



WATERLOO REGION'S

**VitalSigns**<sup>®</sup>

## ABOUT VITAL SIGNS

*Waterloo Region's Vital Signs®* is an annual checkup through which The Kitchener and Waterloo Community Foundation measures the vitality of our Region, identifies significant trends and examines the priority areas critical to Waterloo Region's quality of life.

For a more comprehensive compilation of data used in this year's *Waterloo Region's Vital Signs* report, please visit our website at [www.wrvtalsigns.ca](http://www.wrvtalsigns.ca)

## TABLE OF CONTENTS

- 3 *Vital Signs* Update
- 4 Priority Areas
- 6 Canadian Index of Wellbeing Community Wellbeing Survey
- 8 Arts & Culture
- 10 Belonging & Leadership
- 12 Environment
- 14 Gap Between the Rich & Poor
- 16 Getting Around
- 18 Getting Started
- 20 Health & Wellness
- 22 Housing
- 24 Learning
- 26 Safety
- 28 Work
- 30 Economic Context
- 32 Community Partners
- 33 Photo Contest/Acknowledgements

*The Vital Signs®* trademark is used with permission from Community Foundations of Canada (CFC).





## VITAL SIGNS UPDATE

Welcome to the sixth edition of *Waterloo Region's Vital Signs* (WRVS)—a snapshot of the quality of life in our community. Since 2007, we have aspired to infuse civic engagement, to provide focus for public debate and to mobilize philanthropy around community need. As a Community Foundation, WRVS helps us focus on the most challenging issues facing our Region. Whether it is setting strategy at the Board of Directors, improving the impact of our grant work or building relationships and knowledge, *Vital Signs* is a tool for learning, for change and for action.

Your WRVS team has been busy collecting a wealth of high-quality information. Amongst other sources, you will see data from Stats Canada, the Ontario Municipal Benchmarking Initiative (OMBI) and the Canada Revenue Agency (CRA). Supplementing this objective data, the backbone of WRVS is a host of subjective information. We gathered subject matter experts from around the Region into a series of focus groups. To help contextualize the data, we asked them what was working well and what needed attention.

Finally, this year we partnered with the Canadian Index of Wellbeing (CIW) to help ask our Region how it feels about life in this community.

As a continued part of the WRVS process, we convened a panel of experts from around the community to help guide the creation of the report. The experts spoke, and we listened. They helped us understand that although community building must be focused to be successful, to truly understand the issues highlighted in WRVS we would have to revise our silo style. In the following pages we unveil a new approach to viewing the indicator areas, one which we believe captures the complexity and the interrelatedness of working in social change.

Together we can create positive change where it is needed most. We look forward to working with you as we build a stronger, more vibrant Waterloo Region for all.

Sincerely,  
David Brenneman and Rosemary Smith

For a complete overview of the *Vital Signs* methodology and more, please visit [www.wrvinfosigns.ca](http://www.wrvinfosigns.ca)



## WATERLOO REGION'S VITAL SIGNS—PRIORITY AREAS

The report you are holding is the beginning of a new three-year cycle for *Vital Signs*. In the following pages we give you a higher-level view of the 11 indicator areas as well as a regional economic context. In 2014 and 2015, we will return to the *Vital Signs* Priority Report format, focusing on the priority areas identified in this report and helping you discover ways you can take action.

A lot of time and consideration goes into understanding which *Vital Signs* issues are in most need of attention in Waterloo Region. Although there will always be some level of need in each of the areas, we believe to truly make change we must focus our efforts. Collectively, the available data, input and background received from our focus groups as well as our Expert Review

panel tell us the *Vital Signs* Priority Areas for 2013–2015 remain:

- **Belonging & Leadership**
- **Arts & Culture**
- **Getting Started**
- **Health & Wellness**

Throughout this report and the following two years we will work with you to understand the factors underlying these problems as well as how our community can take action. Together we believe we can make Waterloo Region the best place to live, work, play and raise a family.

### GETTING AROUND: *a special focus*

New this year, in addition to the four Priority Areas, is a special focus on Getting Around. As we reviewed the data, it became clear that any difficulty an individual struggles with in Waterloo Region is only exacerbated by issues with access and transportation. The urban and rural divide can isolate those who need social support if they do not have access to a personal vehicle. Gaining employment can be difficult if the place of work is located away from a transit route in a rural or industrial area. These issues and more can impede a person's ability to thrive and to feel like they belong to this community.





## CANADIAN INDEX OF WELLBEING COMMUNITY WELLBEING SURVEY

To add a subjective level of information to the report, we partnered this year with the Canadian Index of Wellbeing (CIW). CIW—a national initiative to measure wellbeing across Canada—is located at The University of Waterloo and specializes in analyzing complex social issues such as those described in WRVS. Working together we adapted their Community Wellbeing Survey for our local context. With the tremendous support of our community partners, 20,000 surveys were sent out to randomly selected households across Waterloo Region. Much of the detailed data was not yet available for this year’s report, and will be used in the next two years to delve deeper into our Priority Areas. We do, however, have some interesting overview data for this year’s report that helps to paint a clearer picture of our community.

The results tell us that one in five of our residents does not feel like they belong. This is problematic because a declining sense of belonging can indicate potential troubles ahead. There appears to be a fairly consistent percentage of our residents—around 10 percent (not necessarily the same people all the time)—who feel like “outsiders” in one way or another.

They do not find our community welcoming, sociable or friendly. They have difficulty connecting with people. More than a third find the accessibility of health care services fair to poor. Through the following pages, look for the Community Survey Data section in each of the indicator areas for information about these threats to community wellbeing and more.

### AT A GLANCE

- Just 51% of our community said they volunteered in the past 12 months
- 44% feel programs and services of local government have made them better off
- 65% have attended a local festival, though only 53% have attended a museum or visual arts event

## THANKS TO OUR SURVEY PARTNERS



COMMUNITY  
FOUNDATIONS  
OF CANADA









### **The Big Picture**

There are many in the Region who recognize the importance of arts and culture to community building, and are working hard to bring more arts to the area. Despite this, our arts and culture workforce lags far behind the province and country both in the number of jobs and the proportion of all jobs.

