

2016 | CAMPBELL RIVER'S **VitalSigns**[®]

Community foundations taking the pulse of
Canadian communities



Campbell River
COMMUNITY
FOUNDATION

Message from the Board Chair and Past Chair



The board of the Campbell River Community Foundation is pleased to present this area with our first VitalSigns® publication.

We hope that this report will provide organizations in the Campbell River region with the information to target assistance where it is most needed.”

We plan to produce a VitalSigns® publication every two years, in order to gauge the improvements and trends in various issue areas.

Thank you to all the individuals and organizations who provided input, giving this publication first-hand knowledge of conditions in our community. The VitalSigns® steering committee was so impressed by the support and enthusiasm of everyone involved.

We wish to thank the City of Campbell River, Meyers Norris Penny, and private donors, along with a financial commitment from the Campbell River Community Foundation, who provided the sponsorship to produce the VitalSigns® report.



Jim Harris
Board Chair
Mary Ashley
Past Chair

Campbell River Community Foundation

Acknowledgments

Thank you to the VitalSigns® steering committee. The following Campbell River Community Foundation board members, staff, and associates gave their time, expertise, and feedback to make this report possible:

Jim Harris, Steering committee chair
Mary Ashley
Alison Davies

Amanda Raleigh
Janice Rickey
Bill Ritchie

Project Lead: Maggie Hodge Kwan

Deepest appreciation is extended to the community of Campbell River and area. Thank you to all of the community members who took our survey, entered the photo contest, or shared data, information, and enthusiasm as we compiled this report. We listened to you, and your opinions and feedback shaped VitalSigns®.

About VitalSigns® Reports

VitalSigns® is a national program led by community foundations and coordinated by Community Foundations of Canada (CFC). VitalSigns® leverages community knowledge to measure the vitality of our communities and support action towards improving the quality of life. For more information, please visit www.vitalsignscanada.ca.

Why a VitalSigns® report?

By compiling local information and tracking it over time, we will deepen our knowledge and understanding of Campbell River and area. This report is a valuable tool for our foundation, as well as local government, community groups, and residents. It provides a basis from which to celebrate our community's assets and to develop innovative solutions to build a stronger Campbell River.

How is the report organized?

The VitalSigns® report format captures trends on issues that are important to the quality of life and health of a community, in its broadest definition. This report is divided into twelve distinct issue areas that contribute to our community's vitality, arranged alphabetically. In each of the issue areas, 4-5 indicators are evaluated using relevant data. Wherever possible, the data show whether there is improvement or decline from previous years, or how Campbell River and area compares to the province and the country.

What is Campbell River and area?

For the purpose of this report, Campbell River and area uses traditional Statistics Canada census boundaries. Campbell River (Census agglomeration) is defined as the City of Campbell River, Strathcona Area D (Oyster Bay – Buttle Lake), and the Campbell River 11, Quinsam 12, and Homalco 9 reservations. Where possible, data from Quadra Island is also included. When that is the case, we have used the terminology "Greater Campbell River." All efforts have been made to focus on data from this area, but occasionally broader geographic areas are measured. This will be noted.

Data & Indicators

Data

Much of the data within this report was collected by the CFCs data partner, the International Institute for Sustainable Development (IISD). Where possible, it has been verified by local subject matter experts in each issue area. Additional information was provided by local individuals, organizations, and publications. All data sources are listed on page 22.

Indicator Selection

Indicators were selected and prioritized based on the following guidelines:

Indicator Characteristics

- Does the indicator interest the public? (This is informed by a community survey and consultations.)
- Does the indicator inspire action?
- Does the indicator report on a trend or issue that individuals or communities can do something about?
- Does it reveal a strength or weakness of Campbell River and area?

Data Selection

- Is it understandable and measurable?
- Is it publicly available or can it be easily collected?
- How current is the information?
- What is the frequency of collection (for future use)?

Community Foundations of Canada

The Community Foundations of Canada oversees the development of all 191 community foundations across Canada. The CFC coordinates the VitalSigns® program, including the publishing of local and national reports. They provide support to all communities participating in the program via community engagement, data collection, and reporting. In 2016, 32 Canadian community foundations will publish a VitalSigns® report.



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2016 Report Highlights

Arts & Culture

The arts and culture sector has grown in the last decade, with increases in the number of working artists and the number of residents employed in cultural occupations. Both the library and museum are well utilized.

Belonging & Leadership

Civic participation is important to residents in greater Campbell River, which sees higher rates of community belonging, volunteerism, and voter turnout than the provincial average.

Children & Youth

In greater Campbell River, key indicators for children and youth, including child poverty, vulnerability rates on the Early Development Instrument, and self-rated mental health, are near the provincial average. That said, there is still much room for improvement.

