

COMMUNITY FOUNDATION GREY BRUCE 2016

# VitalSigns®

taking the pulse of our community



COMMUNITY  
FOUNDATION  
GREY BRUCE

Caring · Sharing · Forever



## Inside:

Measuring Grey & Bruce health & wellness, arts & culture, education & lifelong learning, living standards, the environment and community connections.

*Established in 1994, Community Foundation Grey Bruce builds community vitality now and for future generations by encouraging endowment building and facilitating philanthropic partnerships within Grey and Bruce counties. The Foundation grants to a wide variety of non-profit organizations that, in turn, provide necessary initiatives and services for the people of this region. Additionally, the Foundation offers leadership in identifying community issues and convening discussion.*





## A message from Community Foundation Grey Bruce

Welcome to the first Vital Signs report produced by Community Foundation Grey Bruce. This report contains important data on six topics related to life in Grey Bruce: health & wellness, the environment, living standards, arts & culture, education & lifelong learning, and community connections. Our aim is that this Vital Signs report will be an agenda-setting tool—a list of priorities for our community to consider in the coming years. The report will also assist the Foundation in establishing our granting priorities. We hope a successful Vital Signs report will generate discussion, forge new partnerships towards collective impact, and ultimately result in a healthier community and a better place to live.

This report is part of a nation-wide movement that involves Community Foundations from coast to coast to coast, coordinated by the Community Foundations of Canada. The exercise of producing a Vital Signs report draws upon local knowledge through input from volunteers and organizations, providing a snapshot of the vitality of our community. The report is also a call to action towards improving the quality of life for all people of Grey Bruce. More than 65 communities in Canada and around the world are using Vital Signs to mobilize the power of community knowledge for greater local impact.

Community Foundation Grey Bruce is grateful to the Eva Leflar Donor Advised Fund for supporting our Vital Signs report. We would also like to thank all the individuals who took the time to participate in our Vital Signs Survey. The data collection and analysis has been overseen by a committee of volunteers representing the not-for-profit and health sectors in Grey Bruce and we are very grateful for their contribution. As well, our thanks to Emily Hazell and the team at Watson & Associates Economists Ltd. for their work on this report.

We all know that Grey Bruce is a beautiful place to live and that we benefit from a healthy and supportive community. This report identifies issues that provide opportunities to bring people together, to build partnerships and collaborations which could ultimately enrich life for us all. Community Foundation Grey Bruce is very proud to lead the conversation towards a vital and strong future for Grey Bruce.

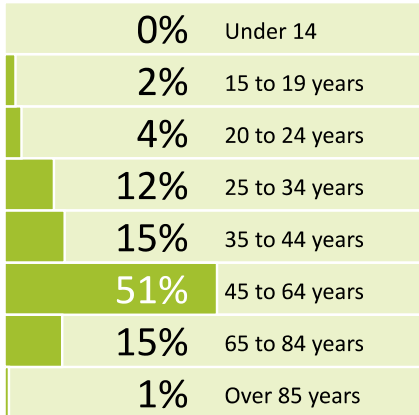
Kimberley West, Board Chairperson and Fund Holder

Stuart Reid, Executive Director

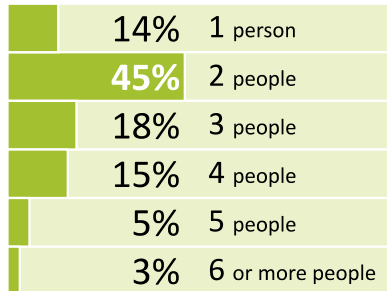
Community Foundations use *Vital Signs* as a catalyst to involve their communities and develop a picture of quality-of-life using a wide range of national data and local research. This community knowledge helps Foundations decide where to focus their attention and resources in order to have the greatest impact.

## Demographics of Survey Respondents

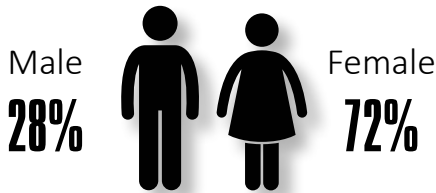
What is your age?