### **Taking the Pulse**

#### **Working Well:**

- Many community-wide free events
- Collaboration amongst arts-focused organizations

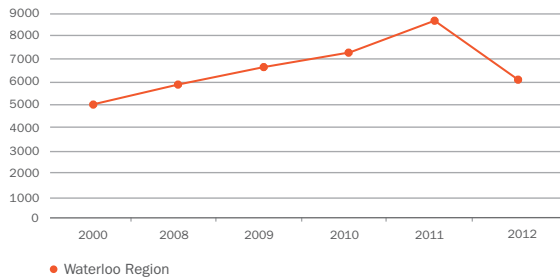
#### **Needs Improvement/Attention:**

- Engage more artists in capacity/leadership discussions
- Connecting ticket/entrance revenue to sustainable support





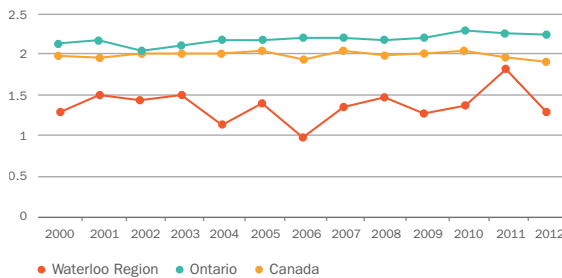
### Employment in Occupations Related to Arts, Culture, Recreation and Sport



**Context:** The number of people employed in the areas of Arts, Culture, Recreation and Sport has declined to just over 6,000 people.

Source: CANSIM Table 282-0114

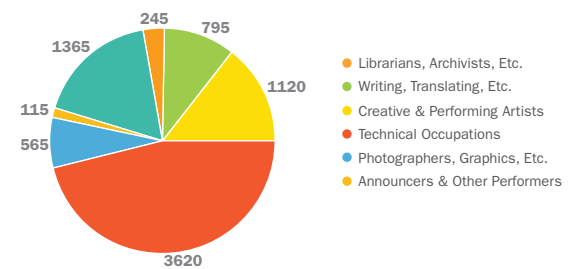
### Percent Employment in Cultural Industries: 2000–2012



**Context:** The proportion of our labour force employed in the cultural industries is lower than both the provincial and Canadian levels at less than 1.5%.

Source: Statistics Canada Labour Force Survey

### Occupations in Art, Culture and Recreation in Waterloo Region, 2011



**Context:** A breakdown of which function those employed in the cultural industries in Waterloo Region serve.

Source: National Household Survey

### Community Survey Data

Two thirds of our polled residents have attended a free festival in the past year.



### **The Big Picture**

The overall trend for our community's sense of belonging continues to decline. This is particularly so for the 20–34 and 45–64 age groups. Fewer people are donating charitably in the Region, though those who do donate are donating more.

### **Taking the Pulse**

#### **Working Well:**

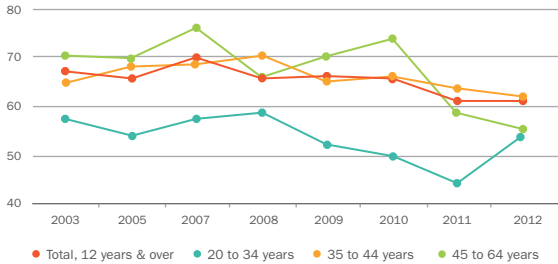
- Our community has a strong sense of social justice and responsibility
- The Region's collaborative/barn raising culture

#### **Needs Improvement/Attention:**

- We need to engage newcomers to our community, not only from outside of Canada but also from other provinces and cities
- We must embrace all forms of leadership



### Somewhat Strong or Very Strong Sense of Community Belonging by Age (%)

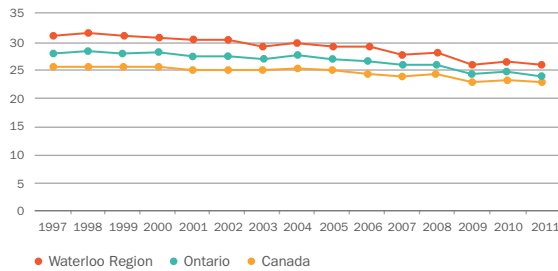


**Context:** Since 2003, the overall trend in those feeling a somewhat strong or very strong sense of community belonging has been in decline. These feelings are especially low amongst those aged 20 to 34 years old.

Source: CANSIM Table 105-0501



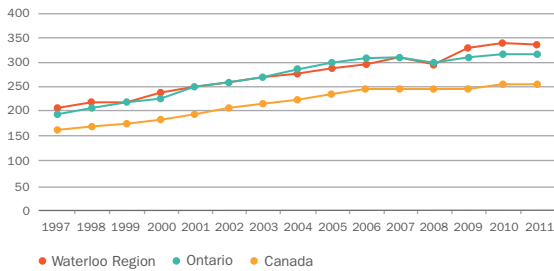
### Charitable Donors as a Proportion of Tax Filers



**Context:** Across Canada the proportion of tax filers who make charitable contributions has been decreasing. Waterloo Region displays this decline as well, however the gap we used to hold over both the provincial and national average has decreased considerably.

Source: Statistics Canada; Table 111-0001

### Median Charitable Donations for Donors



**Context:** Of those who do donate, the median<sup>1</sup> donation has climbed to almost \$350 per tax filer.

Source: Statistics Canada; Table 111-0001

<sup>1</sup> Median provides similar information as mean and is used in certain circumstances as it reduces the effect of irregular data points (outliers).

### Community Survey Data

Survey respondents told us that 81% of them would recommend Waterloo Region as a great place to live.

## WANT TO TAKE ACTION?

Want to take action on some of the issues facing your community? Check out KWCF's Centre for Community Knowledge at [www.cckwr.ca](http://www.cckwr.ca). You will find specific information about charitable organizations doing work in each of the *Vital Signs* areas.