Environment

Campbell River demonstrates its commitment to the environment by monitoring indicators of a healthy ecosystem, including fish fence counts and tree canopy cover. Water quality could be improved.

Getting Started in Our Community

Though greater Campbell River has a relatively small visible minority population, the number of languages spoken and countries represented by newcomers demonstrate a diverse community.

Health

Key indicators, including life expectancy from birth, and the proportion of the population without a family doctor, are improving.

Housing

While housing prices are lower than Vancouver Island averages, rental vacancy rates are low and nearly 1 in 10 dwelling units requires repairs. Permits to build duplexes have increased from 2015 to 2016, potentially creating additional affordable rental housing stock.

Income Gap

The poverty rate in greater Campbell River is only slightly higher than the provincial average, but citizens are concerned about the growing gap between the rich and the poor. Many renters, lone parent families, and low-income families are feeling the financial pinch.

Learning

Greater Campbell River values learning, with high school completion rates, Aboriginal high school completion rates, and post-secondary education rates that are all slightly higher than the provincial average.

Safety

Municipal and urban Campbell River both exceed provincial and national crime rates on certain measures, while neighboring Quadra Island sees less illegal activity.

Seniors

The greater Campbell River senior population will see tremendous growth over the next 20 years. Protective factors to promote well-being in seniors include independent living, financial security, and access to quality health services.

Work

Major projects in Campbell River and area are creating new opportunities for the community. Unemployment and median earnings are close to the provincial rates.

Village of 100



MARITAL STATUS

Single (never married).....	22
Common law	11
Married	50
Separated	3
Divorced	8
Widowed.....	6

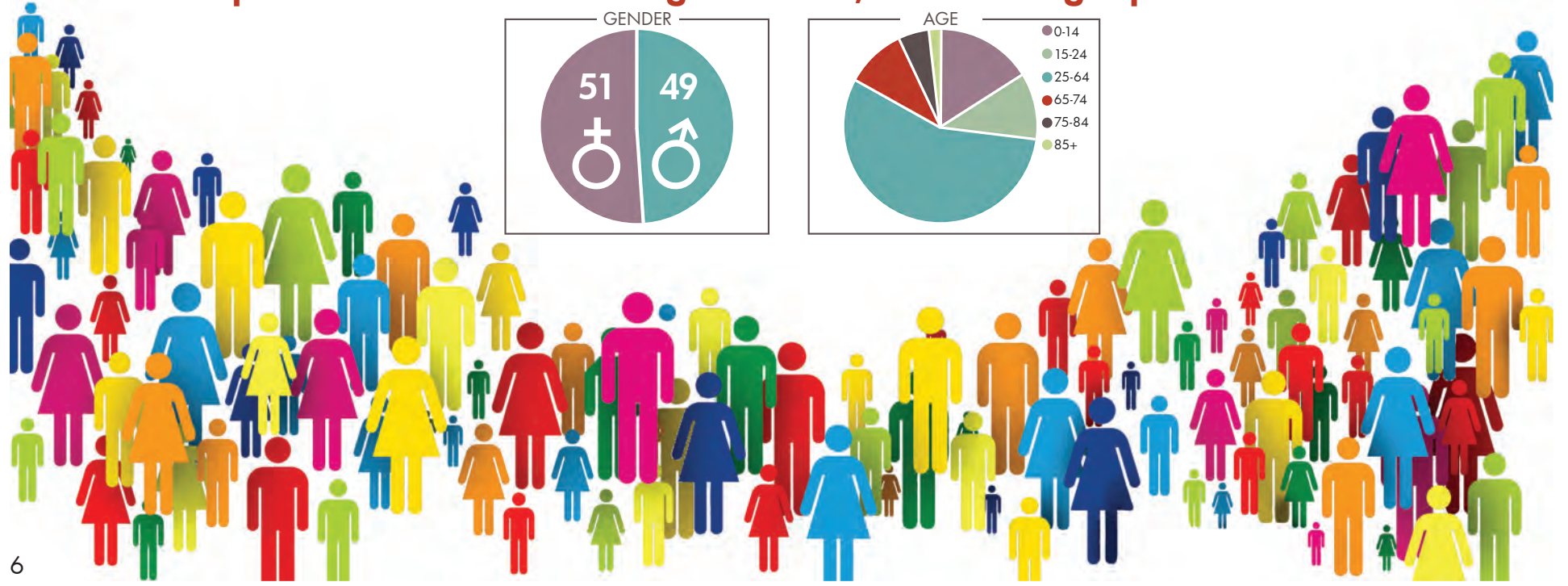
MISCELLANEOUS

Employed.....	56
Low income	31
Aboriginal.....	11
Visible minority	4
Religious affiliation	45
Post-secondary credential .	55
Retired.....	22