How many people live in your household?



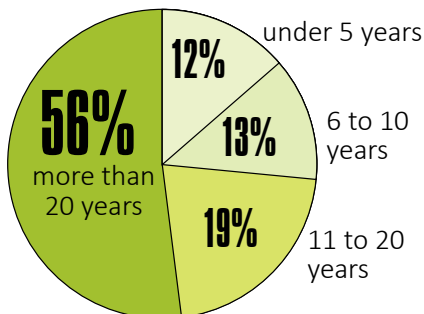
What is your gender?



Do you consider yourself to be part of an ethnic or cultural minority?



How long have you lived here?

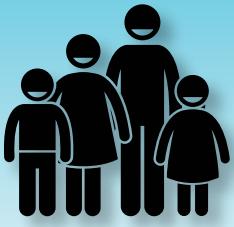


Information from our first *Vital Signs* report came from Statistics Canada and survey responses from over 500 Grey Bruce residents, as well as from data sources identified by members of the Advisory Committee.

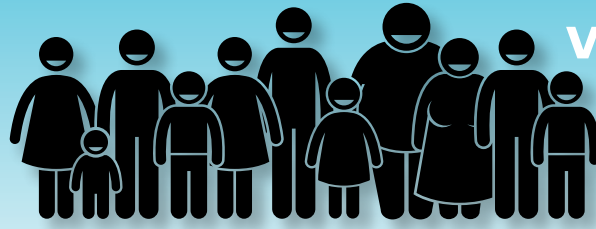
According to our survey respondents:

the top **5** indicators of community vitality are:

-  1. Employment & the Economy
-  2. Health & Wellness
-  3. Education & Lifelong Learning
-  4. Environment
-  5. Community Involvement, Belonging & Leadership



# Village of 100



If **Grey Bruce** were a village of 100:

**59**



people would be physically active

*If Ontario were a village of 100:  
53 people would be physically active*

**16 people** would be self-employed

*If Ontario were a village of 100:  
10 people would be self-employed*

**92**

people would speak English as a first language

*If Ontario were a village of 100:  
68 people would speak English as a first language*

**21** people would be over the age of 65



*If Ontario were a village of 100:  
15 people would be over the age of 65*

**63**

people would be married

**5**

people would be divorced

**22**

people would be single

*If Ontario were a village of 100:  
58 people would be married  
6 people would be divorced  
and 28 people would be single*



**49** would be men



**51** would be women



**8** people would have immigrated here

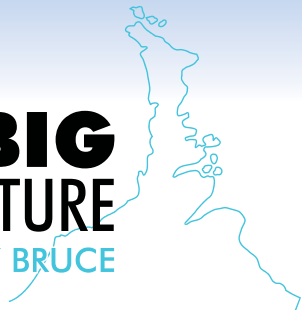
*If Ontario were a village of 100:  
29 people would have immigrated here*



# Health & Wellness

includes both the physical and mental health of the population and includes access to services and promotion of healthy living.

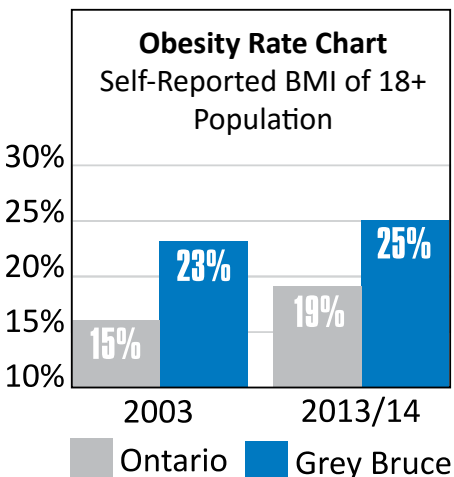
## THE BIG PICTURE GREY BRUCE



*Happiness is a big part of good health. While we self-report high levels of obesity, smoking, and heavy drinking, most of us believe we maintain an active lifestyle and perceive ourselves to be in good health. People report being very happy with their lives in general.*