### **The Big Picture**

The environment is an important topic in the Region. The proportion of waste we divert to recycling is higher than the Ontario median and has been increasing steadily since the mid-2000s. As a community we are using less water per day and treating less water annually.

### **Taking the Pulse**

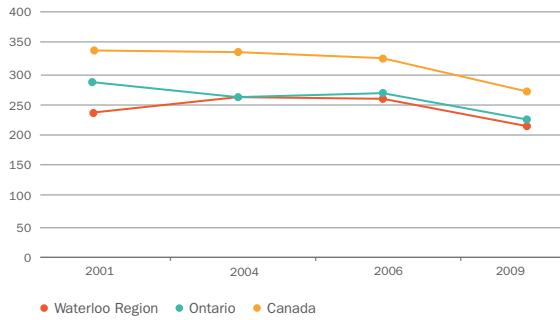
#### **Working Well:**

- Collaboration between Universities and local organizations
- The Region of Waterloo's focus on urban intensification over sprawl and farmland redevelopment

#### **Needs Improvement/Attention:**

- Difficulty covering administration costs in environmentally focused organizations
- More public education and awareness of how they can best protect the environment

### Total Average Daily Flow of Water for Residential Use; in Litres per Capita

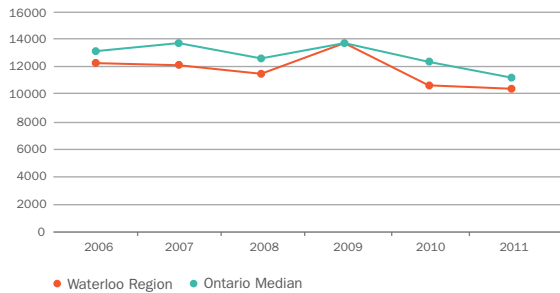


**Context:** Across the Region we are using less residential water per capita; now less than 250 litres per day.

Source: Municipal Water and Wastewater Survey



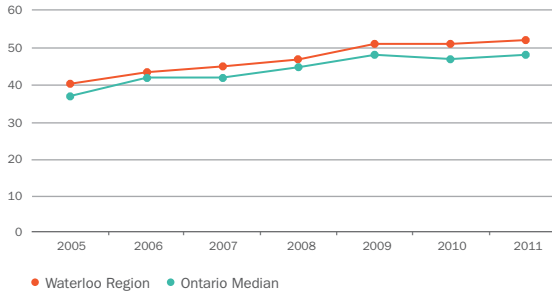
### Megalitres of Treated Water per 100,000 Population



**Context:** The trend in mega litres of treated water is declining, now less than 12,000 mega litres per 100,000 people.

Source: OMBI

### Residential Waste Diverted: 2005–2011 (%)



**Context:** Through reduction, reuse and/or recycling, residents of Waterloo Region now divert over 50% of their residential waste from landfills.

Source: OMBI

### Community Survey Data

Feelings of responsibility towards the environment are high in Waterloo Region. 88% of survey respondents said they feel personally responsible to help protect the natural environment.

### DID YOU KNOW?

A group of Regional Carbon Initiative member organizations have collectively committed to reducing 45,000 tonnes of GHG emissions within the next 10 years; the equivalent of taking over 10,000 cars off the road every year.

# GAP BETWEEN RICH & POOR



## **The Big Picture**

Although our overall poverty rate is low, 25% of our adult population had incomes of \$14,100 or less in 2010. The gap between rich and poor has been growing for some time. Research has shown that the wider the gap, the more stress there is for those who have been left behind. Increased stress leads to poorer health, among other negative factors.

## **Taking the Pulse**

### **Working Well:**

- Supportive housing of Waterloo Region
- Emergency food and shelter access

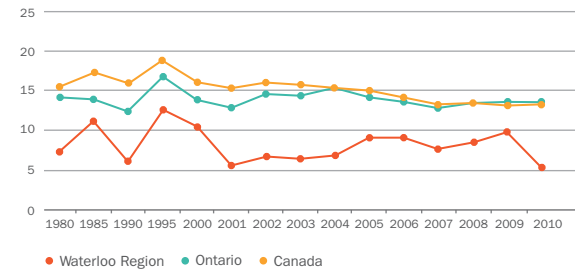
### **Needs Improvement/Attention:**

- Addressing the needs of those in need/at risk in rural areas
- Helping the public to better understand the determinants and effects of poverty





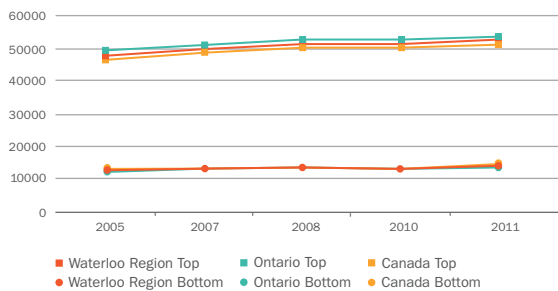
### After-Tax Poverty Rate (LICO) for All Persons



**Context:** The proportion of people living in Waterloo Region<sup>1</sup> deemed poor by the After-Tax LICO method is lower than both the Ontario and Canadian averages. LICO or Low-Income Cut Off represents an income threshold below which a family will likely devote a larger share of its income towards food, shelter and clothing than the average family.

Source: Statistics Canada; Table 202-0802

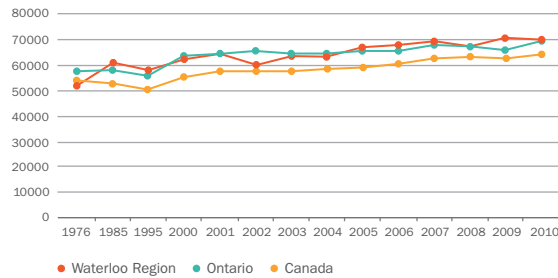
### Median Income Top and Bottom 50%



**Context:** The median income of Waterloo Region's top 50% of tax filers is over \$50,000 per year while the median income of the bottom 50% is just \$14,100.

