Facing challenges, making the grade.
Calgary’s Vital Signs is an annual community check-up conducted by The Calgary Foundation that measures the vitality of our community, identifies trends and assigns grades in areas critical to quality of life.

**Grading at a Glance 2014**

| WELLNESS  | B- |
| LIVING STANDARDS | B- |
| LIFELONG LEARNING | B- |
| ARTS | B |
| ENVIRONMENT | B- |
| THRIVING POPULATIONS | B- |
| COMMUNITY CONNECTIONS | B- |

A = Excellent, stay the course  
B = Good, but some improvements could be made  
B- = Average performance, many areas need to address these issues  
C = Below-average performance, additional work required  
F = Failure, immediate action is crucial

*Info on these key issue areas is available at thecalgaryfoundation.org

This report only scratches the surface, there’s a lot more information! Further detail on the indicators and sources can be found at thecalgaryfoundation.org

**Overall Quality of Life**

Four issue areas were revealed to have the greatest impact on overall quality of life. When these factors are positive (e.g. high grades), quality of life is positively affected.

1. **Sports & Recreation**
2. **Personal Safety**
3. **Work & Economy**
4. **Housing**

**The 2014 Vital Signs citizen survey rated our overall quality of life as a B**

**The Faces of Calgary**

Calgary is a dynamic and vibrant city, full of opportunity, optimism and steady growth. Our population is rapidly climbing at a rate 2.5% greater than the national figure. The 2014 civic census indicated that approximately 77 people move to Calgary each day. The Toronto Board of Trade’s annual Scorecard on Prosperity report ranked Calgary second only to Paris amongst 24 international cities in 2014.

While we continue to ride the “Best Places to Live” wave, we are reminded that not all of our citizens are part of the prosperity. Calgarians living below the poverty line are faced with the challenges of meeting basic needs – rental vacancy rates dipped again in 2014 and the rising cost of food means that monthly food budgets are reaching peak levels. Aboriginal people are over-represented amongst the homeless population, with 40% of Aboriginal children who live off-reserve living in poverty. There is much to celebrate, however. We asked our Vital Signs survey respondents how the quality of life in Calgary has improved over the past two years, and responses included a strong sense of civic leadership and engagement, improved urban planning and transportation infrastructure, along with a growing and diverse arts community.

While we have our challenges, Calgary benefits from the inspiring people and organizations who are working to make a difference. Throughout this Vital Signs Report, you will see the faces of Calgarians who contribute to the energy of our great city and work to improve our overall quality of life. These are the faces of our community spirit. The Calgary Foundation is privileged to see these faces and many others like them on a daily basis.

**Simon Ross, Executive Director, Ghost River Rediscovery Society**

**Albina Shuman, Older Adult Services Program Coordinator, Jewish Family Service Calgary**

*The Calgary Foundation, 2014*
Citizen priorities:

- **Mental Health**: Increase access to supports for those with mental health problems; Decrease stigma of mental health problems
- **Physical Health**: Encourage a physically active population; Decrease obesity rates
- **Safety**: Reduce rates of domestic violence and abuse; Improve neighbourhood safety; Increase visible presence of police
- **Sports & Recreation**: Repurpose outdoor spaces into multi-purpose & multi-season facilities; Increase access to and investment in sports and recreation opportunities

**Wellspring Calgary**

After losing her own father to cancer, Patti Morris helped establish Wellspring Calgary. Now the Executive Director, Patti and her team provide a unique home environment that offers a holistic approach to those dealing with cancer. Since 2007, Wellspring Calgary has welcomed thousands of individuals living with cancer through their doors, while providing services that don’t require medical referrals. Wellspring Calgary helps individuals, families and friends coping with cancer diagnosis through innovative non-medical therapy, including cancer survivor peer support, meditative yoga sessions and financial counselling services.

Wellspring receives funding from The Calgary Foundation through Donor Advised Funds and Community Grants. [wellspringcalgary.com](http://wellspringcalgary.com)

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**Did you know?**

- **Mental Health**: 23% of the population (aged 12+) consumed 5 or more drinks on one occasion at least once a month last year – up from 2012 rate of 19.3%
- **Physical Health**: 7.9% of Calgarians rated their mental health status as “excellent” or “very good” in 2013 (down from 76.1% in 2003). This is above the national rate of 71.1% and the provincial rate of 72.4%.
- **Safety**: 14.5% increase in violent crime severity between 2011 & 2012
- **Sports & Recreation**: Just over half of Calgarians are physically active
- **The Mental Toll of the Flood**: In June 2014, Alberta Health appointed a Chief Mental Health Officer to help victims of the recent flood cope with the emotional and psychological consequences. The appointment ensures a coordinated mental health approach in Alberta.

