

Prince Edward County

Vital Signs® 2013

TAKING THE PULSE OF OUR COMMUNITY



ABOUT THE COUNTY COMMUNITY FOUNDATION

OUR MISSION

The Prince Edward County Community Foundation is a registered charity dedicated to building a strong and healthy Prince Edward County. Some of the ways in which we strive to achieve this are by

- encouraging community-oriented philanthropy
- providing collaborative leadership to assess and address community needs
- raising and managing funds
- making grants that build community strengths.

DID YOU KNOW?

The County Community Foundation is one of 184 independent community foundations in Canada, which have collective assets of more than \$3 billion.

WHAT DO THEY DO?

Community foundations build and manage endowment funds to support charitable activities in their communities.

They also provide collaborative leadership to assess and address community needs.

OUR VISION

Our vision is to improve the lives of present and future generations of Prince Edward County (PEC) residents and to build a strong and resilient community where we can live, work and play. We build on community strengths, connect donors to community needs, increase our capacity to respond to challenges and seize opportunities, enable informed dialogue and consensus, support local leadership and mobilize civic engagement and resources. To achieve our vision, we

- make strategic grants to a wide range of PEC causes (food insecurity, health, learning, arts and culture and others)
- consult with the community and other grantors and charitable organizations to maximize the impact of the foundation's grant making and other activities
- promote philanthropy in PEC and provide a range of giving opportunities and services to help donors achieve their philanthropic goals
- build connections between donors who care and causes that matter
- convene discussions about PEC issues and community needs and act as a catalyst among individuals and organizations working to enhance the quality of life in the region.

Message From the Board

The County Community Foundation is very pleased to present the first Vital Signs report for Prince Edward County.

A Vital Signs report is a snapshot of the community. It promotes awareness of our successes and challenges and of the opportunities for further collaboration and support within the community.

It is based on local statistical and anecdotal data, as well as national data from Community Foundations of Canada.

In preparing our report, we had the privilege of working with an advisory committee made up of leaders of many local organizations. Their input, and generously offered data, has been invaluable.

Another key element was our Community Conversations. Held in collaboration with the United Way of Quinte, these meetings allowed us to hear directly from community members whose ideas and concerns have a central place in this report.

Ours is a county with many strengths, not the least of which is our rich heritage and culture, resulting in a deep sense of both belonging and pride of place. Community spirit is a strong impetus in all parts of the County. We pull together around many challenges, though issues affecting the land, the environment and new enterprise can pull us in very different directions.

We respond with kindness and generosity where there is need. There is no doubt that volunteers are the backbone of many organizations, reaching out and making things happen.

Nevertheless, there are deep concerns about such issues as accessible, affordable health care, the lack of relevant skills and employment opportunities, and affordable, safe and appropriate housing. This is of particular concern to younger families who want to live and work here and who look for work, homes and affordable activities for their children.

There are other areas where things are not as they seem. While

we live and work surrounded by water and farmland, the high levels of food insecurity here in the County have to be a concern to all of us. Local food banks and other programs which address access to food and food preparation are well aware of this very real problem.

Our beautiful environment and geography can bring both advantages and challenges. For example, tourism dramatically increases our population in the summer, bringing new opportunities for retail businesses, artists, farmers, wineries and more. At the same time, tourism can mean an imbalance of short-term employment versus stable, long-term jobs.

When we consider the vast distances involved in travelling through the County, we have to remember one of the biggest concerns expressed in the Community Conversations: the lack of public transportation. "Getting around" is an issue in this report, as many face significant challenges in getting to basic services, jobs and grocery stores.

There are indeed important challenges, now and tomorrow, and there are many opportunities. Looking ahead, we will also want to look at the impact of the expansion of the Canadian Forces Base Trenton on the County, its economy and its environment.

Overriding all is our abiding sense of belonging and our leadership in addressing issues through action and support of all kinds. The incredible contributions of our farming families, artists, entrepreneurs, community groups and organizations, cultural events, politicians, visitors, businesses and others will take us forward. Prince Edward County's potential is firmly anchored in rich heritage and strong community spirit.

The County Community Foundation hopes that this Vital Signs report offers accessible and pertinent information and that it encourages discussion, collaboration, action and support where it matters.



Welcome to Prince Edward County's first Vital Signs report.

How to Use this Report

Start conversations

Take action. If you or your organization are motivated by what you read, use this report as a starting point for positive action.

Pass it on

Share it with friends, colleagues, employees, students, neighbours and elected officials at all levels.

Contact us

If you are looking for ways to make a difference, the County Community Foundation can help.

Find out more

Learn about the many organizations in our community that are working to improve it. See how you can help, too. For more information about the work of the County Community Foundation, the work behind this report, including a complete bibliography, and suggestions for ways you can make a difference in the areas we highlight in this report, please visit our website at

www.countycommunityfoundation.ca

Methodology

The information contained in this report is based on anecdotal and statistical data.

The gathering of anecdotal data is described in the Message from the Board. Statistical data was gathered from a variety of sources at the national, provincial and municipal levels, and from studies carried out by community and regional organizations. Sources of data included in the report are cited in the Selected Sources section, and a complete listing of all sources surveyed for the report will be posted on the County Community Foundation website in the Vital Signs section. Much of the data has come from Statistics Canada's 2011 Mandatory Short-Form Census and its 2011 Voluntary National Household Survey.

From the wealth of data surveyed, and input from our advisory committee and our board, we chose our areas of study and selected indicators for them based on

- availability and consistency of data
- reputation and reliability of the source
- currency of the data
- relevance to our community
- whether the data could be updated to identify trends.

A key challenge we encountered in gathering data at the Prince Edward County level resulted from the "bundling" of the source data for several of our indicators. For example, our health and educational data is combined with Hastings County in most instances (and shown in this report as HPE).



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Prince Edward County - A Special Place

Ours is a county with many strengths, not the least of which is a deep sense of belonging and pride of place.

History

Prince Edward County (PEC) was officially named in 1792, but it's possible that European explorers paddled past our shores as early as 1610. Serious settlement started with United Empire Loyalists who were granted land here after the American Revolution. Our population is a mix of 9th-generation UEL families and generations of mostly European immigrants. Tyendinaga Mohawk Territory is right next door, and 4.8% of our population has Aboriginal ancestors.