LANGUAGES

91 Speak English	9 Speak a language other than English & French
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If Campbell River was a village of 100, the demographics would be¹:



Art & Culture



your voice

"Arts and culture is something that Campbell River has the potential to really make leaps and bounds in... Let's lure writers and artists to town by providing them with cheap, community supported spaces to work."⁵



impact

In 2015, the **Campbell River Community Foundation** provided an \$1,800 grant to the **Campbell River Arts Council** in support of their "Art in the Hospital" initiative. This unique program saw the Arts Council partner with local artists and the **Campbell River Hospital** to create wall decals of soothing artwork. These are placed at gurney level, so that patients being wheeled into surgery may be comforted by the images they see. Using evidence-based research about patient preference, the Arts Council has focused on nature scenes.

75

Number of working artists

There are **75** artists in Campbell River who earn a livable income by engaging in the creative or performing arts. This number has increased by **10** since 2006, when there were **65** working artists in Campbell River.^{1,2}

175,408

Library visits

In 2015, the Campbell River branch of the Vancouver Island Regional Library recorded **175,408** library visits. That's **4.9** visits per person in Campbell River.

Currently, **82%** of library cardholders are adults, while **11%** are children and **7%** are teens.³

2.5%

Employment in cultural occupations

In 2011, **420** members of Campbell River's workforce were employed in cultural occupations (art, culture, recreation, or sport). This is a significant increase from 2006, when there were **275** individuals working in the culture sector. ^{1,2}

28,000

Museum visits

In 2015, the Museum at Campbell River saw nearly **28,000** visitors. Aside from permanent installations, 2015 museum exhibits included "Rust in Peace" and "Discover the Passage," both highlighting local history.⁴



your voice

"Post more volunteer opportunities on social media, so younger folks can see what's out there."⁵



did you know?

Community Foundations of Canada releases a themed national Vital Signs report each year that complements local reports. In honor of Canada's upcoming sesquicentennial, CFC is exploring the concept of belonging. They define belonging as:

"Simply put, belonging is being part of a collective we. It's about how much we believe we fit in a group or place – and how much that place or group welcomes or includes us. It's the result of connecting with others in rich relationships and engaging in our communities to make them better. Belonging is fundamental to our sense of happiness and well-being."



77%

Sense of community belonging

77% of North Vancouver Island residents 12 and over reported a strong or somewhat strong sense of community belonging. This number has remained fairly steady – in 2003, the first year that this was measured, **76%** of North Vancouver Islanders reported a strong or somewhat strong sense of community belonging.⁶

3 in 4

Volunteer rate

Community volunteerism was last measured in 2010, and **75.5%** of residents in greater Campbell River reported engaging in unpaid volunteer work in that year. This was significantly higher than the provincial average of **49.8%** and the national average of **47%**.⁷

\$260

Charitable donations

In 2014, 1 in 5 Campbell River tax filers gave a charitable donation. The average amount was **\$260**, an increase over 2013 (\$240) and 2008 (\$190). The national average in 2014 was **\$280**, and the provincial average was **\$410**.⁸

74.6%

Voter turnout

74.6 percent of all eligible voters in greater Campbell River that cast a ballot in the October 2015 federal election, up from **65.5%** in the 2011 federal election. The 2015 voter turnout was higher than the provincial average of **70%** and the national average of **68.3%**.⁹

Children & Youth



your voice

"Families struggle to find: stable jobs that pay enough so that they do not have to juggle two or three jobs; affordable housing; childcare that actually supports and promotes their child's development; and food that fits within their budget."⁵



did you know?

Communities across Canada are developing children's charters of rights. These charters rely on children's voices to help adults understand what children need to thrive. The Campbell River Family Network began developing a Campbell River children's charter in 2015, with 315 local children providing direction. The charter will be available throughout Campbell River in November 2016.