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**Further details on these indicators and sources can be found at [thecalgaryfoundation.org](http://thecalgaryfoundation.org)**
Housing: 43.2%  
Work: 23%  
Getting Around: 20%  
Food: 15%  

Citizen Survey Priorities:  
• Increase production of locally grown food  
• Improve access to affordable & nutritious food  
• Provide more skills training for workforce transition into the workforce  
• Support living wage policies & opportunities to build financial assets  
• Improve transit affordability  

Citizen Surveys:  
Vital Signs  
Living Standards  
2014  

Accessible Housing  
After suffering multiple strokes that left him partially paralyzed, Carl Taylor struggled to find an accessible and affordable place to live. Accessible Housing’s Foundation Place residence gave Carl a safe place to call home and a sense of belonging. Today, Carl is grateful for the compassion and care he receives from the organization and is proud of the resulting independence. For over 40 years, Accessible Housing has assisted Calgarians living in vulnerable positions. Following the belief that everyone deserves a home, they plan to assist 180 Calgarians in obtaining accessible and affordable housing within the next year. Accessible Housing receives support from The Calgary Foundation’s Donor Advised Funds and the Community Grants program. accessiblehousing.ca

Poverty:  
• Elderly (age 65 +) Poverty Rate Above National AVG: 7.0%  
• Alberta’s Work Longer Week, Delay Retirement:  
  - Alberta, on average, work a longer week than most other Canadians, and are often asked to delay their retirements. A tight labour market causes one-in-10 workers over the age of 70 remain in the labour market in Alberta and Saskatchewan, and more than one-third of Albertans age 65 to 69 remain employed.  

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• Low Income Alberta Household 2013: 32%  

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Did you know?  
• 53% of Calgarians grow their own food, up from 43% in 2010.  

In May 2014, Attainable Homes Calgary Corporation launched its first inner-city development of 25 attainable units for eligible Calgarians. For more information, visit: AttainYourHome.com
Citizen priorities:

- **Early Childhood Development**
  - Increase availability of high quality, affordable early learning services
  - Increase supports for children with development difficulties
  - Ensure support systems and programs offering parenting advice

- **Education & Learning**
  - Ensure resources for a high quality public school system
  - Improve post-secondary affordability
  - Increase access to and affordability of post-secondary education

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**Calgary Reads**

John Kelly is an avid young learner at Calgary Reads. At just four years old, John is already practicing his reading at preschool and at home with his parents. Knowing that the first five years are crucial to a child’s brain development, Calgary Reads equips parents with the tools they need to raise successful readers. To support children in developing a passion for reading, Calgary Reads understands that parents play a large role in helping children learn to read and read to learn.

Calgary Reads receives support from The Calgary Foundation’s Donor Advised Funds, and recently partnered with the Inglewood Night Market for a Soul of the City Neighbour Grant. calgaryreads.com

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**Did you know?**

“**How Brains Are Built**” is an animated story about healthy brain development and how experiences in the earliest years change the architecture of the brain in ways that make us more or less vulnerable to the later development of life long health outcomes including mental health problems and addictions. Learn more about how the “Serve and Return” approach helps lay a healthy foundation for future development. Watch the video at: albertafamilywellness.org

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**Long-term educational needs**

Half of our children developing appropriately by age 5

Canadian scores lowest in the country in daycare access

High school drop out risk starts in elementary school

90% of kids who have trouble reading in Grade 1 will still have trouble by Grade 4.

This increases the risk of dropping out of high school.

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According to the United Way’s “All in for Youth” strategy, the estimated annual cost to society per dropout is tied to earning loss, use of social assistance, health care, crime and tax revenue loss.

Average number of youth that drop out of high school in our city each year.

Calgary has second highest level of education in Canada*

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**UNIVERSITY UNDERGRADUATE ENROLLMENT IN CALGARY**

**FULL TIME UNDERGRAD 2013**

**PART TIME UNDERGRAD 2013**

**UPEI**

23,390

1540

**MRU**

9,450

1970

**TOTAL**

32,840

3510

**DEMAND FOR WORKERS INCREASING DRAMATICALLY OVER NEXT 6 YEARS**

By 2020

190,000 WORKERS NEEDED

According to one estimate, Canada could face a shortage of one million tradespeople by 2020 as baby boomers retire. Demand for workers in this city is expected to increase by almost 190,000 jobs.

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**2014**

B-

Lifelong Learning
Further details on these indicators and sources can be found at thecalgaryfoundation.org.

In 2010, we had the highest per capita spending on arts and culture in Canada.

Did you know?

Calgary’s Centre City: Poets, Plaza officially opened, work began on the Civic District Public Realm Strategy, Olympic Plaza and the new Central Library, and, Council approved The New Downtown Land Use District, which included an updated incentive density system designed to support public amenities.

Did you know?