Source: Statistics Canada Table 204-0001

### Median After-Tax Income for "Economic Families"



**Context:** The median income for economic families, controlled for inflation, has risen to over \$70,000 per year. An economic family is a group of two or more persons who live in the same dwelling and are related to each other by blood, marriage, common-law or adoption.

Source: Statistics Canada; Income Trends in Canada

### Community Survey Data

Of those surveyed, 12% of our population indicated they had to eat less in the past 12 months because there was not enough food or money for food. 8% responded that this happened at least once a month.

<sup>1</sup> Note that because of the smaller population size of the Region of Waterloo this figure is subject to more variability than the province or country.



## **The Big Picture**

Being able to get from place to place is key to accessing everything from employment to social assistance, education to organized leisure. Our transit system is used almost exclusively by students, seniors, and people with low income. Only 5% of our community use it to get to work. Geographically, our Region is dominated by agricultural and natural land, and those who live in the townships have little access to services without a car.

## **Taking the Pulse**

### **Working Well:**

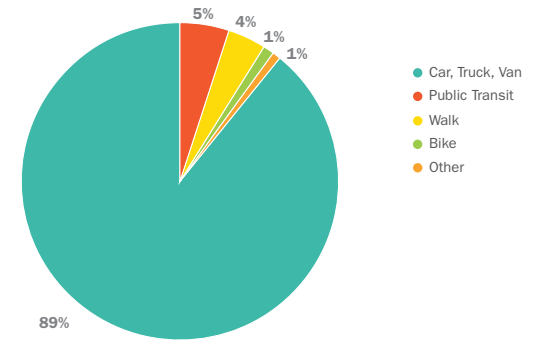
- iXpress; Go Transit expansion
- Integrated cycling and transit

### **Needs Improvement/Attention:**

- Lack of trail connectivity
- Winter maintenance of pedestrian/cycling routes



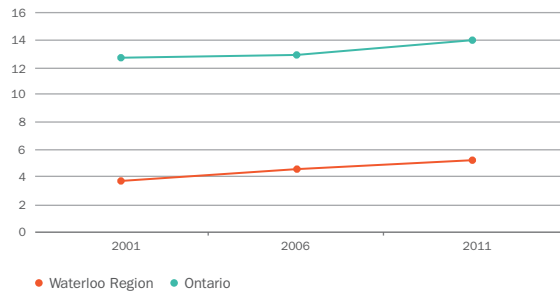
### Percent Mode of Transportation to Work; for Region of Waterloo



**Context:** The vast majority of the population of the Region (89%) use a car, truck or van to commute to work.

Source: Statistics Canada

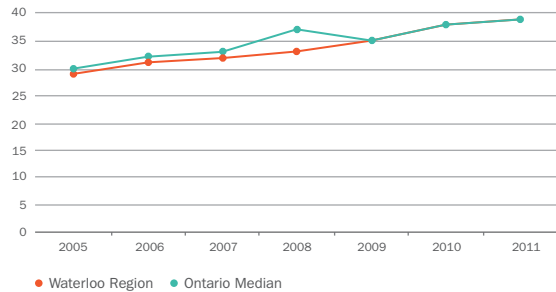
### Percentage of Workers Using Public Transit to Get to Work



**Context:** The proportion of our labour force using public transit to commute to work (5%) is almost a third of the provincial average (14%).

Source: Statistics Canada Community Profiles

### Number of Conventional Transit Trips per Capita



**Context:** The trend in annual transit trips per capita is increasing.

Source: OMBI

### Community Survey Data

Six out of ten survey respondents feel that traffic congestion is an issue in Waterloo Region.

## DID YOU KNOW?

It is generally more cost-effective to become a member of a community car share if your household drives less than 12,000 km/year.





### **The Big Picture**

Getting started in life, either as a new Canadian, a new family or a young worker, can be difficult in Waterloo Region. It is important that newcomers feel welcome and are able to secure adequate housing and employment in a reasonable timeframe.

Although the proportion of our Region who are new Canadians is slowly growing, we are still behind both Ontario and Canada. As well, on a per child basis, our investment in childcare is consistently below Ontario levels.

### **Taking the Pulse**

#### **Working Well:**

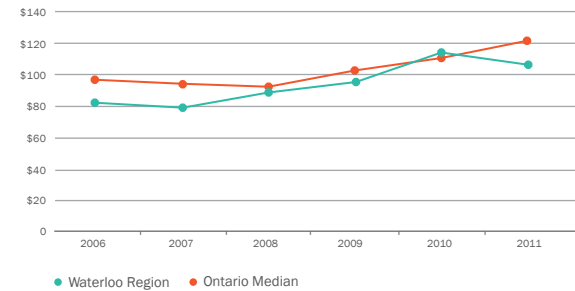
- Good range of support services for newcomers
- Perception of the Region as a safe community

#### **Needs Improvement/Attention:**

- Immigrants represent six percentage points less of our population than Ontario
- Youth unemployment gap



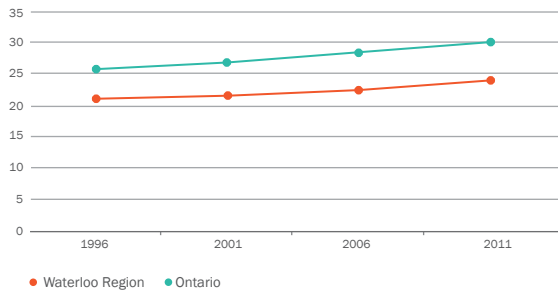
### Municipal Child Care Investment per Child (12 Years and under) in the Region



**Context:** Waterloo Region has fallen below the Ontario per capita median investment in child care.

Source: OMBI

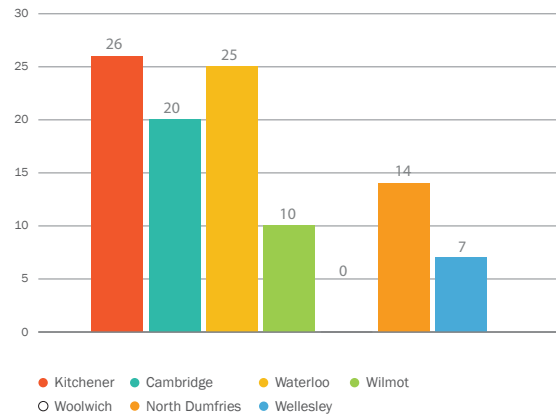
### Immigrants as a Percentage of the Population (1996–2011)



**Context:** Immigrants represent six percentage points less of our population than they do across Ontario.

Source: Statistics Canada

### Immigrants as a Percentage of the Population



**Context:** Immigrants as a percentage of the population are much higher in our cities (mean 23.6%) than in our townships (mean 9.75%).