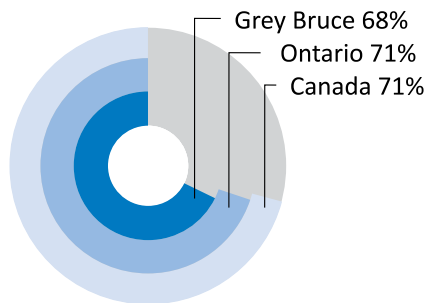
## Increase in Obesity Rates since 2003

In 2013/14, Grey Bruce residents aged 18 and over were significantly more likely than Ontarians and Canadians to be obese (self-reported data).



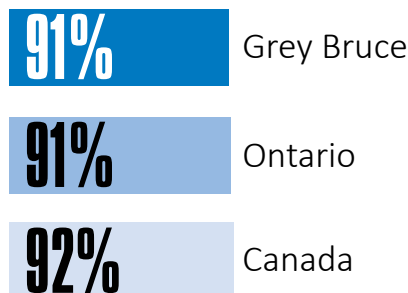
## Did you know:

In 2013/14, about **68%** of the Grey Bruce population aged 12 and up would say they have **very good or excellent mental health**, which is comparable to provincial and national trends.



**91%** are satisfied with life in general

In 2013/14, about 91% of the Grey Bruce population were satisfied to very satisfied with life in general, which is comparable to provincial and national trends.



**23%** of Grey Bruce residents identified as regular heavy drinkers in 2013/14, compared with 17% provincially and 18% nationally.



**19%** of Grey Bruce residents identified as current smokers in 2013/14 compared with 18% provincially and 19% nationally



**57%** of respondents of the Grey Bruce population aged 12 and up say they have very good or excellent general health. This is comparable to provincial and national trends.



PRANCE riders returning from trail ride.



**66%** of survey respondents rated access to physical health and wellness services as good or excellent.

**↑** Increase in physical activity

**59%** of Grey Bruce residents spend their time being active or moderately active, an increase of 12% since 2003.



**↓** Decrease in consumption of fruits and vegetables

**42%** of Grey Bruce residents consume fruits or vegetables 5 or more times a day, a decrease of 11% since 2003.



## Aging Population

**21** The percentage of our population over the age of 65.

### FALL RATE

The rate of (age-standardized) unintentional falls is **72% higher in Grey Bruce** compared to Ontario.

## Foundation Funding

### Wes for Youth Online, Walkerton

A fund supports the online resource that provides professional counselling in a safe, secure and confidential manner promoting wellness, emotional support, and good mental health in youth.

### Hope Springs Breastfeeding Parenting Program, Wiarton

High-risk, vulnerable, low-income women are supported to breastfeed and are provided optimal prenatal and postpartum health including how to access healthy food and to cook with the Good Food Box program in a community kitchen style.

### PRANCE (Pegasus Riding Association Nurturing Challenged Equestrians), Port Elgin

Specialized helmets for children were provided to the therapeutic equestrian program dedicated to the growth and development of individuals with intellectual, physical and emotional disabilities.



# Arts & Culture

includes opportunities to participate in or attend arts and culture events, and to support and promote the local arts industry.

## THE BIG PICTURE GREY BRUCE



*We make our own fun in Grey Bruce. Our survey respondents report a high level of satisfaction, engagement and participation in local cultural facilities and events. Attendance at festivals and attractions is strong, suggesting a dynamic sector that has significant economic impact for the region.*

**3,274** Bruce County  
**5,580** Grey County  
people employed in tourism-related industries (2014).

**14 Grants Totalling \$245,250**

granted by Canada Council for the Arts to Grey Bruce organizations and individual artists in 2014/15.

**26 Grants Totalling \$322,900**

granted by Ontario Arts Council to artists and organizations in 2014/2015.

**66 Grants Totalling \$111,020**

granted by Community Foundation Grey Bruce supporting Arts & Culture in 2014/2015.