23%

Child poverty

The most recent child poverty statistics, from 2013, indicate that **23%** of children 0-17 live in poverty in greater Campbell River. This indicator has remained consistent, dropping to **21.6%** in 2011 but otherwise hovering near **23%**. This is slightly higher than the provincial average of **20%**.¹⁰

32%

Vulnerability rate, children 6 and under

The Early Development Instrument measures child development in five developmental domains. In 2011-2013, **32%** of School District 72's kindergarten students were vulnerable, meaning that without additional support, they may face future challenges in school and society. The greatest area of vulnerability? Physical health and well-being.¹¹

140

Waitlist for out-of-school care

Childcare remains a need for families even after children enter elementary school. In Campbell River in summer 2016, the waitlist for out-of-school care, which is offered to school age children before and after school, was **140**. Some children may be on waitlists for multiple centres.¹²

83%

Self-rated mental health, "excellent" or "good"

According to the 2013 BC Adolescent Health Survey, **83%** of youth in North Vancouver Island chose "excellent" or "good" to rate their mental health. This is comparable to the provincial average. Males were more likely than females to rate their mental health as good or excellent, whereas females were more likely to rate it as fair or poor.¹³



your voice

"Fresh, potable water should be the highest priority for the future health of Campbell River. Even though we have a good source of water now, we have to plan years ahead for when our population grows, climate change impacts our environment, and fresh water sources become more difficult to access."⁵



impact

Protecting and promoting the health of the environment is a big job. Thankfully, greater Campbell River has many organizations created to do just that. Since 2013, the CRCF has given more than \$21,000 to a variety of environmental projects including the **Greenways Land Trust**, the **Friends of Cortes Island**, the **Campbell River Salmon Festival Society**, and **Discovery Passage SeaLife Society**. These organizations have built community gardens, taught children to become junior naturalists, celebrated one of Campbell River's most abundant fish, and opened an aquarium. The CRCF is a proud partner of each initiative.



Environment



10

Species at Risk

Currently **10** animal species are at risk (extirpated, endangered, or threatened) in the Campbell River Forest District. Species include the northern goshawk, barn owl, and Vancouver Island marmot.

Fair

Water quality

Water quality in Campbell River has been rated as "**Fair**," or a **3** out of 5, every year since 2006. Water quality is measured at the confluence of the Quinsam and Campbell Rivers.¹⁴

6,104

Coho smolts counted at Simms Creek Fish Fence

In spring 2015, **6,104** coho salmon smolts were counted at the Simms Creek Fish Fence. This was a large increase over 2014's **1430** coho smolts, and a decrease from **8754** counted in 2013. The fish fence count is a good gauge of the health of local salmon populations.¹⁵

109

Trees per person

In the City of Campbell River, there are **109** trees per resident. Tree canopy covers **58%** of the city, though many of these trees are outside of the areas that are most populated by residents. Street trees provide many benefits, including increased property value, carbon sequestration, energy savings, air quality improvement, and storm water management.¹⁶

7%

Active transportation

7% of employed Campbell River residents commute to their workplaces by walking or biking. **6%** take public transit. The majority, however, commute alone: **75.8%** of residents drive their own car, van, or truck to work. This is slightly higher than the national average of **74%**.¹

Getting Started



your voice

Many survey respondents felt that recreation opportunities, both natural and organized, attract newcomers to Campbell River: "Recreational opportunities – YES, these are our shining light as a community!"⁵



did you know?

Immigrants entering Canada have diverse backgrounds and experiences. Though it may require work to overcome language and cultural barriers, newcomers to the community often want to be involved. This may include volunteering, finding meaningful employment, joining a sports team, or partaking in community activities. Recognize and welcome diversity by inviting anyone new to the community to participate.

+165

Migration

From July 1, 2014 to June 30, 2015, the population of greater Campbell River grew by **165** people. There was a net gain of 8 from international migration, a net gain of 234 from interprovincial migration, a net loss of 63 from intraprovincial migration, and a natural decrease of **14** people.¹⁸

3.6%

Visible minority

Greater Campbell River has a visible minority population of **3.6%**. (This does not include the area's Indigenous population.) The largest visible minority groups in our community are Southeast Asian, Filipino, and Chinese.¹

34

Languages spoken

Residents of greater Campbell River speak **34** different languages, including Canada's two official languages. Aside from English, German, Vietnamese, and Spanish are spoken the most frequently.¹

64

Countries represented

The Immigrant Welcome Centre in Campbell River provides many services to newcomers. In 2014-2015, Immigrant Welcome Centre clients represented **64** unique countries of origin.¹⁹



your voice

"For mental health issues, the closest full service is at the Comox Hospital. Campbell River has very little service when it comes to mental health needs. We need better service to deal with those in crisis periods."⁵



did you know?

Kwakiutl District Council (KDC) Health's mandate is "Gawalla xa hamattall," or "Helping our people," with a focus on prevention and promotion and teaching clients ways to be well. KDC Health offers a variety of health programs including fitness, nutrition, oral health initiatives, immunizations, and home visits. **86%** of members served are on reserve and **14%** are off reserve. KDC Health is committed to quality and safety in health care delivery: "Maya'xala" – "living your life with respect for yourself and others".