Source: Statistics Canada; 99-004-XWE

### Community Survey Data

One in five survey respondents feel that their job security is poor.

### DID YOU KNOW?

- One in four people who live in the Region of Waterloo were not born in Canada.
- 16.2% of the population of the Region are classified as visible minorities.



### **The Big Picture**

The percentage of our population who rate their own mental health as fair or poor has doubled since 2008. Despite living in the middle of the best produce-growing land in Canada, we do not do any better at eating our five servings of fruit and vegetables than the average Canadian. Although the Region has a variety of walking/cycling paths, the majority of us do not spend our leisure time actively.

### **Taking the Pulse**

#### **Working Well:**

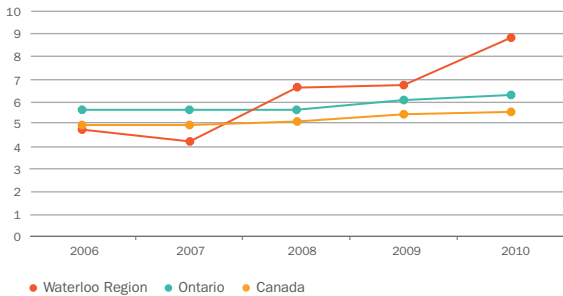
- Focus on the social determinants of health
- Access to primary care physicians is improving

#### **Needs Improvement/Attention:**

- More focus on preventative health measures such as more active leisure time and improved diet
- How to care for an aging population



### Self-Rated Mental Health; Percent Fair or Poor

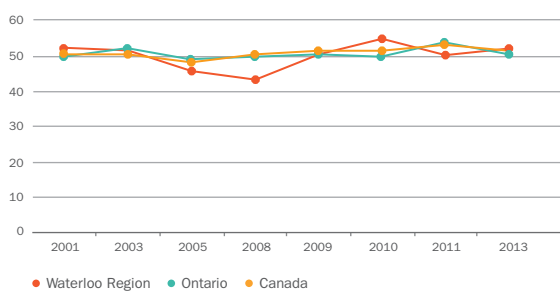


**Context:** The percentage of our population self-rating their mental health as fair or poor has risen to 9%.

Source: CANSIM Table 105-0501



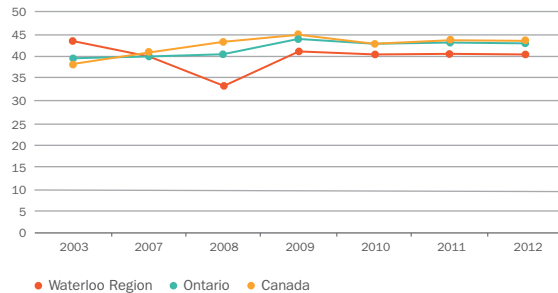
### Leisure-Time; Percent Moderately Active



**Context:** Approximately 50% of our community's leisure time is spent being at least moderately active.

Source: Statistics Canada

### Percent with Five or More Servings of Fruits and Vegetables per Day



**Context:** Just 40% of the population of the Region eats five or more servings of fruits and/or vegetables in a day.

Source: Statistics Canada

### Community Survey Data

Over a third of our survey respondents rated the overall accessibility of the health care services in our community as fair to poor.

### DID YOU KNOW?

15.9% of our population aged 12 and older smoke.

## **The Big Picture**

A sense of belonging is often “place-oriented”. Many of our residents are stuck in housing that is in poor condition and unaffordable. A growing number have no place to call home. New immigrants and people with low incomes look for rental housing, but much of the new housing being built is for ownership.

## **Taking the Pulse**

### **Working Well:**

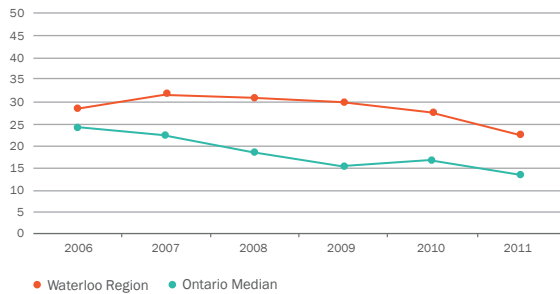
- Decent vacancy rates across the Region
- Pooling of funding for housing purposes

### **Needs Improvement/Attention:**

- Need more capacity/units
- Proximity of affordable housing to transit



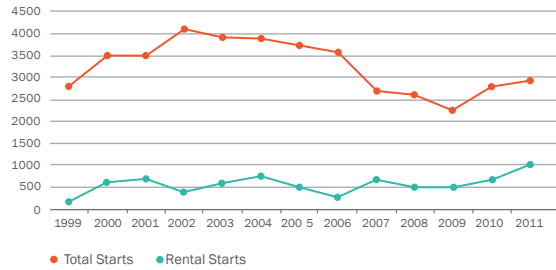
### Percentage of Social Housing Placed Annually



**Context:** Since 2006 we continue to place fewer of those who sit on a waiting list for social housing.

Source: OMBI

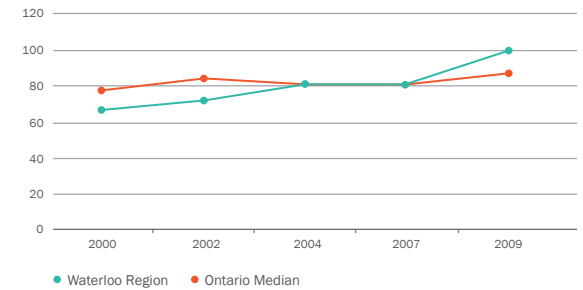
### Housing Starts



**Context:** Across the Region, housing and rental housing starts are increasing.

Source: CMHC

### Average Nightly Occupancy Rate of Emergency Shelters



**Context:** The occupancy rate for emergency shelters is now higher than the Ontario median.

Source: OMBI

### Community Survey Data

Almost one in 10 people surveyed had trouble paying their mortgage or rent on time at least once in the past year.