A participating artist in the Saugeen Art Calendar project.

## Support for Local Talent

Grey Bruce residents attend community concerts, plays and musicals that include local talent 9% more often than the average Ontarian.



Students participating in the Artists' Co-op's Legacy Mural project in downtown Owen Sound.



## Foundation Funding

### Summerfolk, Owen Sound

An endowed fund supports Grey Bruce's premier folk music and craft festival drawing growing audiences to the shores of Georgian Bay every August for more than forty years.

### Art Calendar Project, Saugeen First Nation

Funds were provided to support a twelve-month wall calendar and travelling exhibit highlighting works by First Nations artists, raising awareness of food security, traditional seasonal knowledge and the Ojibwe language, as well as fundraising for other community programs.

### Owen Sound Artists' Co-op Legacy Mural

Arts materials and instructor costs allowed nine secondary school students to create a large outdoor wall mural under the mentorship of local artist Billy Goodkat, revitalizing an overlooked urban space with colourful visuals.

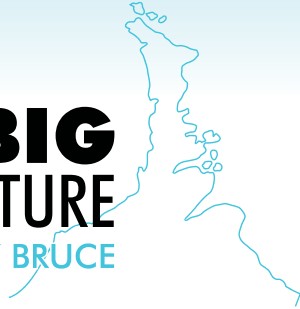




# Education & Lifelong Learning

*focuses on the promotion of lifelong learning as well as access to higher education.*

## THE BIG PICTURE GREY BRUCE



**Grey Bruce has a brain drain. Young people who complete high school too often must leave the region to pursue higher education and employment opportunities, while employers must recruit beyond Grey Bruce.**

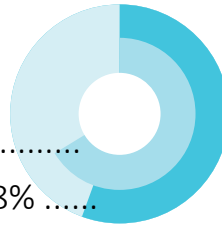
**31%** of children entering school in Grey Bruce, have vulnerabilities in one or more domains of school readiness, as compared to 28% in Ontario.



Me, You and a Book Too Kit

Percentage of population, aged 25 to 64, that have completed some sort of post-secondary education

Ontario 65% .....  
Grey Bruce 58% .....



**39%** of the Grey Bruce population, aged 25 to 64, have completed some sort of apprenticeship or trades certificates, and/or college and other non-university certificates, compared to the Ontario average of 31%.

*Although Grey Bruce has lower attainment levels in terms of college and university degrees, there is a higher proportion of apprenticeship and trades certificates, and college and other non-university certificates than in Ontario as a whole.*



**On average, less than 60% of Grey Bruce youth do not expect to find a job or live in the region after school.**

**92%** Grey County  
**97%** Bruce County  
**of students expect to finish high school and continue to post secondary school or apprenticeship programs.**

### Graduation Rates (2015)

<b>91%</b> Bruce Grey Catholic DSB
<b>83%</b> Bluewater DSB
<b>86%</b> Provincial Average

## Foundation Funding

### Me, You and a Book Too, Bruce County Libraries

A grant application was approved for the purchase of early reading materials for babies and toddlers in Bruce County, encouraging positive literacy habits.

### Trades Start, Wiarton

Funding supported this project providing hands-on training programs and mentoring for at-risk youth from all local schools including Nawash and Saugeen First Nations, interested in carpentry or hospitality trades as a career path. This activity encouraged the development of interpersonal and life skills.

### [www.payforschoolgreybruce.com](http://www.payforschoolgreybruce.com)

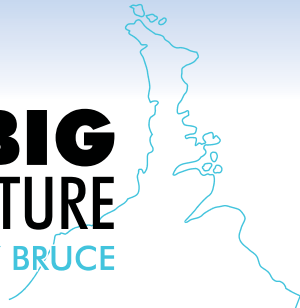
Funding supported the creation of a fully accessible website that is a "one stop shop" for Grey Bruce students looking for scholarships, bursaries and awards to support their education. The site lists almost 500 scholarships and awards valued at over \$688,000 in a searchable database format.



