

CANADA'S



COMMUNITY FOUNDATIONS OF CANADA
FONDATIONS COMMUNAUTAIRES DU CANADA

Vital Signs® Giving Guide

Sponsored by



Communities across Canada, with the support of their community foundations, are using Vital Signs to identify priorities and take action to improve local quality of life.

Can Canada win the war against obesity?

Helping Canadians invest in community

Obesity is one of the easiest health conditions to recognize, yet finding a remedy is proving difficult. Even with increased attention and action on the part of policymakers, business and the not-for-profit sector, Canada's obesity rates continue to rise.

Current statistics show that 18.1 per cent of Canadian adults self-reported being obese in 2010, an increase of 2.8 per cent since 2003. Measured data show about one in four adults and one in 11 children are obese.

So, after more than a decade of efforts to fight obesity on multiple fronts, why aren't we making a difference? That's a key question posed by Canada's Vital Signs 2011, an annual report about the quality of life in Canadian communities.

"We use Vital Signs to shine a light on what's working in our communities and where we need to put our attention and resources – the numbers provide us with an important tool for action," says Ian

Bird, President and CEO of Community Foundations of Canada. "We know that provinces like Alberta are now moving to more co-ordinated strategies that involve the whole community."

For example, The Community Foundation of Greater Grande Prairie made obesity the focus of its first Vital Signs report and is planning an initiative with Alberta Health Services to address obesity in the workplace.

One expert agrees that more work is needed.

"Obesity may be a societal problem, but it is a very personal issue. At our clinical research centre, we have seen that most individuals CAN change their relationship with food, their appetite and their body mass with appropriate dietary support. But fad diets, scare tactics and even public education campaigns alone aren't working," says Dr. Michael Lyon, Medical Director at the Canadian Centre for Functional

Medicine, an independent research institute that works in association with the University of British Columbia.

Dr. Lyon explains: "Losing weight is not the only goal – controlling appetite all day long and changing lifelong habits is the long-term solution for individuals who are obese. We have to take action against obesity at both the individual and social level."



Ian Bird, President and CEO of Community Foundations of Canada: "We use Vital Signs to shine a light on what's working in our communities and where we need to put our attention and resources."



Dr. Michael Lyon, Medical Director at the Canadian Centre for Functional Medicine: "Obesity may be a societal problem, but it is a very personal issue."

Vital Signs is a national program of Community Foundations of Canada. Vital Signs reports are released annually by community foundations across the country to give Canadians reader-friendly snapshots of how we're doing in key areas that affect our quality of life – from health, education and housing, to work, the environment and the arts. Learn more about Vital Signs at www.vitalsignscanada.ca.

Webber Naturals is the sponsor of the 2011 Vital Signs Giving Guide. Dr. Lyon, an Adjunct Professor at UBC, heads a team that has spent more than a decade studying appetite and obesity. A key project of the team was the development of a patented polysaccharide (fibre) complex supplement called PGX, which helps balance blood sugar and restore insulin sensitivity, two key factors in weight management. For more information about PGX and Webber Naturals visit www.webbernaturals.com

Vital Signs is just one of the ways that community foundations connect Canadians to community needs and opportunities. Each of the country's more than 175 community foundations is home to a wealth of expertise and experience about local issues and organizations.

Every community foundation is dedicated to helping people invest in their community so it can become a better place to live, work, learn and grow. Community foundations draw on all of a community's assets – bringing people together, gathering and disseminating knowledge and mobilizing financial resources to make a difference, now and in the future.

If you're looking for advice or ideas about how you can invest in your community, get in touch with the Community Foundation near you. You can find a full list at www.cfc-fcc.ca.

To find out more about how Canadian communities are faring, visit the Canada's Vital Signs website at www.vitalsignscanada.ca. You will find our national report there along with links to all 22 local Vital Signs reports.

You can also monitor our response to Vital Signs year-round on our blog. Join the conversation about what it takes to build vital communities at www.canadasvitalsigns.wordpress.com or on Twitter at [CFCvitalsigns](https://twitter.com/CFCvitalsigns).