The Loyalist Parkway (Highway 33), which runs through the County, predates Highway 401 by 150 years as the east-west artery from York (now Toronto) to Montreal.

From the early 1800s, PEC had dozens of hotels, boat building yards, grain mills and shipping ports. The late 1800s were booming Barley Days, and in the 20th century, when our canning industry thrived, we were called Canada's Garden County. Dairy farming was huge, with cheese factories thriving in every part of the County.

Our economy slumped in the last quarter of the 20th century, and being off the beaten track we have traditionally not attracted large employers. For 200 years Prince Edward County lived independently, looking after itself and building its own unique character. From the late 1990s you might say we have been rediscovered by "new settlers" seeking a simpler rural lifestyle and become a destination for art lovers, birders, culinary tourists, cyclists and people exploring our flourishing new wine industry.

County people have always had to be resourceful and resilient, and the same is true today. We care deeply about our heritage, but welcome change, new ideas and of course new people.

We are preparing to meet the challenges and opportunities of the next 200 years.



An Island Community

Prince Edward County is Ontario's only island county, with a population of 25,258, a land area of 1,051 square km, 800 km of shoreline and 1,100 km of roads.



Geography

Geography matters. It is one of our biggest challenges, and one of our chief assets.

With a population density of 24 people/sq km, compared to Toronto's 900-plus, we are spread across a large land area. But amenities and services are concentrated in two main towns, which creates access problems for people in the most rural areas. There is no public transport within PEC, apart from a specialized transit system for elderly and disabled people.

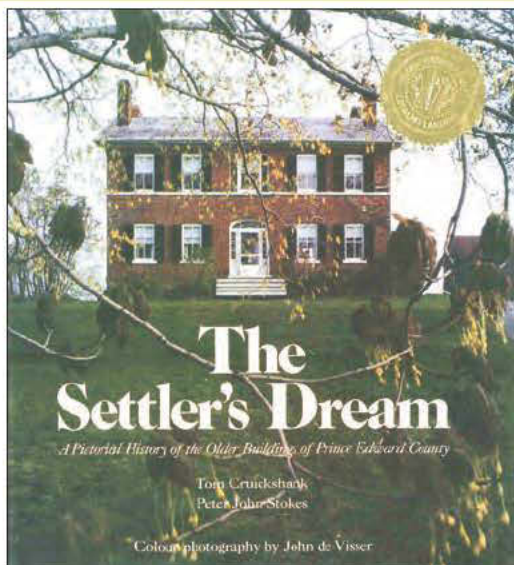
Getting around is a challenge for many people and it has implications for their access to health services, shopping, learning, employment and more. Watch in the following pages for examples where distance may be an obstacle and a challenge for some.

Geography shaped our history. The water gave us fishing, shipping, boat building and mills. Today it gives us tourism. The land gave us farming and prosperity, and we still farm today, albeit in increasingly innovative ways. Limestone gave us fine farmhouses and the cement factory that is our only heavy industry. Today it gives distinctive character to our wines.

Geography can shape our future, too. We have what others desire: open spaces, scenery, water, wildlife, unsullied night skies. We can use our natural assets to help create a new economy to energize and sustain our communities.

DID YOU KNOW?

Sir John A. Macdonald first practised law in Picton and argued his first case here - defending himself on a charge of assault. He was acquitted.



Published by the municipality, *The Settler's Dream* is just one of many locally produced books that record and celebrate our built heritage and shared history.

Environment

PEC is an environment to be protected, nourished and celebrated. Recent events show we care deeply about our environment. It matters for vitality, growth and well-being.

Water Water Everywhere

With a history of fishing, boat building, sailing and other maritime occupations (including a little rum-running during Prohibition), the water, from Lake Ontario to our rivers, wetlands and inland lakes, is a large part of our identity. Homes outside the towns of Picton, Wellington and Consecon are on private wells and septic tanks, and therein lies one of the curious contradictions of PEC: wells going dry when we are surrounded by water.

DID YOU KNOW?

We are home to Sandbanks Provincial Park, one of Canada's finest beaches and the world's largest freshwater sand dunes system.

As geological anomalies, Roblin Lake and Lake on the Mountain were, until recently, mysteries to naturalists. Perched 200 feet above the Bay of Quinte, Lake on the Mountain is so deep that the early settlers thought it had no bottom. It is a sacred place to the area's First Nations people.

Protecting Our Natural Assets

As waterfront development increases, so does awareness of the need to preserve and protect our natural assets. One current pilot project, the East Lake & Watershed Plan, is a collaboration between Friends of East Lake and Quinte Conservation to measure and monitor water quality, identify stresses and plan for the future of East Lake and other County waterways.

15% of our land is protected
because of its ecological significance

8% of our land is designated as
ANSIs Areas of Natural
and Scientific Interest

Energy & Conservation

Industrial Wind Turbines: More than a dozen wind energy projects are in various stages of planning in PEC, but they are a divisive development and are having a major impact on the community as citizens address related environmental, health and economic issues. **Large & Small Solar Energy** projects are being built in every part of the County. These developments have caused less tension to date, but issues related to road access are attracting public attention.

Geothermal Heating & Cooling: This technology is quietly gaining ground, with local companies installing systems in both new builds and historic buildings.

Birding

PEC is a crucial resting place for up to 750,000 birds on their epic annual spring and fall migrations. The Prince Edward Point Bird Observatory (PEPtBO), a major bird banding station, set a Canadian bird migration monitoring record in 2012 by banding 12,302 birds in a season, easily beating the 24 other Canadian stations.

DID YOU KNOW?

370 species of
birds have been identified
in Prince Edward County.



Barred owls and northern saw-whet owls are among the birds banded by PEPtBO.

Our Culture

Cultural activities are an essential part of sustaining a vibrant and healthy community, contributing to learning, entertainment and community spirit. We must strive to make our events and activities accessible to everyone.

Cultural events contribute to the local economy, boosting every kind of business. And here in the County, when we say culture, we mean harvest festivals and hockey as well as fine art.

Picton's
Crystal
Palace
(c. 1890)
is the venue
for a host of
cultural
events.