# Living Standards

refers to the distribution of wealth and economic security, including employment opportunities, housing and homelessness, poverty, food security and transportation.

## THE BIG PICTURE GREY BRUCE

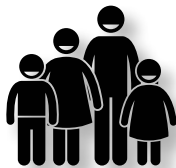


People go to bed hungry in Grey Bruce. Finding steady and well-paid employment and affordable housing is a struggle, especially for youth. Many people take on multiple jobs and consider themselves underemployed or experience unstable work situations.

### Cost of Living

Over the past year, \$1,000,000 of support was provided by area social service agencies and charities to help people stay connected to their utilities.

1300



people in Grey Bruce were assisted by the United Way's Utility Assistance program in 2015/16.

17% of Grey Bruce children under the age of 17 are living in poverty.

### Housing & Homelessness

19% of households are tenant-occupied compared with 28% of Ontario households overall.

39% in Bruce County

43% in Grey County

of tenant-occupied households spend 30% or more of household total income on rent.

A general rule of thumb is that residents shouldn't spend more than 30% of household income on shelter costs (i.e. rent).

In Ontario, the average food bank client spends 70% of income on rent.



17% of tenant households live in subsidized housing, compared with 16% provincially.

The YMCA of Owen Sound Grey Bruce Housing Support Program assists people with housing issues including homelessness.

More than 3,500 people in Grey Bruce accessed this program in 2013.

2,375 subsidized housing units in Grey Bruce.

873 average number of individuals/families on a waitlist for subsidized housing (2009-2013).



# Living Standards

## Food Security

**7%** sometimes or often ran out of food before they could afford to buy more

**26,000** 

The number of individuals and families who accessed a food bank in 2015, up **92% from 2013.**

**21** The number of food banks in Grey Bruce

*There are also numerous food cupboards, community gardens, soup kitchens and other agencies that provide food to people who need it and cannot access the food bank.*

## Employment & The Economy

**13%** of Bruce employees have multiple jobs

**20%** of Grey employees have multiple jobs

**18%-19%** of Grey Bruce employees believe that they are underemployed

### Top 5 Employment Sectors (2015)

Wholesale and retail trade .....	25%
Manufacturing .....	22%
Health care and social assistance .....	21%
Construction .....	12%
Agriculture .....	9%

### Top 5 Online Job Postings (2015)

- Registered nurses and registered psychiatric nurses
- Retail and wholesale trade managers
- Retail salespersons
- Other sales-related occupations
- Home support workers, housekeepers and related occupations

## Transportation

**Motorized vehicles are essential in Grey Bruce due to the largely rural geography.**

This has created an auto-oriented culture in which motorized vehicles are the principal mode of transportation to get to and from work and school, and to access retail and social services.



**45%** of survey respondents rate the current options for public transit in Grey Bruce as poor.

Additionally, the majority of survey respondents felt that job creation initiatives and affordable housing options are top priority for reducing poverty in Grey Bruce.

## Foundation Funding

### Our Kids Bruce Grey's Keep Our Kids Warm program

Funding provides over 400 children, youth and families with warm winter clothing and a holiday meal.

### Flesherton And Community Food Bank, Grey Highlands

A Capital Grant supported facility improvements and equipment enhancements addressing the needs of the Food Bank that provides essential supplementary food for an average of 27 families twice monthly.

### Transportation Assistance, Women's Centre Grey Bruce Inc.

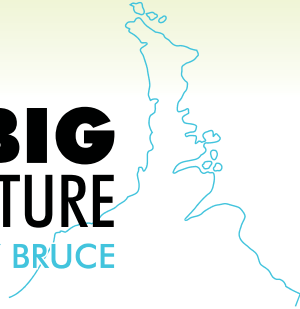
Grant funding provides transportation including fares for buses, taxis, or volunteer drivers so at-risk women and children living at the Centre can attend a variety of essential appointments.