HEALTH

Obesity rates in Medicine Hat propel Community Foundation to action

Community Foundation of Medicine Hat & Southeastern Alberta

THE ISSUE: The obesity rate in Medicine Hat is nearly 50 per cent higher than the national average

THE OPPORTUNITY: Take a leadership role in raising awareness and building resources

In more ways than one, it's a big problem. Medicine Hat area residents are less physically active than the average Albertan, which is no doubt in part to blame for an obesity rate that is nearly 50 per cent higher than the national average.

"We have been highlighting these issues in Vital Signs since 2008, and so it was important to take a leadership role and do something about it," says Mike Christie, Executive Director of the Community Foundation of Medicine Hat & Southeastern Alberta.

The organization, in partnership with CHAT TV, the local television station, created a series of infomercials to create awareness of the issue amongst as wide an audience as possible.

The Community Foundation also granted \$10,000 to Kidsport, a local charity that helps kids with the expenses incurred by their chosen sports, thus ensuring a lack of means doesn't keep them from participating in physical activities.

"We wanted to raise awareness, encourage good habits, and ensure resources were available for those who needed them."

– Executive Director Mike Christie
www.mhcf.ca



A series of local television spots encourage healthier living

LEARNING

Preschool program promotes healthy development for Aboriginal youngsters

Victoria Foundation

THE ISSUE: Lack of child-care spaces in the Capital Region

THE OPPORTUNITY: Create additional spaces focusing on a marginalized population

When Victoria's Vital Signs 2009 revealed only 5,244 registered spaces for 18,126 children five and younger in the area, the Victoria Foundation decided it could help bridge that gap in a unique way.

By supporting the establishment of Little Paws Preschool, the foundation is addressing that finding while also helping Aboriginal children grow and develop in culturally sensitive surroundings.

Little Paws Preschool accepts children aged 3 to 5, some of whom are in government care. They are more prepared for the next level of education and are healthier because of their interactions with their peers and culturally safe adults, says Bruce Parisian, head of the Victoria Native Friendship Centre, which runs the preschool.

"It's impossible to pick just one story because there were so many successes this past school year!" he says.

"This helped the Victoria Native Friendship Centre, which serves 20,000 Aboriginal residents living off and on reserve, expand its continuum of services."

– Sandra Richardson, Victoria Foundation CEO
www.victoriafoundation.bc.ca



Little Paws Preschool provides an excellent link to family and culture for aboriginal children

YOUTH

Social marketing campaign tackles teen pregnancy issue

Greater Saint John Community Foundation

THE ISSUE: Teen-pregnancy rates in Saint John are almost double the provincial average

THE OPPORTUNITY: Educate target populations via social media

Teen parents often face a lifetime of extraordinary challenges. In Saint John, NB, in 2009-10, 132 of 1,706 babies (7.7 per cent) were born to teens – one third of whom were under the age of 18.

Failing to complete high school, living in poverty, and single parenting are all potential results.

"It's an issue that requires a multi-pronged approach," says Greater Saint John Community Foundation Executive Director Jane Barry.

Thanks in part to a \$30,000 grant from the Community Foundation, the Greater Saint John Teen Pregnancy Committee will be embarking on an extensive, multi-faceted social marketing campaign, with help from corporate partners Revolution Strategy and Hemmings House Pictures. The initiative will be influenced by local youth and target those at greatest risk.

"Teen pregnancy has a profound impact on the lives of teen parents and their families."

– Public health nurse Penny Higdon
www.saint-john-foundation.nb.ca



GSJCF is reaching out to those most at risk of teen pregnancy

COMMUNITY

COMMUNITY MEANS SO MANY THINGS TO SO MANY PEOPLE, AND THE WORLD TO US.
IN ALL WE DO AND ALL WE SAY, WE'RE ALL FOR COMMUNITY.

Inspired by the community foundations participating in Vital Signs 2011.

CENTRAL OKANAGAN FOUNDATION
empowering generations to give.

RED DEER & DISTRICT COMMUNITY FOUNDATION
all for community.