Arts

Prince Edward County has a large and vibrant arts community. Hundreds of artists, craftspeople, performing artists, poets, authors and others live and work here, and our many established arts and recreation events attract thousands of visitors.

DID YOU KNOW?

2012 attendance at arts, music, theatre and literary
events, and at museums and sports events, totalled
100,000
including locals and thousands of visitors.

WHAT DOES THIS MEAN for our economy, particularly tourism?

Our internationally renowned Music at Port Milford, a music camp and summer concert series, is in its 27th year. The six major events sponsored by PEC Arts Council are aiming for the same longevity: the PEC Jazz Festival (going for 10 yrs) Art in the County (20 yrs); PEC Studio Tour (20 yrs); PEC Music Festival (10 yrs); the Maker's Hand (10 yrs); and the Clic Photo Show (3 yrs). In 2013, the massive one-day Arts & Craft show presented by the Prince Edward District Women's Institute celebrated its 30th anniversary.

Our cultural events have a unique County flavour. The Festival Players, a professional summer theatre company, performs in barns, tents and vineyards as well as village playhouses. The Arts Trail and Taste Trail were established to help visitors explore the wealth of arts and culinary experiences in the County.

Statistically, only 3.7% of people work in arts and culture here (compared to 3.09% in Ontario) but this figure does not represent the reality of local involvement in the arts. Many artists don't list art as their employment, and we know that arts events and activities are powered by an army of volunteers both from inside and outside the County.

While we have a rich, thriving arts community, the cost of attending events and activities excludes many families. Our best-known events are geared to adults. **WHAT DOES THIS MEAN for our young people?**

Recently, imaginative young artists and families have been creating activities and events for kids. A lantern festival and parade on a blustery day in April was the culmination of weeks of free lantern-making workshop involving 300 people. Our libraries are surefire venues for children's activities at no charge.

Heritage

This community of just over 25,000 people supports five unique municipally owned museums, each with its own special theme, plus independently run heritage facilities, offering exhibitions, activities and educational programs as well as permanent displays. We are proud of our built heritage, and efforts are increasing to preserve and protect Prince Edward County's rural and urban heritage structures to retain their architectural integrity.

Sports

From the high school women's rugby team to the nationally recognized Wellington Dukes, we get behind our sports teams. The Picton Pirates do us proud and we support them loudly. Volunteers raised money to build a terrific skate park in Picton, and the kids who would use it gave a lot of input to the design. We have excellent golf courses in Picton and Wellington. The fact is, *most* sports activity and amenities are based in Picton and Wellington. **WHAT DOES THIS MEAN for young people living outside the "urban" areas?**

Affordability is an issue for some, and distance may be a challenge.

Recreation

Picton has one of the best skate parks in Ontario. There are marinas and boat launches around the County, hiking trails and conservation areas, peaceful pebble beaches and two provincial parks. If you are a nature lover, you can enjoy yourself without spending a dime. We have great fishing spots, cross-country skiing and snowmobile trails, and quiet roads perfect for cycling.

The annual County Marathon is a Boston qualifier with spectacular scenery, too.

Our local **businesses get involved** in all kinds of cultural events and activities. Their **interest and support** helps to include the whole community in what happens here.

Picton, Milford and Ameliasburgh have wonderful, old-fashioned autumn fairs that are always well attended and filled with the simple joys of pet shows, bake-offs, music, rides, livestock, horses and fairground food. We're big on parades, too, and each community has its own seasonal celebrations.

Wine & Food

PEC has become a culinary destination and Ontario's fourth official wine region. We are at the same latitude as Burgundy, France, with distinctive limestone soils. More than 30 wineries have opened and our innovative winemakers are producing thousands of cases of award-winning wines.

Our twice-yearly Countylicious restaurant event, Maple in the County, the Great Canadian Cheese Festival and the classic Pumpkinfest evidence our enthusiasm for County culinary delights, and autumn's TASTE food and wine event sells out every year. The Slow Food movement is active here, supporting and promoting local produce, growers and producers.

Young People

The agricultural-based 4-H club is a traditional organization for rural young people and is very active in the County. The volunteer-based Milkweed Collective takes its program Exploring Creativity in Depth into local schools to encourage and stimulate children's creativity. Our libraries deliver lively free programs for all ages. Yet there is not enough for children and teenagers to do here, particularly for kids from families on limited incomes.

Belonging & Leadership

We share the sense that this is a special place.

Sense of Community

One of the most heartening things we heard at our Community Conversations was how much people feel part of their community. They feel involved in events and with neighbours, responsible for and engaged in what happens in their home towns.

DID YOU KNOW?

69.5% feel a strong overall sense of belonging.
That's 5% higher than the national average.

It's not hard to meet like-minded people in the County. Our service clubs are welcoming and active. History buffs, hobbyists, cyclists and artists group together to encourage and inspire each other.

Town halls are used for dances, yoga classes, political meetings and theatre rehearsals. PEC loves its town halls.

We are a community-minded place. We support each other. There is pride in PEC and in our micro-communities. People identify strongly with their villages, hamlets and towns. Fish fries, church suppers, community dances and parades are as popular today as they ever were. It can take a long time to make your way down Main Street, stopping to chat with all the people you know.

Volunteering

As in most rural communities, volunteers are the force behind the good things that happen here. Statistics show that more than one in three in the County are regular volunteers, and we know that many do double (or triple) duty.

We are a caring community. Community Care for Seniors helps ensure shut-ins and the elderly do not get left behind as we change and grow, with programs that range from meal delivery to computer training in social media.

Pathways to Independence and Community Living Prince Edward provide community-based support to adults with disabilities so that they are accepted and integrated in the community.

Feeling Involved

In PEC we get politically involved. Council meetings often have a full public gallery. Action groups form around current issues, and debates get lively. We have three local newspapers, one of which is the oldest community newspaper in Canada. Our weekly Letters to the Editor can be as informative as the stories. Turnout for the 2010 municipal election was 49.6%, and for the last provincial election our turnout of 51.2% was 2% higher than Ontario's average.

93.7% of us say that we are satisfied or very satisfied with our life.