VITAL SIGNS
CITIZEN SURVEY GRADE:

A 2014

Arts

Citizen priorities:

- Offer affordable arts and culture activities
- Develop creative space for the arts community
- Better promote arts and culture events
- Support an abundance and variety of festivals and events

FACTS ABOUT ARTS AND CULTURE IN CALGARY:

EMPLOYMENT IN THE ARTS UP FROM 2012

JOBS IN ALL INDUSTRIES IN CALGARY FROM 2012 (12,600). EQUAL TO 1.83% OF INDUSTRIES, AN INCREASE OF 12.7% INCREASES due in part to tremendous community support for arts organizations impacted by 2013 flood.

FILM, TV & DIGITAL PRODUCTION GENERATE AN AVERAGE OF $100 MILLION EACH YEAR

In 2010, we had the highest per capita spending on arts and culture in Canada.

FILM, TV & DIGITAL PRODUCTION

GENERATE AN AVERAGE OF $100 MILLION EACH YEAR

10% INCREASE BETWEEN 2002 & 2013 - A SLIGHT REVERSAL OF A 25-YEAR TREND.

IMPROVEMENTS AT THE CITY

Between 2005–2012, The City of Calgary reduced greenhouse gas emissions by 44%.

Sustainability

ECOLOGICAL FOOTPRINT HIGH

In 2010, Calgary’s footprint was higher than the national average, higher than those of other North American cities, and higher than those of most other nations, with the exception of the United States and the United Arab Emirates.

Did you know?

Since 2009, The City has been planting fruit trees and shrubs in locations around Calgary as part of a community-initiated research project in order to increase opportunities for local food production activities.

Environment

VITAL SIGNS
CITIZEN SURVEY GRADE:

B 2014

Citizen priorities:

- Preserve urban parks & natural spaces
- Reduce ecological footprint
- Decrease greenhouse gas emissions
- Improve alternative energy options
- Reduce waste generation
- Increase number of farmer’s markets

Sustainability

GREENHOUSE GAS EMISSIONS DOWNS

17.7 TONNES of GHG emissions per capita each year, placed Calgary 5th out of 50 world cities in a United Nations report.

Did you know?

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Environmental

ENERGY AND ENVIRONMENTAL IMPACTS

Green buildings on the rise

97

208.1% reduction in energy use

90.6% average occupancy rates

83.5% average litter reduction

47.9% average walkability

97% average building environmental design

Did you know?

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Conservation

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Did you know?

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The Shakespeare Company

Hayans Kadri is a director, fight choreographer, university theatre instructor and classically-trained actor. As Artistic Producer of The Shakespeare Company, Hayans presents innovative performances that make Shakespeare entertaining and inviting to all Calgarians. Plays like Othello and As You Like It are performed with culturally relevant themes in a way that engages a younger audience in the art of Shakespeare. Through a range of outreach programs that focus on the classics, Hayans nurtures and cultivates the talents of emerging artists by offering performances, workshops and classes.

A Community Grant from The Calgary Foundation assisted The Shakespeare Company in increasing communication and connection with their audience. shakespearecompany.com

Ghost River Rediscovery Society

As a young camper at Ghost River Rediscovery Society’s youth camps, William Kahnapace showed great potential as a mentor. Now a youth volunteer for the organization, William shares his passion for the outdoors by engaging the next generation of campers in cultural outdoor education and Aboriginal teachings. From educational hikes to traditional Aboriginal teachings, campers learn about nature and culture. By sharing the wisdom of elders in the Aboriginal community, Ghost River Rediscovery helps youth connect with nature and rediscover the importance of conserving the environment.

The support of The Calgary Foundation’s Donor Advised Funds and Flood Rebuilding Fund, helps send kids and adults alike to camp each year. ghostriverrediscovery.com
Citizen priorities:

- Aboriginal Peoples
  - Improve educational attainment levels
  - Nurture connection to Indigenous identity
  - Increase awareness of Aboriginal peoples as part of Calgary’s landscape
- Aging Population
  - Develop more assisted living & affordable housing options
  - Reduce isolation
- Youth
  - Expanding participation in community & civic life
  - Increase education on bullying, LGBT (Lesbian, Gay, Bisexual, Transgender), drug, gang & sexual exploitation issues
  - Increase access to mental health supports
- Immigrant Newcomers
  - Expand supports for accreditation of foreign professionals
  - Ensure sense of identity & belonging amongst immigrant youth

Jewish Family Service Calgary

After immigrating to Calgary from Israel 12 years ago, Raisa Goyham felt lost and frightened. Through the Older Adult Services program, Jewish Family Service Calgary provided Raisa with housing that helped her transition into the Calgary Jewish community where she now volunteers with many Jewish associations.

Calgary ranked 9th out of the 10 Best Places for New Immigrants in Canada.

