and for generations to come. We enable donors to build community endowment, address needs through grant making and provide leadership on key community issues.

ABOUT **Vital**Signs®

Vital Signs is a national program led by community foundations and coordinated by Community Foundations of Canada that leverages local knowledge to measure the vitality of our communities and supports action towards improving our quality of life. Started by the Toronto Foundation in 2001, today more than 65 communities across Canada and around the world use Vital Signs to mobilize the power of community knowledge for greater local impact.

VitalSigns®

Community foundations taking the pulse of Canadian communities.

COMMUNITY FOUNDATIONS OF CANADA

all for community.