## Cambridge PRESTON

### **The Big Picture**

Since 1990, the percentage of the adult population without high school education has dropped by half, to 20%. At the opposite end, we are slightly ahead of the province and country in the population with post-secondary education, at 53%. Despite our educated community, almost 20% of us do not have access to the Internet at home.

### **Taking the Pulse**

#### **Working Well:**

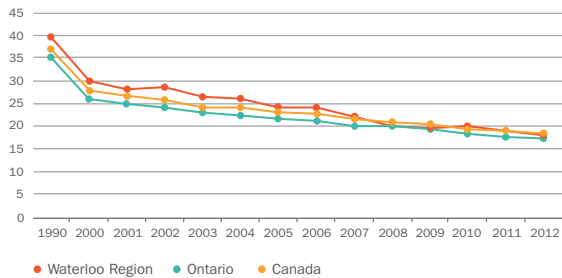
- Success of the Project READ program
- Great facilities to support learning

#### **Needs Improvement/Attention:**

- Adult literacy challenges
- Addressing the grade seven to high school dropout gap



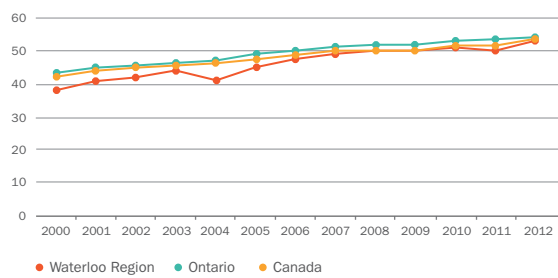
**Proportion of the Population (15+) Who Have Not Completed High School**



**Context:** The trend of those 15 and over who have not completed high school is declining.

Source: Statistics Canada

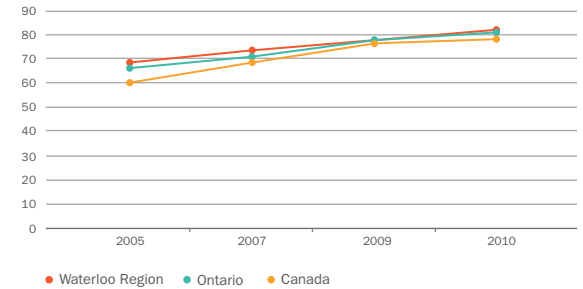
**Proportion of the Population (15+) with a Post Secondary Education**



**Context:** The proportion of those aged 15 and over with a post-secondary education has been steadily rising and is now at over 50%.

Source: Statistics Canada

**Percent of Population with Access to the Internet at Home**



**Context:** Over 80% of our population now has access to the Internet from home.

Source: Statistics Canada

**Community Survey Data**

The majority of survey respondents feel that there are plenty of opportunities to take formal education courses (72%) and interest courses (79%).





### **The Big Picture**

Our crime rate has been in decline for a decade. In addition, the severity of the crimes committed has been waning since 1998. Our youth rate of crime is slightly higher than both the Ontario and Canadian levels, though there is some question as to what is actually driving this.

### **Taking the Pulse**

#### **Working Well:**

- Police involvement in community-wide solutions
- Understanding of root causes of crime

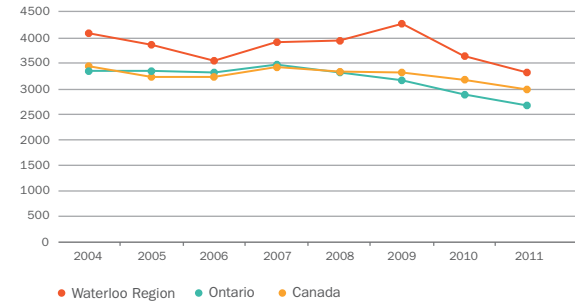
#### **Needs Improvement/Attention:**

- Over emphasis on illicit drug abuse, more focus is needed on alcohol-related problems
- Domestic violence/hate crime





### Youth Crime Rate



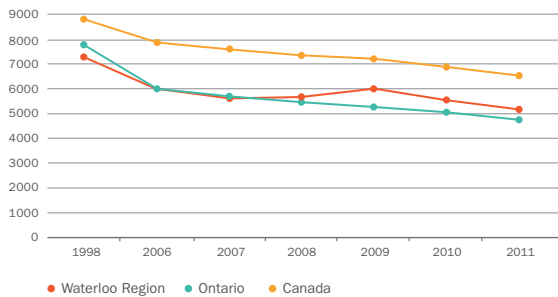
**Connected:** Our youth crime rate is higher than both the provincial and national levels.

Source: CANSIM; Table 252-0051

### Community Survey Data

One in five of our survey respondents felt discriminated against because of their ethnicity, culture, race or skin colour in the past year.

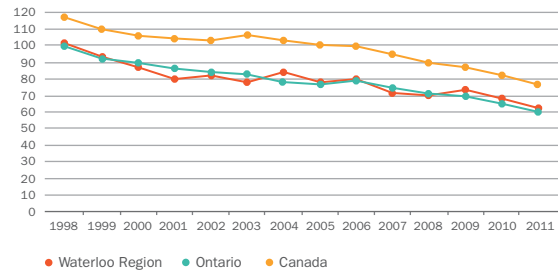
### Overall Crime per 100,000 Population



**Context:** Crime rates continue to decline, with Waterloo Region now standing at just 5,200 offenses annually per 100,000 people.

Source: Statistics Canada; Table 252-0052

### Overall Crime Severity Index



**Context:** The severity of the crimes committed continues to decline as well.

Source: "Measuring Crime in Canada" Study

## DID YOU KNOW?

Waterloo Region has 145 police officers per 100,000 citizens; the Ontario and Canadian averages are over 195 per 100,000.