80.11

Life expectancy from birth, in years

Data from Vital Statistics demonstrates that life expectancy for greater Campbell River has steadily risen, from **77.34** years in 1996 to **80.11** in 2015. Campbell River's life expectancy is nearly two years less than the Vancouver Island average of **82.05** years.²⁰

4.9%

Proportion of the population without a regular doctor

In North Vancouver Island, which includes greater Campbell River, **4.9%** of residents 12 years and older were without a regular medical doctor in 2014, decreasing slightly from **10.4%** in 2003. **15.1%** of British Columbians are without a family doctor.⁶

72.3%

Self-rated mental health, "excellent" or "good"

72.3% of the adult North Vancouver Island population perceived their mental health as being excellent or good. This indicator reported its highest results in 2008 at **75.1%**. Currently, this indicator is higher than the provincial (**69.7%**) and national (**71.1%**).⁶

127,174

Recreation facility visits

In 2015, the Parks, Recreation, and Culture department reported **127,174** visits to their facilities including the Sportsplex, Community Centre, and Centennial Pool.

That's **3.6** visits per person in Campbell River.²¹

Housing



your voice

“We need more low income housing, as well as more affordable housing for middle-income earners. It is currently very difficult to find affordable, well taken care of rentals for under \$1000 per month.”⁵



impact

Across British Columbia, housing costs continue to climb while housing stock decreases and rental vacancy rates lower. Additionally, the number of emergency homeless shelters across the province has decreased by 17% since 2009. The CRCF welcomes opportunities to work with local organizations that are actively creating solutions to local housing problems. In 2016, the Foundation provided a \$4,000 grant to **Habitat for Humanity Vancouver Island North**. The grant helped fund a project called “Operation Transportation” – the purchase of a bus to transport volunteers. Other organizations receiving grant funds in the last few years include **Willow Point Supportive Living Society, North Island Supportive Recovery Society**, and the **Cambell River and North Island Transition Society**.

NUMBER OF PERMITS TO BUILD NEW, SINGLE FAMILY HOMES²⁵



NUMBER OF PERMITS TO BUILD DUPLEXES



* Note: 2016 information includes January 1 – May 31 only

22+

Number of beds in emergency shelter

Evergreen House, a partnership between the Salvation Army and BC Housing, provides up to **22** beds per night. An emergency shelter managed by the Campbell River Family Services Society offers an additional **16** beds during inclement weather (November 1 – March 31).²²

3.0

Rental vacancy rates

In October 2015, the rental vacancy rate in Campbell River was **3.0**, a decline from **4.8** in October 2014. The vacancy rate is the percentage of all available units in a rental property that are vacant or unoccupied at a particular time.²³

8.2

Dwelling units requiring major repair

In 2011, **8.2%** of all residences in Campbell River required one or more major repairs. This is a slight decrease from **8.6%** in 2006, and one percentage point higher than the provincial rate of **7.2%**.^{1,2}

\$291,900

Benchmark home price

The June 2016 benchmark for a single-family home in Campbell River was **\$291,900**. Benchmark home price has risen **3%** since June 2015. Housing prices across Vancouver Island have increased by **11%** since 2015, with an average home on Vancouver Island costing **\$373,200**.²⁴

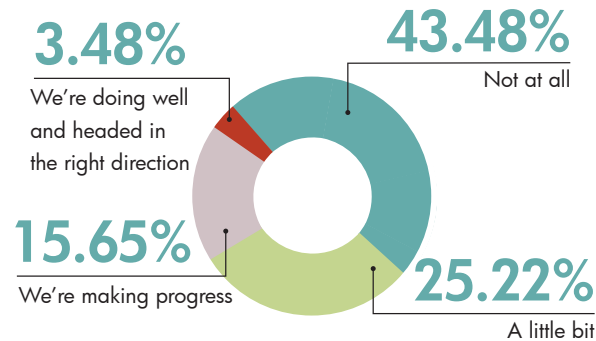


your voice

"We have a few non-profit organizations that are doing a great job of supporting those in poverty, but they have limited capacity due to insufficient and unstable funding."⁵



Response from the community when asked, "Is the gap between the rich and poor closing in Campbell River?"