Current Realities

There is more to the County than meets the eye. These complex realities have implications for everything that follows.

Population 25,258

Our population has seen some shifts but has remained near 25,000 for 15 years. The makeup has certainly changed, with less than 20% of our population under the age of 20 today.

Our median age is 51.6

That's 11 years older than the median age in Ontario.



Percent of population aged 65+
PEC 25.0% ONT 14.6%

The median age of our population will continue to rise unless we can provide job opportunities, affordable housing and more amenities for young families.

WHAT DOES THIS MEAN for our health services?

HOW WILL THIS INFLUENCE the decisions of businesses wanting to relocate here?

Families



While the PEC median after-tax household income in 2010 was \$52,824 (10% lower than the provincial median), for PEC families headed by a single parent it was \$38,281 (18.9% lower than the provincial median).

A gap between rich and poor is evident here.

WHAT DOES THIS MEAN for health, learning, housing and food insecurity?

DID YOU KNOW?

Our population increases dramatically in the summer with tourists, returning snowbirds, migrant farm workers and holiday home owners.

WHAT DOES THIS MEAN for our health services, other services, traffic and accommodation, and for our safety? Seasonality is a boon for many businesses - but it has its challenges.

Safety

Violent crime rates decreased 12.3% in 2012 from 2011, and overall crime was 12.2% below the Ontario average. Sexual assaults were down 20% from 2011, but still 25.9% above the Ontario average. **HOW DO WE ADDRESS this in our community?** Property crimes increased last year but are still 2.6% below the provincial average. We are served and protected by our local detachment of the Ontario Provincial Police.

Diversity

Although we are increasingly diverse in income, outlook and lifestyle, we are not ethnically diverse.

1.8% are classed as visible minorities.

4.6% are of Aboriginal origin.

91.9% speak English as their first language.

6.8% have other languages as their mother tongue, including German, Dutch, Spanish, Arabic, Chinese, Farsi, Italian and Punjabi. The Mohawk language is being revitalized on neighbouring Tyendinaga Mohawk Territory.

1.3% speak French as their first language.

WHAT IMPACT does our lack of diversity have on attracting new investment? On our young people's experience of different cultures? On tourism, particularly our low percentage of French speakers, when so many of our visitors come from Quebec?

Moving In & Moving Out

Between 1996 and 2012, our net migration (total people gained after counting people moving in and out) was 264.

arriving: Most in-migrants came from within Ontario and were aged 45+ when they moved in, which increased the general aging of the population.

departing: Most who moved out did not go far, the majority to neighbouring Hastings County. Traditionally, 18- to 24-year olds leave to go to college and seek work. We want them to be able to come back to live and work.

Poverty

Median After-Tax Household Income



Prevalence of Low Income (defined as less than 50% of median after-tax household income)



Although our child poverty rate is lower than Ontario's, it is still high. **WHAT DOES THIS MEAN for health and learning?**

We are called a rural paradise, but PEC is a complex mix of old and new, wealthy and poor, opportunity and obstacles.

People from cities come to PEC to find relaxation and recreation, while many people from PEC must move to the city to find a job.

We are a culinary tourism destination but have a high rate of food insecurity. We attract visitors but struggle to keep young people here. The good news is that our young people do want to stay and are looking for ways to live, work and raise families here.

Health

Keeping the County healthy means having services to address both urgent needs and our long-term health goals.

Are We Well?

In 2012, respondents in the Hastings & Prince Edward Counties Health Unit reported that

58.6% consider their overall health to be very good to excellent.

69.8% consider their mental health to be very good to excellent. This represented a decrease from 74.6% in 2003 and tells us that 30.2% of respondents consider their mental health to be only poor to fair. **HOW DOES THIS AFFECT our communities? WHAT IMPACT do addiction and mental health issues have on health, learning, families and the economy?**

We are above average for activity in our leisure time



HPE
56.6%
up from 47.9%
in 2003



Ontario
54.0%

We rate higher than the Ontario average in

- overall sense of belonging
- being conscientious about having flu shots
- being active in our leisure time
- wearing our bike helmets.

BUT our health challenges include

- a high rate of teen pregnancy
- demands of an aging population
- the fact that too many of us smoke
- a rising rate of obesity.

Are We Well Served?

We have 28 active family physicians, a rate of 1.03/1000 compared to Ontario's .9/1000.

Our independent hospital was founded in 1918 as Prince Edward County Hospital with 9 beds. By 1959 it had grown to 58 beds and was relocated to a larger site and renamed **PEC Memorial Hospital**. Since 1998 and amalgamation with Bancroft, Trenton and Belleville hospitals to become part of Quinte Healthcare, we are down to 15 beds with more cuts ahead. We recently lost our maternity and obstetrics department to the larger Belleville General Hospital. BGH is 50 km away from some points in the County, and getting there is both challenging and costly for some.

DID YOU KNOW?

HOSPICE PRINCE EDWARD opened in 2013. The community rallied to raise funds in just three years.

We have an established **Prince Edward Family Health Team**. This is an interdisciplinary team of health professionals that works together to provide a single point of access to health care services for all County residents. The team offers comprehensive patient-centred, primary health care.

Our Family Health Team is a model for other communities. The focus is on preventative medicine, keeping people well and providing quality care within the community.

With no public transport within the County, a specialized transit system, Quinte Access, was launched in 2007 to serve the health and social needs of elderly and disabled people. As well, the municipality has embarked on an aging-in-place initiative.

HEALTH MATTERS...

to learning, employment, community involvement, the ability to care for a family and much more.

BUT vital services that must be paid for, such as dental and optical care, are not available to all.

A gap between rich and poor is evident here.

Teen Pregnancy



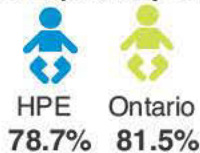
Obesity



Smoking



Life Expectancy at Birth



Health statistics are often available only at the Hastings Prince Edward Health Unit (HPE) level with no breakdown for specific PEC figures.



Reality check: affordable, nutritious food is not readily available to all.

DID YOU KNOW?

Hastings Prince Edward has the second highest rate of food insecurity in Ontario.

Health Canada defines food insecurity as “the inability to acquire or consume an adequate diet quality or sufficient quantity of food in socially acceptable ways, or the uncertainty that one will be able to do so.”