# Environment

With naturally beautiful settings, national and provincial parks and thousands of kilometres of coastline, the natural environment is an integral part of Grey Bruce.

## THE **BIG** PICTURE GREY BRUCE



*Our beautiful natural environment is a big reason we love to live in Grey Bruce. Efforts to conserve the environment here are successful and ongoing. The natural surroundings and robust winter weather define the lifestyle of our residents.*

## 3 in top 10

Three municipalities—Meaford, Owen Sound and West Grey—were in the top 10 for high percentage of waste diverted for Ontario municipalities.



**Did you know:**  
**2 Million Trees** have been planted in Grey and Bruce counties, since 2010.



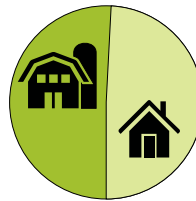
Highway 21 in Bruce County is one of the highways most often closed in Ontario due to winter driving conditions.

347 cm



of snowfall annually on average makes Owen Sound one of the snowiest cities in Canada behind urban centres in Newfoundland, northern Quebec and New Brunswick.

51%



of Grey Bruce land is used for agricultural purposes.



Lockerby Dam Decommissioning Project



## Foundation Funding

### Grey Bruce Food Forest, Canadian Mental Health Association Grey Bruce

Grant funding supported a large scale edible urban garden tended by clients of the CMHAGB that gathers community to enjoy the wonders of healthy food and the nurturing aspects of gardening.

### Recreational trail construction on Northern Bruce Peninsula Nature Reserve

Funding supported improvements to the Nature Conservancy of Canada's boardwalks and trails on the Shining Rainbow Deer property, a nature reserve near the western tip of the Bruce Peninsula, that allows all people to sensitively access and learn about a mix of wetland, alvar, and forest features.

### Lockerby Dam decommissioning and reservoir rehabilitation

Funding supported the Saugeen Valley Conservation Authority's removal of a concrete dam that was a barrier to fish migration, along with improvements to banks, construction of two fish habitat structures, and native plantings along the water's edge.



# Community Connection

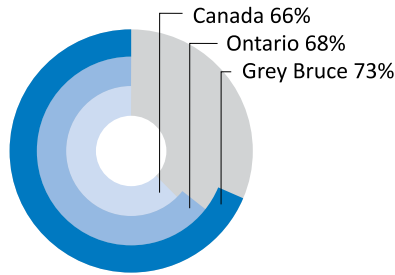
refers to citizen engagement, belonging and leadership, including donation of time and money, and participation in local groups or initiatives.

## THE BIG PICTURE GREY BRUCE



*The majority of our population is of the same ethnic background. We need to work together to help residents of different ethnic or faith backgrounds feel that they belong. Intergenerational connections, in person and online, build rich, shared experiences for our community.*

**73%** of Grey Bruce residents feel a somewhat or very strong sense of community belonging.



**71%** of respondents rated opportunities to participate and contribute to their community as good or excellent.



Maadookii Seniors Centre volunteers

**75** the number of incoming refugees that have been welcomed into Grey and Bruce counties in the past year.



Youth Participants at the IMPACT! Summit.

## Connected Communities



A fast, reliable internet connection has become an essential utility that enables rural communities to stay connected. The provincial and federal governments have announced \$180 million will be injected into the ultra-high speed internet SWIFT project in Southwestern Ontario.



## Foundation Funding

### IMPACT! Youth Summit in Hanover

Grant funding supported a 3-day youth-driven conference aimed to build leadership and program development skills while providing essential networking for youth.

### Canada 150 matching grants for community projects

Funding encourages community participation to inspire a deeper understanding of the people, places and events that have shaped our country and to build a vibrant and healthy community that engages all Canadians around the 150th celebration.

### Maadookii Seniors Centre, Chippewas of Nawash Unceded First Nations

Capital funding supported improvements to accessibility and facility renovations at the Senior Centre where Elders help to build for the future of this First Nation while preserving its rich culture and Anishinaabemowin Ojibwe language.