### **The Big Picture**

When you adjust for inflation, median total income for all families has been decreasing since 2007, although it is still slightly ahead of the province and country. The number of people on employment insurance (EI) has returned to pre-recession levels, and business bankruptcies have been reduced by 80% since 2007.

### **Taking the Pulse**

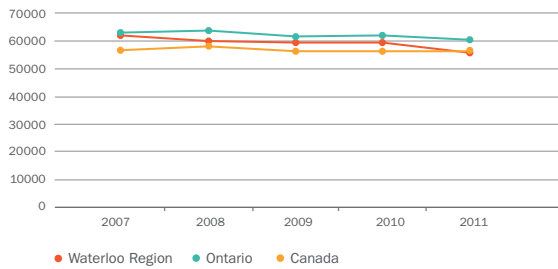
#### **Working Well:**

- Engaged, connected, efficient employment resource organizations
- High labour participation rate

#### **Needs Improvement/Attention:**

- Skills gap
- Need a more comprehensive strategy to manage labour issues (youth, older workers, new Canadians)

### Median Total Income for All Family Units

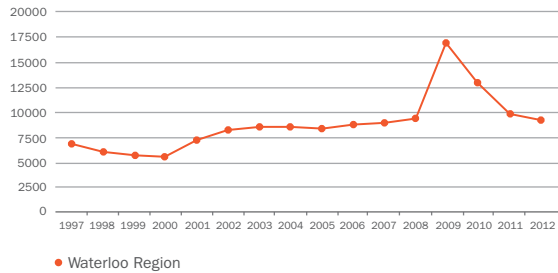


**Context:** Median income for all family units is now \$56,100 per year.

Source: Statistics Canada; Income Statistics Division



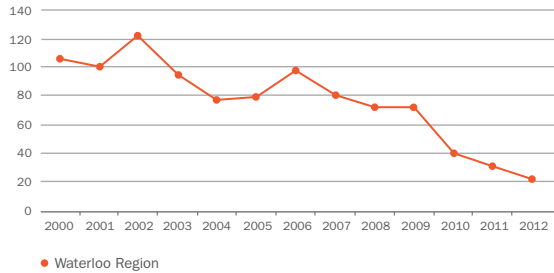
### Employment Insurance Beneficiaries



**Context:** Total number of employment insurance (EI) beneficiaries in the Region has decreased from 2008 economic recession highs, from 16,875 in 2009 to 9,261 in 2012.

Source: CANSIM Table; 276-0009

### Business Bankruptcies



**Context:** The number of annual business bankruptcies has been steadily declining to just 22 in 2012.

Source: Industry Canada

### Community Survey Data

Almost 26% of survey respondents said their current occupational position did not adequately reflect their education and training.

## DID YOU KNOW?

While the 2011 unemployment rate was 7.2% across the Region, it was 12.1% for those who entered the country within the last five years.





**The Big Picture**

The employment level is trending upwards, though just barely in the last year. Consumer bankruptcies have returned to the pre-recession level, and the area's Gross Domestic Product (GDP) has started to recover from a large hit to manufacturing during the recession.

**Taking the Pulse**

**Working Well:**

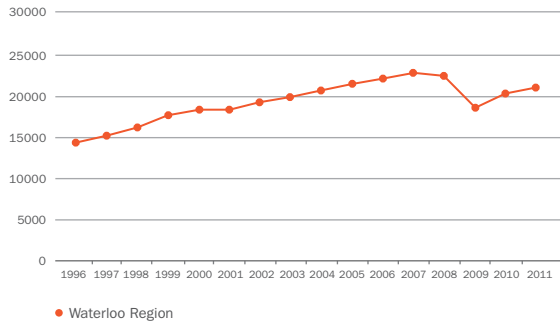
- Growing entrepreneurial/tech environment
- Re-urbanization of downtown core

**Needs Improvement/Attention:**

- Housing speculation/increased pressure on housing prices
- Access to home ownership for those getting started in life



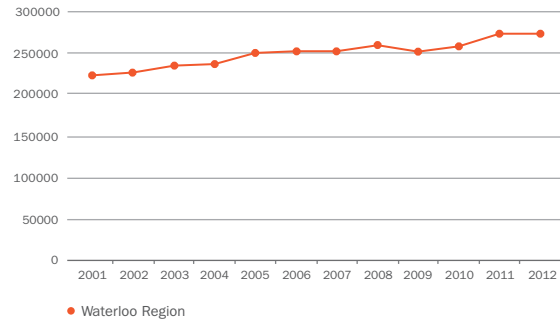
### GDP in Millions of Constant<sup>1</sup> 2002 Dollars— Waterloo Region



**Context:** Controlled for inflation, the Gross Domestic Product (GDP) of the Region has almost recovered to pre-downturn levels.

Source: Canadian Tech Triangle

### Employment Level, Waterloo Region, 2001–2012



**Context:** Employment levels across the Region have been rising steadily and are now at over 273,000.

Source: Statistics Canada Labour Force Survey

### Consumer Bankruptcies



**Context:** Consumer bankruptcies have declined to their lowest level in 12 years (866 in 2012).

Source: Industry Canada

<sup>1</sup> To control for inflation, GDP figures are normalized to a reference year (2002).