Food insecurity is the human face of poverty. It is a very real threat to health and well-being, academic achievement, employment, safety and personal hope for the future.

Food Insecurity



HPE



Ontario

Moderate food insecurity means the quality and quantity of food intake is compromised.

Severe Food Insecurity



HPE



Ontario

Severe food insecurity means actual food intake is reduced and eating patterns are disrupted.

PEC food banks provide essential services to approximately 250 households, depending on the season.

Food bank clients include the working poor and an increasing number of seniors, including retirees who are finding their retirement income has suffered in the recession and no longer covers their basic needs.

Linda Downey, who runs the Storehouse food bank in Wellington, says,

“We work seven days a week and go well beyond our mandate, trying to help find housing, transportation, day care, dental care ... things most of us take for granted.”

How can food insecurity exist in a thriving agricultural area that is also a culinary tourism destination?

Poverty plays a part, as does difficulty in getting around, but food insecurity is a complex issue in Prince Edward County.

The Canadian Community Health Survey has found that lone-parent households and unattached individuals experience the highest rates of food insecurity.

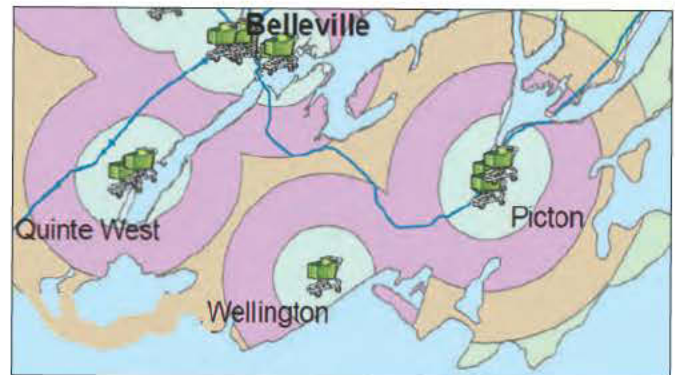
We need to know more about why and how people become food insecure.

In the meantime, volunteers are the backbone of efforts to help.

A Food for Learning program serves breakfast, snacks and lunch in schools.

The Hub Child & Family Centre (Prince Edward Child Care Services) runs a program called Healthy Food Healthy Families that brings together a targeted group of youngsters and their parents to learn about nutrition, food preparation and storage. Each family goes home with a “Good Food Box.”

Distance from Grocery Stores



5 km

10 km

15 km

Grocery stores and supermarkets where food is most affordable are located in Picton and Wellington. Some other communities, but not all, have convenience stores that generally offer less fresh food, less variety and are more costly. Farm stands abound from July to October, but for eight months of the year, living outside town means a trip up to 15 km for fresh food. Getting to sources of affordable, nutritious food may be a challenge for some.

A gap between rich and poor is evident here.

“When too little becomes too much.” A recent *Globe and Mail* story described how deprivation, in particular scarcity of food, has serious impacts on a person’s ability to think about anything else. **Food insecurity is about more than hunger.**

Economy & Work

A diverse economy is a healthy economy. We must build on our historic entrepreneurial spirit, resilience and creativity to keep pace with the changing economy of the 21st century.

PEC has 810 registered employers and/or business establishments.

Almost 50% of these are concentrated within the construction, retail, health care and agriculture segments and many employ only 1 to 10 people.

Underweighted segments include IT (information technology) and communications, which are key trends of the modern economy.

DID YOU KNOW?

PEC was rated 16th out of 17 for our low level of economic diversity compared to similar communities in Eastern Ontario.

Why does this matter?

As with monocropping, lack of economic diversity leaves us vulnerable to vagaries and shifts in the national and global economy.

Industries

Cheese production and canning were major industries in the County until the 1970s. When corporations engulfed our independent operations, the local economy contracted. We are off the beaten track and PEC does not attract traditional and heavy industries or large employers. However, both tourism and service industries are large employers, and tourism and hospitality in particular are growing.

While changing, **Agriculture** remains a strong pillar of our community. From 2006 to 2011 the number of farms fell 8.3% to 447, and farmed land area fell 10.2% to 130,771 acres.

With fewer but larger, more automated farms, there are fewer jobs in traditional agriculture.

This is partly offset by the emergence of new and niche operations, including organic meat and produce, heirloom varieties of fruit, vegetables and meat animals, wineries, cideries, breweries, lavender, ferments and many other value-added farm products.

In the first 10 years of our new viticulture industry more than 700 acres of vineyards were planted and to date more than 30 wineries have opened.

The County is home to a number of multi-generational farm-stand operations. Milford, Picton and Wellington have all recently revived their seasonal farmers' markets.

The Slow Food movement is strong here, promoting and supporting local producers, local products and fair food practices.

Small Businesses

High-speed internet is attracting business start-ups, but these are typically not big employers. Making the leap from owner-operator to manager of even one or two staff is difficult. We have programs for start-ups which work very well, funded through Prince Edward/Lennox & Addington Community Futures Development Corporation (PELA CFDC). We have some programs for growing small businesses, but we need more.

Positive Development

The PEC Innovation Centre in Picton, launched in 2011, attracted nine start-up companies in its first year. Younger entrepreneurs were attracted by seed money from local investors and federal funding, but also by the opportunity to live and work in rural surroundings.

Tourism

Sandbanks Provincial Park reported more than 600,000 visitors in 2012. Polling indicates more than 70% of tourists plan their trip to the County using the internet. In 2012, PEC's major tourism website, www.prince-edward-county.com, received 362,246 visits from outside the region and more than two million page visits.

2 million
page visits

to PEC's major tourism website

Forty thousand copies of each of our two major visitor guides are snapped up between May and October.

Although hospitality businesses and cultural events attract visitors year round, tourism peaks in July/August and drops dramatically in the winter months. Seasonality affects much more than the volume of traffic on our roads.

WHAT DOES THIS MEAN for employment, services, affordable housing and even crime statistics?