17.7%

Poverty rate, after tax

In 2011, the overall poverty rate for greater Campbell River was **17.7%**, up from **16%** in 2005. Provincially, the 2011 poverty rate was **16.4%**.²⁶

14.4%

Families making \$30,000 or less

14.4% of economic families in greater Campbell River earned \$30,000 or less each year. At the opposite end of the spectrum, **44.9%** of families in greater Campbell River earn \$100,000 or more each year. For comparison, the percentage of economic families earning less than \$30,000 provincially is **13.6%**, and the percentage of provincial residents earning more than \$100,000 is **33.5%**.¹

50%

Renters spending more than 30% of income on rent and utilities

Half of the **3,950** renters in the Strathcona area, which includes Campbell River and Quadra Island, are spending more than **30%** of their before-tax income on rent and utilities. This merits a "Severe" rating for the region from the BC Non-Profit Housing Association.²⁷

\$32,440

Median income of lone parent families, after tax

In 2013, after tax, lone parent families earn a median amount of **\$32,440** per year. Though this amount has increased every year since 2008, it is lower than the provincial and national medians of **\$37,180** and **\$38,710** respectively.²⁶

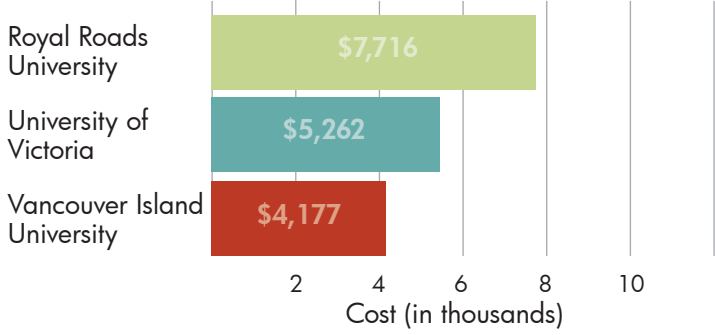
Learning



impact

One of the ways that donors can choose to provide gifts to the CRCF is through a scholarship or bursary. The cost of a post-secondary education can be a barrier for some, and creating scholarship opportunities allows for local students to continue learning after high school. Scholarships overseen by community foundations can be general or specific, meaning that students would need to be entering a certain area of study to be qualified. Scholarships can also be based on academic achievement, student need, or other criteria. The CRCF appreciates opportunities to discuss our scholarship program with interested donors.

Annual cost of university undergraduate tuition, Vancouver Island, 2015³⁰



38
Licensed group childcare facilities
 As of 2014, there are **38** licensed group childcare facilities in Campbell River and area. Of these, 2 serve infants, 6 provide care for toddlers, 12 are for 3-5 year olds, 9 are preschools, and 9 serve school-age children.²⁸

82%
High school completion rate
 In the 2014-2015 school year, **82%** of School District 72 students were First-Time Grade 12 graduates. This means that students enrolled in grade 12 for the first time in September 2014 graduated in the same school year (June 2015). School District 72's high school completion rate was 1 percent higher than the provincial average of **81%**.²⁹

68%
Aboriginal high school completion rate
 In the 2014-2015 school year, **68%** of School District 72's Aboriginal students were First-Time Grade 12 graduates. This compares favorably to the provincial average of **63%**.²⁹

55.3%
Population 15+ with post-secondary
 As of 2015, **55.3%** of Campbell River's population ages 15 and older held a post-secondary certificate, diploma, or degree. This indicator has increased positively every year since 2005, when **45.7%** of the population had some kind of post-secondary education. The provincial average in 2015 was **54%**.²⁶

? did you know?

One facet of community safety is emergency preparedness. When asked to assess Campbell River's level of emergency preparedness, 20% of respondents replied "Don't know" in our community survey.⁵ Emergency risks in Campbell River and area include flooding, wildfire, dam breaches, earthquakes, and others. Make time to be prepared: understand your risks, draft a plan, and create an emergency kit that could sustain you and your family for at least 72 hours.

Safety



2015 Motor Vehicle thefts, per 100,000 pop.

177	130	27
Campbell River (municipality)	Campbell River (rural)	Quadra Island

104.9

Crime severity rate

In Campbell River's municipal area in 2015, the crime severity index was rated at **104.9** per 100,000 persons. This is higher than the British Columbia rating of **94.7**. Rural Campbell River and Quadra Island rates are both lower: **93.8** and **27.4**, respectively. Crime severity has decreased significantly over the last two decades.³¹

2291.5

Youth crime rate, per 100,000 youth

At **2291.5** per 100,000 youth, municipal Campbell River's youth crime rate in 2015 was nearly double the provincial rate of **1229.81**. Rural Campbell River's youth crime rate dropped to **1047.1**, while Quadra Island's sat at **0** and has since 2014. The national crime rate is **2136.8** youth crimes per 100,000 youths.³¹

4843

Property crime violations, per 100,000 population

There were **4843** property crime violations per 100,000 population in municipal Campbell River, close to the provincial rate of **4979** and higher than the national rate of **3220**. Rural Campbell River far exceeded both national and provincial rates, at **7353** violations per 100,000. Quadra Island saw **1235** violations per 100,000.³¹

11

Beds in women's and children's transition house

The Ann Elmore House is operated by the Campbell River and North Island Transition Society, and can provide emergency shelter for up to **11** women (and their children) each night. The CR & NITS also operates Rose Harbour, which provides second stage housing for women.³²

Seniors



? did you know?