COMMUNITY FOUNDATION
of Medicine Hat and Southeastern Alberta

Community Foundation
OF GREATER GRANDE PRAIRIE
Building Tomorrow Today

COMMUNITY FOUNDATION
OF NOVA SCOTIA

OAKVILLE COMMUNITY FOUNDATION
all for community.

Community Foundation
of the North Okanagan

Community Foundation
for Kingston & Area

SQUAMISH COMMUNITY FOUNDATION
moving forward, going back

Fondation du Grand Montréal
Foundation of Greater Montreal

VICTORIA FOUNDATION

SUNSHINE COAST COMMUNITY FOUNDATION

HAMILTON COMMUNITY FOUNDATION
For Hamilton, For Ever

Suburb Community Foundation
communautaire de Sudbury

THE CALGARY FOUNDATION

THE GREATER SAINT JOHN COMMUNITY FOUNDATION
BENEFITTING GREATER SAINT JOHN FOR 30 YEARS AND FOREVER

GOLDEN & DISTRICT COMMUNITY FOUNDATION
for our future.

York Region Community Foundation
personalized giving... your community legacy

TORONTO COMMUNITY FOUNDATION
The Art of Wise Giving™

Community Foundation of Mississauga

Powell River Community Foundation

Learn more at www.cfc-fcc.ca or www.vitalsignscanada.ca

Vital Signs Giving Guide

LEARNING

High school drop-out rates prompt grant to Youth Fusion

THE ISSUE: Montreal has a worrying 32 per cent high school drop-out rate

THE OPPORTUNITY: Support a successful program that pays university students to work with at-risk youth

Foundation of Greater Montreal

It goes without saying that kids generally look up to older kids, and a Quebec program that targets under-performing high schools — with support from the Foundation of Greater Montreal — clearly illustrates that.

Youth Fusion is an award-winning charity that establishes innovative partnerships between high schools and universities, in an effort to counter high-school drop-out rates.

Montreal's Vital Signs 2010 found a significant number of adolescents over 15 years of age did not complete high school (21%).

In 2010, FGM used a donor-advised fund to help refurbish musical equipment in two participating Youth Fusion schools, and the following year supported French, science and math programs for three participating schools.

Youth Fusion pays university students an hourly wage to work with high-risk kids after school on student-directed projects in fields ranging from music and environment to entrepreneurship and robotics.



A student performs during a Youth Fusion talent show.

“Youth Fusion has proven results – the students enrolled graduate in far greater numbers.”

– Marina Boulos-Winton, FGM President & CEO

www.fgmtl.org

HOUSING

A lasting legacy, guided by Vital Signs

THE ISSUE: Waterloo Region's Vital Signs identified Learning and Housing gaps

THE OPPORTUNITY: Make your gift count in the areas of greatest need

Kitchener and Waterloo Community Foundation

Brian Fisher feels strongly about putting his charitable dollars into initiatives that will have the greatest impact in his community.

He and his wife, Nancy, established **The Brian Fisher Family Fund** with **The Kitchener and Waterloo Community Foundation**, and they intend to build the fund over time.

When the Fishers looked at Vital Signs and saw a need in the areas of Learning and Housing, they donated to projects led by **Junior Achievement** (the Success Skills program) and to **Anselma House**, which offers women's crisis services.

As far back as 2004, Fisher — a retired partner and Business and Estate Planning Consultant with KPMG — turned to KWCF to honour the memory of his first wife, Christine, an avid golfer and supporter of the Golf Association of Ontario.

He met with Foundation representatives and set up the **Christine Fisher Memorial Student Award Fund**, which provides yearly awards to qualified female golfing students. This fund has been rolled into **The Brian Fisher Family Fund**.



Anselma House, a shelter for women in crisis, is among the charities Brian Fisher's fund has supported.

“We want to make a difference in the areas of greatest need – Waterloo Region's Vital Signs will help us do just that.” – donor Brian Fisher

www.kwcf.ca

ARTS AND CULTURE

Community investing: Foundation takes it to the next level

THE ISSUE: Charities have difficulty finding financing for expanding services and facilities

THE OPPORTUNITY: Invest \$5 million in charitable projects, instead of the stock market

Hamilton Community Foundation

There's much talk these days about community investment, and Hamilton Community Foundation is putting its money where its mouth is.