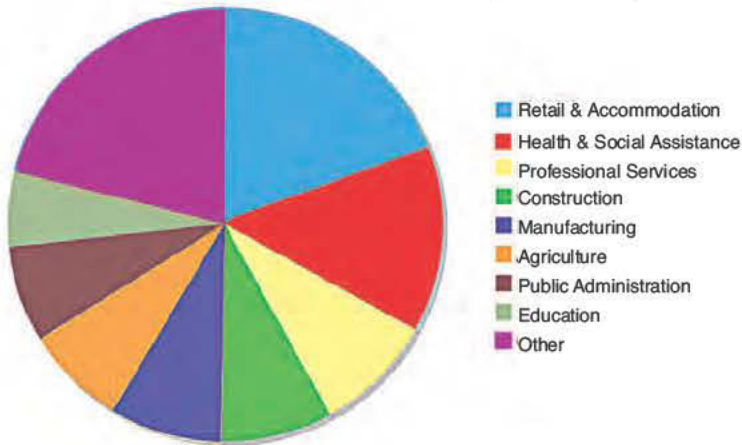
The County has long been a destination for sailing, fishing and camping. Today wineries, restaurants, art and music, wellness retreats, cycling and spas are part of the mix of attractions.

Anecdotal evidence suggests visitors from the United States, who stayed away during the recession, are returning in significant numbers, and tourism from Quebec is increasing.



In 2010 our population of 25,258 had a workforce of 11,890 (47.0%)

Labour Force Distribution by Industry



Prince Edward County's young people have traditionally left the County to go to college, and some don't come back. We need to develop employment opportunities here in order to retain and sustain our children, teens and young adults.

Seasonal jobs are plentiful, but we must attract, create and develop year-round employment that pays a living wage to encourage single people and young families to stay in, or return to, the County.

Construction and trades are in demand, but most of our construction business owners are 55-plus.

WHAT DOES THIS MEAN for servicing our demand for skilled trades in the future?

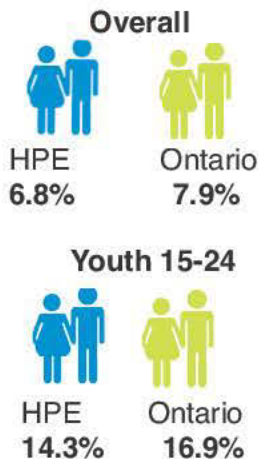
Who will be our plumbers, electricians and builders?

DID YOU KNOW?
51% of us travel outside the County to work.

Wages

At \$40,925, median 2010 earnings for full-time workers have increased by 15.7% from 2005, but they are still 18.3% lower than they are in Ontario. There is little doubt that this figure is lower still for seasonal and youth jobs.

Unemployment in PEC



Other Aspects of Work in Prince Edward County

- Hundreds of artists, musicians, writers and craftspeople working in PEC are not reflected in the employment statistics. One reason is that many hold other jobs.
- Having several strings to your bow is common in the County.
- For more than 30 years, large numbers of migrant field workers have come to the County each summer from other parts of Canada and from other countries.
- Non-agricultural jobs are overwhelmingly located in Picton, Wellington and Bloomfield, where affordable housing is scarce.
- There is no public transport within PEC.
- Workers often need transport to enable them to take job opportunities here.
- Distance may be a challenge for some.

Learning

Relevant work and life-skills training are essential parts of building a vibrant, healthy community.

Our Kids

Enrolment in our schools has dropped 35% over the past 15 years, and further decline is anticipated with the trend toward fewer families in Prince Edward County with kids living at home. Today we have approximately 1,500 elementary students and 670 secondary students enrolled in our seven public schools and one high school.



PEC also has one Catholic school (approx. 250 students) and one Christian academy. The last of our one-room schoolhouses closed in the 1960s, although you can visit the restored Victoria Schoolhouse in Ameliasburgh, run by the Quinte Educational Museum and Archives, to experience what they were like. Today we must equip our children to work in the modern economy with training in IT and communications as well as technology and trades.



173,404 books were circulated by PEC's 6 libraries in 2012.

True community spaces, our libraries provide free access to high-speed internet for students, seniors, families and small businesses. In 2012 suggestions for closing some of our local libraries were fiercely rejected by the population.

PEC LOVES ITS LIBRARIES.

EDI = Early Development Index

Before they enter Grade 1, children are assessed in five scales of development: physical health and well-being; language and cognitive development; emotional maturity; social competence; and general knowledge. The EDI is not used as a diagnostic tool for individual children, but rather to review this issue in neighbourhoods and communities.

Children with low EDI in 2 or more domains



HPE
16.9%



Ontario
13.9%

WHY DOES THIS MATTER?

Low EDI can affect a child's ability to reach their full potential and make them vulnerable through childhood and teenage years. Identifying and addressing the issue is crucial.

Adult Education

Total population aged 25 to 64 years with no certificates, diplomas or degrees.



PEC
14.9%



Ontario
10.9%

Post-secondary education, whether apprenticeships, college or university, greatly increases employment opportunities and the ability to earn a living wage.

But job opportunities are changing. Post-secondary education and retraining must focus on the opportunities that exist.

"As well as formal education, our kids need real-life job skills and life skills so they can look after themselves and their families in the future." A comment from our Community Conversations

We also have a lack of skilled tradespeople. **WHAT DOES THIS MEAN for employment opportunities?** How can we expand our mentoring and apprenticeship efforts to train and retrain our young and unemployed people?

The Prince Edward Learning Centre in Picton provides adult literacy and skills training. In September 2013 it matched candidates with several 16-week full-time paid internships within the community, of which 4 weeks' training was in the classroom and 12 weeks' training was on the job.



Loyalist College in Belleville is our nearest post-secondary institution, 39 km from Picton. Queen's University and St. Lawrence College are 83 km away in Kingston. With no public transport within PEC, distance may be a challenge for some.

Our young people are our future. But the cost of post-secondary education is an ongoing challenge.

A gap between rich and poor is evident here.

Lifelong learning is offered by libraries, service clubs, local artists and writers and dozens of special interest groups.

Addressing affordable housing is crucial to maintaining a diverse and vibrant community.

Housing Stock

83% of our housing stock is single detached homes, compared to 71% in Ontario.

We do not have the diverse housing mix we need to accommodate different income groups and ages.