## Join the Vital Conversation

Community  
Foundation  
Grey Bruce  
will distribute  
approximately  
**\$640,000**  
in grants in 2016.

Vital Signs 2016 provides wide-ranging information on the quality of life people enjoy in Grey and Bruce counties. From this report, a picture emerges of a region that has a vibrant population. People are leading fulfilling lives, enjoying a thriving local cultural scene and partaking of the natural beauty that makes the region unique.

The data contained in the report also point to some challenges. Finding adequate employment, particularly for a young person, is not easy in a rural community. Many of our young people leave for higher education and employment prospects. With such a vast geographic area to serve, regional public transportation is not available. Encouraging our youth to remain in the community ensures a strong work force to support the full range of municipal services all of our populations require. Our community is older than most. The expertise, life experience and volunteerism of our seniors is an incredible asset to our community. We all have to work harder to look after each other as our neighbours struggle with low incomes and require our assistance. Welcoming diversity in our communities and creating an environment of inclusion for more new Canadians as they take up residence here, are issues on the horizon while we continue to build stronger relationships with our local First Nations.

Community Foundation Grey Bruce will use this Vital Signs report to set the agenda for future granting to regional charities and not-for-profits as we work together towards collective impact, fostering a better community where everyone prospers. Through endowment building and philanthropic partnerships within all communities in Grey and Bruce, the Foundation will work towards increasing funding to a wide variety of projects that address priorities outlined in this report. The Community Foundation will join in the conversation about these community issues where we can help.

You can be a part of the movement.

Please consider making a donation to one of our funds or call us at the Foundation to discuss starting your own legacy fund. We are here for good.

*Spring 2016 granting recipients gathered outside the Victoria Jubilee Hall in Walkerton.  
(image © 2016 Ray Uotila, Gunpowder Marketing)*



Community Foundation Grey Bruce extends its sincere appreciation to all the organizations and individuals that have provided information, guidance, data or support for the creation of this important report.

### Board of Directors

Kimberley West, Chairperson  
Joan Eaglesham, Vice-Chairperson  
Donna Elliott  
Kerina Elliott  
Glen Henry  
Justin King  
Terry King  
Martha Pedoniquotte  
Maureen Solecki  
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Nicole Amos-Uotila  
Dave Waddington

### Staff

Stuart Reid, Executive Director  
Wendy Bachiu, Grants Co-ordinator  
Kate Baker, Bookkeeper  
Doug Mitchell, Accountant  
Brenda O'Neill, Administrative Assistant

### Vital Signs Advisory Committee

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Francesca Dobbyn, United Way Bruce Grey  
Susan Earle, Community Member  
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Donna Elliott, Community Foundation Grey Bruce  
Emily Hazell, Watson & Associates Economists Ltd.  
Alanna Leffley, Grey Bruce Health Unit  
Trish Meekins, Nikaanaganaa Counselling & Learning Centre  
Gemma Mendez-Smith, Four County Labour Market Planning Board  
Brenda O'Neill, Community Foundation Grey Bruce  
Stuart Reid, Community Foundation Grey Bruce  
Maureen Solecki, Community Foundation Grey Bruce  
Jill Umbach, Bruce Grey Poverty Task Force



## Thanks to our Partners

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. Special thanks to the Toronto Foundation for developing and sharing the Vital Signs concept and Community Foundations of Canada for supporting a coordinated national Vital Signs initiative.

For more information on Vital Signs across Canada visit:  
[www.vitalsignscanada.ca](http://www.vitalsignscanada.ca)

*Thank you to the following organizations for their leadership and generosity in making our Vital Signs report a reality!*



## Community Foundation Grey Bruce

P.O. Box 81, Owen Sound, Ontario N4K 5P1  
phone: 519.371.7203 fax: 519.470.4744  
email: [foundation@cfgb.ca](mailto:foundation@cfgb.ca)

[communityfoundationgreybruce.com](http://communityfoundationgreybruce.com)

For more information regarding Vital Signs indicators and data sources please visit our website.

Charitable Registration #14103 6228 RR0001