The Foundation has launched the **Community Investment Fund**, putting aside \$5-million from its unrestricted fund to invest in local charitable projects — instead of the stock market. This includes \$2-million available as loans to the non-profit sector, through a partnership with the **Community Forward Fund**, an innovative loan and investment fund that provides loans to nonprofits and charities.

The first loan was issued this summer to **Hamilton Artists Inc.**, a long-standing artist-run centre that supports and reflects the diverse environment of the community. It means the group can complete a building project that will contribute significantly to downtown revitalization and a burgeoning arts scene.

“It's a stunning transformation at one of Hamilton's most visible corners,” says Terry Cooke, HCF's President & CEO. “They will be able to complete their project on time while awaiting the promised financing that has been delayed.”



Hamilton Community Foundation issued a loan to this artist-run centre to complete its building project.

“I'm thrilled that HCF is able to use more of its assets in unique ways to support positive change in the community.” – Terry Cooke, HCF President & CEO

www.hcf.on.ca

EDUCATION

University town provides hope of higher education

THE ISSUE: Significant poverty issue identified in seemingly affluent Wolfville

THE OPPORTUNITY: Help residents access the Canada Learning Bond, an RESP fund for low-income families

Community Foundation of Nova Scotia

When Wolfville's Vital Signs 2009 revealed significant poverty in the community, many were shocked.

It prompted the **Wolfville Community Fund (WCF)** within the **Community Foundation of Nova Scotia** to support breakfast and after-school programs, and to partner with the **Wolfville Inter-Church Council** to help people access the **Canada Learning Bond**.

It's a federal grant that contributes \$500 to an RESP (and \$100 each year after) for children living in low-income families. Parents don't have to contribute. But they do need to obtain and file the right paperwork, which at nearly \$30 per child, can be cost prohibitive.

Helping parents to save for education may be controversial if they are struggling to put food on the table, but the WCF understood the need for both immediate and longer-term approaches.

“How many children walk past Acadia University never giving it a second thought that a higher education is something that is possible for them too?” asks Dick Groot, WCF Chair.



The Wolfville Community Fund is helping people pay for birth certificates so they can access Canada Learning Bond funding

“We help communities build the social and financial capital they need, both today and tomorrow.” – Allison Kouzovnikov, CFNS Executive Director

www.cfns.ca

www.vitalsignscanada.ca

PGX[®] corrects the real reason why we gain weight.

“I recommend to my patients that they use the safest and most natural treatments first. That's why I'm so excited about PGX. It supports healthy blood sugar, controls weight, and lowers cholesterol naturally.”
Hyla Cass, M.D.

Why PGX[®] Works

PGX[®] addresses one of the core reasons behind weight gain and unhealthy appetite — blood sugar imbalance. Many overweight people suffer from blood sugar levels that rise and fall rapidly throughout the day. Falling blood sugar levels signal the brain that we need to eat.

Unlike many diet products that try to suppress appetite, PGX corrects appetite by normalizing blood sugar levels.

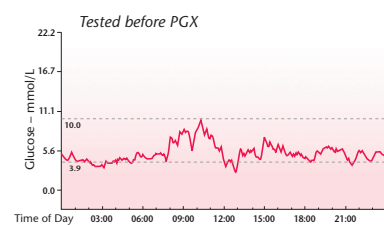


Figure 1: Uncontrolled and erratic blood sugar levels of an overweight woman over 24 hours with a poor diet and no physical activity.

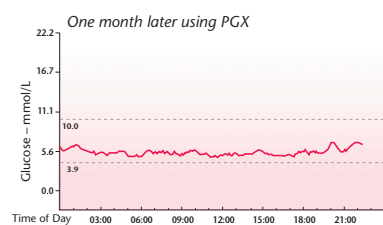


Figure 2: Controlled and balanced blood sugar levels of the same woman after consuming PGX for 6 weeks with an improved diet and experiencing a healthy weight loss of 2 pounds per week.

Learn more at pgx.com

The PGX support centre is available to answer your questions at:

1-800-895-1470 support@pgx.com

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