Mayor Peter Mertens was quoted in the local press in August 2013: **“Property values have risen to the point where young families are left virtually out of the marketplace. The starter home is something that’s very hard to find in the County.”**

Average House Price, 2-storey detached



PEC’s house prices are rising, although average prices are skewed by expensive new builds, high-end renovations and the soaring value of waterfront properties, which has made \$1 million-plus listings more common.

Homes priced under \$200,000 are usually pre-1940s and often need a lot of work, or they are located in areas less appropriate for raising families or in remote rural locations far from essential services.

Property Values & Property Tax

81.0% are home owners compared to 71.2% in Ontario. However, many homeowners purchased their houses before the steep increase in property values that accompanied PEC’s rise in popularity as a recreation and lifestyle destination.

Increasing property taxes - particularly for waterfront - are causing difficulty, sometimes forcing people to move from their family home.

The municipality’s 2012 Official Plan Review concluded that 55% of PEC households could not afford their current home if they were house hunting now.

We have not kept pace with the need to build new affordable housing.

Housing is also an issue where the impact of seasonality and tourism is felt. While boosting the economy, properties being bought or rented for holiday homes are driving up prices.

PEC has a lack of supported and transitional housing for youth. Apart from Alternatives for Women, there is little to no dedicated emergency housing for people in crisis. There is also a lack of supported housing options for people with mental illness.

A gap between rich and poor is evident here.

Renters & Rental Stock

19% of Prince Edward County residents rent rather than own their homes.

Affordable rental units are scarce, and multiple unit housing is rare. In PEC, 16% of households could not afford the average rent.

Many affordable rental units are located outside of towns, far removed from where services are concentrated. Distance may be a challenge for some.

DID YOU KNOW?

41.4% of renters spend more than 30% of their income on housing. This affects their ability to afford other essentials.

The high proportion of renters spending more than 30% of their income on housing, and the large wait-list for social housing units, suggests that rental housing may be less affordable than our median household income of \$52,824 might indicate.

A gap between rich and poor is evident here.

Average Rent



of Official Rental Units



Social Housing

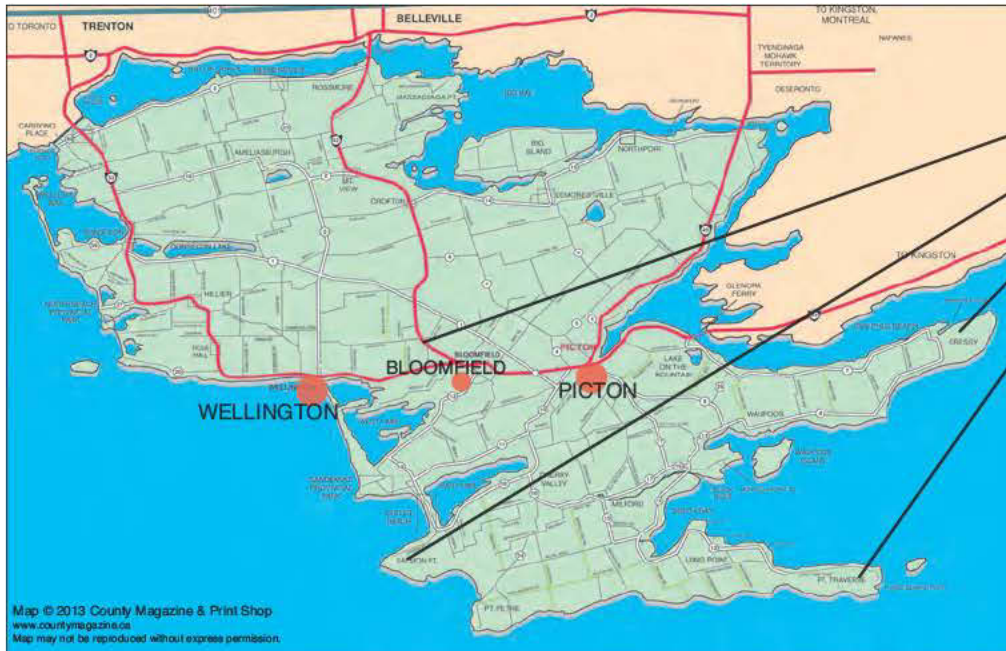


Average wait time for social housing is 6.5 years for a one-bedroom unit and four years for a family unit.

Our municipal council has positioned affordable housing in the top three issues for staff and council to address. Prince Edward County has secured funding of \$697,000 for an affordable housing build.

Getting Around

Getting around is a challenge for many when it comes to gaining access to services, recreation, education, jobs, housing and, noting the level of food insecurity, to sources of food.



Distance to Belleville General Hospital

- 15 km
- 45 km
- 50 km
- 50 km

As we lose services from our hospital, some people now travel an hour and a half to access health services.

A taxi to Belleville General Hospital costs \$50 from some parts of the County.

Map © 2013 County Magazine & Print Shop
www.countymagazine.ca
Map may not be reproduced without express permission.

The 10 original wards had their own services and local amenities. Since amalgamation in 1998, services, shopping and amenities are centralized in Picton, Bloomfield and Wellington, while much of the population lives in villages and hamlets far from those towns.

Our population density is 24 people/sq km

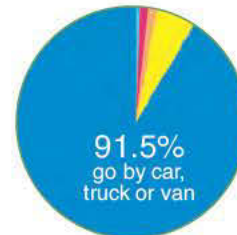
We are spread across a large area and there is no public transport within Prince Edward County. Those who do not drive must rely on taxis for long trips, and it is, for example, 15 km from the village of Milford to the nearest supermarket just to buy groceries. For those who can't afford a car or do not drive, it is a challenge to get to

- doctors
- dentists
- pharmacies
- supermarkets
- recreation
- libraries
- childcare
- employment
- training
- entertainment
- municipal offices
- children's activities
- sports
- social services
- other essential services.

A gap between rich and poor is evident here.

Transit systems that help

Prince Edward District Women's Institute launched a specialized transit system to meet the needs of elderly and disabled people. The municipality pays the nearby town of Deseronto for a limited service (Deseronto Transit) that connects Picton and Bloomfield to Belleville. Riders must first get to those towns, which can be 10, 15 or 20 km from their homes. With no public transport in PEC, distance may be a challenge for some.