Was this helpful?
Citizen priorities:

- **Neighbourhoods**
  - Increase ability to act on community issues
  - Frequent neighbourhood-based small businesses

- **Citizen Engagement**
  - Improve voter turnout
  - Encourage participation in voluntary associations & boards
  - Promote individual & corporate philanthropy

- **Inclusion**
  - Increase awareness of diversity & racism issues
  - Ensure social ties for people with disabilities
  - Increase acceptance of the LGBT (Lesbian, Gay, Bisexual, Transgender) communities

### Men Action Network Calgary

Growing up in Guyana, Abbas Mancey was always aware of the male-dominant society which helped shape his belief in the equality of men and women. As a member of the volunteer-led group, Men Action Network Calgary, Abbas is passionate about helping men and boys understand the significant role they can play to prevent domestic violence. Through presentations and community events, the group reflects an ethno cultural range of members committed to promoting non-violence as a legacy for future generations.

A Stepping Stones grant from The Calgary Foundation helped Men Action Network Calgary get off the ground. mancalgary.weebly.com

### Neighbourhoods

- **Vital Signs Survey Result:**
  - Almost 60% of Calgarians feel their neighbourhood well enough to ask help.
  - 3,345 new infill homes

### Inclusion

- **Vital Signs Survey Result:**
  - 18% of survey respondents felt uncomfortable at least sometimes as a result of discrimination

### Citizen Engagement

- **VOLUNTEER CONTRIBUTION TO CALGARY’S ECONOMY**
  - The number of volunteers involved in FCSS-funded programs (City of Calgary Family and Community Support Services)
  - 63,573
  - Estimated value of the volunteer contribution to Calgary’s economy in 2013:
    - 1,066,027
    - $26.55
  - $28,303,017

### Did you know?

- **Canada is 150 in 2017**
  - The Sesquicentennial is Canada’s 150th birthday of Confederation. imagination 150 is a citizen group in Calgary hoping to inspire Canadians to not only show up for the party, but to bring a gift as well. One that is based on our shared values and aspirations for our country. imagination150.org

### Neighbour Day

- **On June 21, 2014 Calgarians came together to celebrate “Neighbour Day” in celebration of the anniversary of the 2013 flood. Citizens celebrated community spirit and recognized the importance of coming together to make communities better.**
Since 1955, The Calgary Foundation has been in the business of building a vibrant community. It is the philanthropic partnerships within the charitable, government and corporate communities that enable us to do this work. The strength and value of the community foundation is reflected in a healthy community supported by a strong, sustainable charitable sector.

The Calgary Foundation Fast Facts 2014

- $47 million received in new gifts
- Asset base of $740.1 million
- $34.7 million granted to 758 charitable organizations
- 52 new funds established
- Ten year compound return — Primary endowment portfolio returned 7.2%, benchmark indices 6.4%

2014 Board Member List

| DALE ENS, BOARD CHAIR | JOHN FISCHER | GREG LOHNES |
| ALI A. BHOJANI, VICE-CHAIR | BEVERLEY FOY | SIÂN MATTHEWS |
| CATHERINE (KAY) BEST | ROBERT (BOB) GIBSON | ELIZABETH PETERS |
| JIM BROWNLEE | WALTER HOSSLI | WES PETERS |
| SUNNY DELANEY-CLARK | MURRAY LAVERTY | PATTI PON |

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 visit: www.vitalsignscanada.ca.

Information on sources and Vital Signs survey results are online at thecalgaryfoundation.org

We’re listening
What do you think about the results of Calgary’s Vital Signs 2014 Report?
Tweet: @calgfoundation #vitalsignsyyyc
facebook.com/thecalgaryfoundation

Vital Signs Project Team:
The Calgary Foundation
Kerry Longpré – Project Leader, VP, Communications
Janice Francey – Communications Specialist
Taylor Barrie – Communications Coordinator
Deborah Bartlett – Research Consultant

Creative Partner | Survey Partner
juice | The Praxis Group

Methodology:
1,535 citizens added their voice to Calgary’s Vital Signs by assigning grades, choosing their top 3 priorities and adding their comments on things that are working well in each of the key issue areas. The online survey, conducted by The Praxis Group, is based on a ‘self-selected’ respondent population. Results are reliable within +/- 4%, 19 times out of 20.

In 2013, a random sample telephone survey was conducted in the same survey period asking the same grading questions. There was no statistically significant difference in the grades provided in the random method compared with the self-selected method. To learn more about how we found our graders, go to thecalgaryfoundation.org

Indicator Research
Local experts representing a range of Calgary organizations provided research support to ensure that the indicators used for Calgary’s Vital Signs are relevant, accurate and comprehensive. Community Foundations of Canada, who retain The Centre for the Study of Living Standards to undertake national research, provided additional indicator data. To see a full listing of our research partners go to thecalgaryfoundation.org