## COMMUNITY PARTNERS

### THANKS TO OUR FOCUS GROUP PARTICIPANTS!

Alzheimer Society of KW  
Cara Dowhaniuk

CAFKA  
Gordon Hatt

Cambridge Cycling Focus Group  
Christian Aagaard

Cambridge Galleries  
Mary Misner

Cambridge Self-Help Food Bank  
Pat Singleton

Capacity WR  
Cathy Brothers

Climate Action WR  
Sarah Brown

Communitech  
Rob Drimmie  
Alayne Hynes

Community CarShare  
Jason Hammond

Community Justice Initiatives  
Julie Thompson

Conestoga College  
Mark Derro

Drayton Entertainment  
Steven Karcher

eyeGO to the Arts  
Tigger McCullough

Family and Children's Services WR  
Jill Stoddart

House of Friendship  
Rev. Michael Hackbusch

inReach  
Rohan Thompson

KWIAG  
Shirley Madill  
Caroline Oliver

KW Symphony  
Chris Sharpe  
Adrienne Steer

K-W Multicultural Centre  
Marty Schreiter  
Lucia Harrison

Literacy Group of Waterloo Region  
Carol Risidore  
Karen Morgan-Bowyer

Lost & Found Theatre  
Kathleen Sheehy

Lutherwood  
Donna Buchan  
Sherri McDermid

Mennonite Central Committee  
Greg deGroot-Maggetti

Miovision  
Ryan McCartney

Mosaic Counselling and Family Services  
Sue Gillespie  
Lirondel Hazineh

Neruda Productions  
Isabel Cisterna

Nutrition for Learning  
Brian Banks

Ogilvie Dougherty  
Matt Douglas

Pat the Dog Playwright Development Centre  
Myriam Léger  
Lisa O'Connell

rare Charitable Research Reserve  
Shawna Craig

Ray of Hope  
Harry Whyte

Reception House—WR  
Lynne Griffiths-Fulton

Region of Waterloo  
Lorie Fioze

ROOF  
Sandy Dietrich-Bell

Skills Canada-Ontario  
Gail Smyth

Social Planning Council of K-W  
Trudy Beaulne

Strong Start  
Machelle Denison  
Inge Ford

Sun Life Financial  
Waterloo Busker Carnival  
Randy Warren

Supportive Housing of Waterloo  
Lindsay Klassen

Sustainable Waterloo Region  
Mat Thijssen

THEMUSEUM  
Jennifer Knight  
Angela Olano

The Clay and Glass  
Bill Poole

The Working Centre  
Jen Smerdon

United Way of Cambridge and North Dumfries  
Ron Dowhaniuk

University of Waterloo  
Greg Michalenko

Waterloo Catholic District School Board  
John P. Shewchuk

Waterloo Community Arts Centre  
Heather Franklin

Waterloo Region Crime Prevention Council  
Christiane Sadeler

Waterloo Region District School Board  
Margaret Johnston

Waterloo Region Police Service  
Insp. Douglas Sheppard

Waterloo Youth Councils  
Dawn Tozer

Wilfrid Laurier University  
Rev. Brice Balmer

Wilmot Family Resource Centre  
Trisha Robinson

Woolwich Community Health Centre  
Denise Squire

Waterloo Region Museum  
Tom Reitz

YWCA K-W—Mary's Place  
Elizabeth Clarke

Volunteer Action Centre  
Jane Hennig





### Expert Resource Panel

City of Cambridge  
Robert Hemple

Community CarShare  
Jason Hammond

Region of Waterloo  
Public Health  
Katherine Pigott

Region of Waterloo  
Mike Murray

Sustainable Waterloo  
Region  
Mike Morrice

University of Waterloo—  
Environmental Studies  
Mary Louise McAllister

University of Waterloo—  
Propel Centre for  
Population Health Impact  
Leia Minaker

University of Waterloo—  
Studies in Islam  
Idrisa Pandit

Waterloo Region Crime  
Prevention Council  
Anthony Piscitelli

Waterloo Regional Police  
Service  
Kevin Thaler

WLU Student  
Publications  
Bryn Ossington

WLU Student Union  
Chris Hyde

Workforce Planning  
Board  
Carol Simpson

YMCAs of C&KW  
Debbie Hoekstra

### Waterloo Region's Vital Signs Project Team

Chelsea Arnott  
Rochelle Benoit  
Ernie Ginsler  
Bethan Llewellyn  
Sabrina Prudham  
Shubhagata Sengupta  
Brendan M. Sheehan  
Rosemary Smith  
Linda Zensner

## PHOTO CONTEST WINNERS

A special thank you goes out to the many photographers who submitted photos for our annual photo contest.

**First Prize:** Brent Wettlaufer

**Second Prize:** Lynn Boehler

**Third Prize:** Derek Weidl

**Submissions used throughout the 2013 report include:** Lynn Boehler, Colin Carmichael, Grand Valley Construction Association, Derek Harris, Carole Jackson, Bethan Llewellyn, Raymond Leveille, Zainab Moghal, Waterloo Regional Police Service, Brent Wettlaufer and more.

### Acknowledgements

The Kitchener and Waterloo Community Foundation wishes to extend our sincerest thank you to the many organizations that provided information, guidance, statistics or in any way assisted in the creation of this year's report.

We are especially grateful to the dynamic community leaders of our expert panel for their guidance and to our community partners for their support.

A special thank you goes to the following for their leadership and generous financial support in making this year's *Waterloo Region's Vital Signs* a reality:



## OUR FOUNDATION

Community is foremost in our minds at The Kitchener and Waterloo Community Foundation. We continuously strive to improve the quality of life for all citizens in Waterloo Region by building assets to provide lasting support for local priorities, addressing community needs through grant making, educating others about local organizations and programs, and providing leadership by bringing people and organizations together to address key issues and opportunities.

## COMMUNITY FOUNDATIONS

Community Foundations provide a simple, powerful and highly personal approach to giving. We offer a variety of giving tools to help people achieve their charitable goals.

You can make a gift of cash, stocks, bonds, real estate or other assets to your Community Foundation. Most charitable gifts qualify for maximum tax advantage under federal law.

Through your Community Foundation you can support the issues you care about most. For more information and ideas on ways to integrate charitable planning into your financial planning, ask your financial advisor to contact us.



THE KITCHENER  
AND WATERLOO  
COMMUNITY  
FOUNDATION

**The Kitchener Waterloo  
Community Foundation**  
29 King Street East  
Suite B  
Kitchener, Ontario  
N2G 2K4  
[www.kwcf.ca](http://www.kwcf.ca)



COMMUNITY  
FOUNDATIONS  
OF CANADA [www.cfc-fcc.ca](http://www.cfc-fcc.ca)

WATERLOO REGION'S

**VitalSigns**<sup>®</sup>