36 communities in Canada are recognized as “age-friendly,” and the **City of Campbell River** will soon add itself to that list. With the assistance of a grant, a committee has been struck to examine how Campbell River fares considering eight features of age-friendly communities. Those eight features include outdoor spaces and public buildings; the accessibility and affordability of public transportation; the location, security, build, design, and affordability of housing; social participation; inclusion of older persons in civic life; employment and volunteerism opportunities; availability of age-friendly information and communication; and support and health services that meet the needs of older persons. After community surveys and focus groups, an action plan has been readied and will be implemented.

+236%

Estimated population change, 85 years and greater

Greater Campbell River’s population is predicted to grow by **13%** over the next 20 years. The age group with the highest expected growth? The population 85 years and older, who are expected to increase by **236%** by 2035.³³

1 in 4

Seniors living alone

25.6% of seniors lived alone in greater Campbell River in 2011. The proportion of seniors living alone is only slightly lower than the Island Health average of **27.6%** and the British Columbia average of **25.7%**. The Better at Home program provides non-medical home support services.¹

13.9%

Poverty rate, after tax, for seniors aged 65+

In 2011, the proportion of seniors living in poverty in greater Campbell River was **13.9%**, equal to the province’s average but **2.8** percentage points higher than the Island Health average of **11.1%**.¹

51.8%

Percentage who do not eat recommended fruits and vegetables

A 2014 Canadian Community Health Survey asked seniors aged 65+ if they ate 5 or more servings of vegetables or fruits daily. Nearly **52%** of Northern Vancouver Island residents, which includes greater Campbell River, did not.⁶ The 2014 rate is lower than the provincial average of **60.3%**.⁶

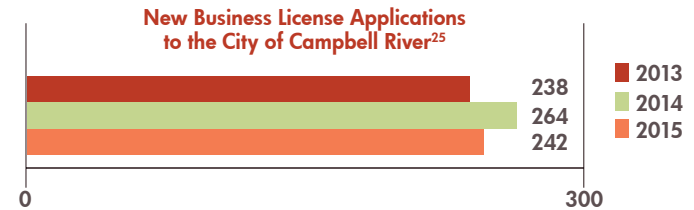


your voice

"This is a resilient community that is still recovering from a mill closure where the main workforce was employed. We have also been a resource community since our inception (logging, mining, fishing). Although these resources still employ many people, they have changed. We need to diversify even more where there are new opportunities (e.g. high tech)."⁵

? did you know?

Two major construction projects have been taking place around Campbell River: Island Health's North Island Hospitals project, and BC Hydro's John Hart Generating Station project. Two local organizations have capitalized on this opportunity to promote local employees and businesses. **North Island Employment Foundations Society** links website visitors to job postings for both projects. The **Campbell River Chamber of Commerce** built and maintains the Major Projects Portal, which allows local suppliers to add their goods and services to a database viewable by purchasers and project staff.



55.6%

Employment rate

In greater Campbell River, the employment rate in 2011 was **55.6%**. This is a slight decrease from 2006, when the employment rate was **58.9%**.^{1,2}

9.5%

Unemployment rate

Greater Campbell River's unemployment rate as reported in 2011 was **9.5%**. This is two percentage points higher than the provincial proportion of **7.5%**, and a small increase over greater Campbell River's 2006 unemployment rate of **8.9%**.^{1,2}

\$47,252

Median earnings for persons working full year, full-time

Campbell River residents with full-time employment reported a median annual income of **\$47,252** in 2011. Assuming a 35-hour workweek, this amounts to a median wage of **\$25.41** per hour. Campbell River's median annual earnings were just short of British Columbia's, at **\$49,143.1**

27

Business bankruptcies

In the Vancouver Island economic region, which includes greater Campbell River, **27** businesses filed for bankruptcy in 2015. This indicator peaked in 2008, when **95** Island businesses declared bankruptcy. Since 2008, business bankruptcies on Vancouver Island have decreased by **71.8%**.³⁴

Ten ways to take action



- 1. Reflect.**
Thank you for reading this report. Take some time to think about what the information within means for residents of Campbell River and area.
- 2. Share.**
Do you know someone who would like to read Campbell River's VitalSigns®, or someone who would benefit from reading it? Pass your printed copy on, or direct family, friends, neighbors, and colleagues to www.crfoundation.ca/vital-signs.
- 3. Discuss.**
Questions for discussion: When you read this report, what surprised you? What confirmed what you already thought about your community? Where will Campbell River be in 5, 10, or even 50 years from now? Where will Campbell River have made the most progress? The least?
- 4. Research.**
If you want to know more about an indicator, please visit the cited source. All sources are listed on page 22.
- 5. Act.**
If you are motivated by what you have read, use this report as a catalyst for positive action.
- 6. Report Back.**
Did you take action because of this VitalSigns report? Please let us know what you did, and what the results were. Contact us at info@crfoundation.ca.
- 7. Support.**
Campbell River needs leadership from all of its residents. There are many worthy organizations that would benefit from your volunteerism and/or financial support.
- 8. Get Political.**
Share this report with local politicians and other decision makers. Request that they use the information within to inform policy and direction.
- 9. Contact Us.**
The CRCF knows the issues and organizations in our community. If you are looking for ways to make a difference, we can help.
- 10. Give.**
If you are interested in keeping your charitable donations local, and want to see increased grant funds for various non-profits, consider making a donation to the Campbell River Community Foundation. Please donate on our website, or contact us to discuss how to best utilize your gifts.

Campbell River Community Foundation History

The Campbell River Community Foundation
Supporting Community. Forever.

Vision.

To improve the quality of life for the citizens of Campbell River.

Mission.

To enrich life in Campbell River by:

- Developing a permanent endowment for the community
- Responding to emerging community needs
- Appealing to donors with varied interests and levels of giving
- Serving as a catalyst for local charitable activities

The Campbell River Community Foundation is one of 6 community foundations on Vancouver Island, and 191 across the country. Founded in 1990, the CRCF has grown every year: since it began granting in 2000, the funds generated have increased annually. As a result, community grants have also increased yearly. In 2016, the CRCF held more than \$1.8 million dollars and granted \$54,561 to a number of diverse community projects. Since granting began in 2000, the CRCF has given out nearly \$350,000 in grants to local non-profits.

The CRCF provides grants to organizations in the greater Campbell River area.”



Fourteen board members direct the work of the CRCF.

Back row, left to right: Urbain Patrick, Stewart Carstairs, Bill Ritchie, Craig Gillis, Jim Harris (Chair), Michael Moscovich, Doug Lang.

Front row, left to right: Maria Woodward, Dan Wickham, Amanda Raleigh (Vice-Chair), Mary Ashley (Past Chair), Brad Piercy

Missing: Glen Clark, Terry Jacques

History



1990

FOUNDED



1994

LEGACY FUNDS



2000

GRANTS BEGIN



2013

Permanent Endowment Funds

\$1 MILLION



2016

AIM FOR \$2 M GOAL

Sources

- 1 Statistics Canada, 2011 National Household Survey
- 2 Statistics Canada, 2006 Census
- 3 Vancouver Island Regional Library
- 4 Campbell River Museum
- 5 Campbell River Community Foundation survey
- 6 Statistics Canada, Canadian Community Health Survey
- 7 Statistics Canada, National Survey of Giving, Volunteering, and Participating
- 8 Canadian Revenue Agency, Financial Data & Charitable Donations
- 9 Elections Canada, Official Voting Results
- 10 First Call BC
- 11 Human Early Learning Partnership, Early Development Instrument
- 12 PacificCARE Child and Family Enrichment Society
- 13 McCreary Foundation of BC 2013 Adolescent Health Survey
- 14 Environment and Climate Change Canada, Local Water Quality in Canada
- 15 Department of Fisheries and Oceans Canada Society
- 16 City of Campbell River Urban Forest Management Plan, Phase 1
- 17 Ministry of Environment, BC Species and Ecosystems Explorer
- 18 Statistics Canada, Estimate of Population
- 19 Multicultural & Immigrant Services Association of North Vancouver Island, 2014-2015 Annual Report
- 20 BC Stats Vital Statistics
- 21 City of Campbell River 2015 Annual Report
- 22 Campbell River and District Division of Family Practice; Campbell River Family Services
- 23 Canada Mortgage and Housing Corporation, Rental Market Report
- 24 Vancouver Island Real Estate Board
- 25 City of Campbell River
- 26 Statistics Canada, Survey of Labour and Income Dynamics
- 27 BC Non-Profit Housing Society
- 28 Campbell River Family Network, 2014 State of the Child Report
- 29 BC Ministry of Education
- 30 Universities Canada
- 31 Statistics Canada, Uniform Crime Reporting Survey
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- 33 Island Health, Campbell River and Vancouver Island West Local Health Area – Senior’s Profile 2015
- 34 Industry Canada, Office of the Superintendent of Bankruptcy

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- *Indicates photo contest winner. Way to go!
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Thank You

to the sponsors that make this report possible.



Campbell River Community Foundation

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