- 5.5% walk
- 1.3% use public transport
- 1.2% other
- 0.5% cycle

Our reliance on private vehicles reflects both a rural culture and a rural reality. Another rural reality is the ubiquitous big yellow school bus system. This network serves schoolchildren in every corner of the County.

Is there scope to expand the possibilities of such a network?

DID YOU KNOW?

Despite our reliance on private vehicles, fuel is only available in Picton and 3 other locations in an area of 1,000 sq km



What People Feel & Say about Prince Edward County

A key part of preparing this Vital Signs Report was talking to people in a series of **Community Conversations**

In collaboration with the United Way of Quinte, we invited people to come and meet with us in town halls around the County, so that we could hear directly what issues concern them and affect their lives.

What do they think is going well?

What needs improvement? What are our challenges?

What are our successes?

Here are some of the things we heard.

It's a very accepting community. There seems to be a general acceptance of differences.

The libraries do a great job with educational programs and providing technology to people who can't afford it on their own.

We pull together on some issues but are polarized by others.

I really want to work, but I need affordable, reliable child care.

We need accessible, affordable transportation for everybody to meet the basic needs of getting to work, to the grocery store, doctor's appointments, children's programs, entertainment ...

I have always felt safe here.

I have to travel outside the County to get a job with a living wage ... but I can't afford a car, so I can't get a job.

It would be nice to have access to affordable dental care. We don't go as often as we should, because we just can't afford it.

There is phenomenal support in our small community for the hospital and the new hospice.

I've never felt so involved with my community, anywhere else I have lived.

It's hard to navigate 'the system' when you don't know where to start. I wish we had a single source of information to direct people to the services they need

I wish there was more for my teenagers to do. We need more affordable activities for them, as well as for the little ones.

You're born here and grow up here, but then you have to leave to make a living ... but you always hope you can come back.

I love that there is always something happening somewhere, especially in summer. The free music and art events are great.

Opportunities - A Call to Action

Too often, the challenges that communities face are seen as obstacles.

The County Community Foundation takes a different view, and looks at them as opportunities.

Throughout this report, we have asked the reader “**Did You Know**” and “**WHAT DOES THIS MEAN**” questions. These questions are intended to generate thought, conversation and action about the implications of the many challenges we face and the way each issue connects to many other aspects of life here in Prince Edward County. This report identifies diverse challenges.

The County Community Foundation believes that the following County strengths need to be brought together to meet those challenges.

Communication

The County is a small place with many informal networks. Let's strengthen these networks by connecting seemingly unrelated individuals and organizations.

Cooperation

The challenges we face are often interconnected, even though they don't seem so at first glance. By working together, we have a better chance of making use of the opportunities that they present.

Creativity

Just as the causes of the challenges we face are not always obvious, the answers often require a different approach. By looking outside traditional courses of action we can find answers to meet our needs.

Leadership

We need individuals and organizations who will encourage communication by being informed, foster cooperation by working with others, and show willingness to take chances and learn from mistakes.

County residents feel very strongly about their community.

Individually and as part of community organizations, they have incredible knowledge about all parts of the County. Let's use Vital Signs to generate a vision of the best possible Prince Edward County, and use every opportunity to achieve it.

The County Community Foundation serves our community in many ways.

- ▶ When people give, the County Community Foundation will help make sure their gift responds to the County's most pressing needs.
- ▶ Donors can have ongoing involvement with their gift or direct its distribution to specific charities or funds.
- ▶ Funds can address needs in an area of personal interest to a donor, or provide a local scholarship.
- ▶ An unrestricted donation can be used to support the Foundation's operations or many other charitable needs.
- ▶ The County Community Foundation creates opportunities for donors to build our strengths so that we can meet our challenges and grab our opportunities.

Working with YOU to Make a Difference in Our Community

How Can You Get Involved?

- ▶ Make a gift – become a donor. You may contribute to our general purpose Community Fund, or support a specific organization or project that is important to you.
- ▶ Make a gift – leave a bequest. Whether you are able to leave a little or a lot, the County Community Foundation will make sure that your gift makes a difference in the County.
- ▶ Talk about us! Encourage others to contribute.
- ▶ Become a volunteer. As we continue to grow, and find new ways to provide service to the County, our needs grow too. Whatever your experience or interest, you can be a part of the CCF!

Contact Us

If you would like to know more about how you can get involved, create a fund, or leave a gift now or in the future, let us know!

Call us at

613-476-7901 extention 218.

Find us at

www.countycommunityfoundation.ca

Email us at

info@countycommunityfoundation.ca

How the County Community Foundation has helped make a difference

By granting money to the Storehouse food bank in Wellington for the purchase of a fridge and freezer. This allows clients to go to the food bank for fresh and frozen fruit, vegetables, meat and dairy products, instead of having to take vouchers to local grocery stores.

By providing funds to develop a Hospice in the Home kit, a pilot project to create and provide resource kits to 20 families who provide palliative at-home care to loved ones.

By enabling the Community Justice Fund, established by the Prince Edward Corrections Advisory Board, to ensure that their organization's legacy in the County lives on.

By supporting the Healthy Food Healthy Families program, which establishes ongoing dialogue with families to support early recognition and intervention, provides parenting support and education, establishes opportunities for healthy food and nutrition information, and provides life skills support in development of meal planning and preparation.

By giving the Prince Edward District Women's Institute a vehicle for their organization, and their members, to continue supporting causes dear to them for generations to come.

By supporting Recreation Outreach Centre's (ROC's) YouthARTS, an after school program for children aged 9 to 13 that promotes healthy activity and healthy life choices for children and youth.

By working with a group of concerned citizens to start a charitable fund that will grow over time and support the protection of Prince Edward County's built heritage.

By granting to County Kids Read, a book distribution program by the Written Word Committee of the PEC Arts Council, which promotes literacy among children whose families are unable to afford books.

By helping families establish memorial funds that provide bursaries to County students while keeping the memories of their loved ones alive.

10 Reasons People Choose Community Foundations

- 1 We are a local organization with deep roots in the community and part of a nationwide movement whose support we build and share.
- 2 We bring donors to the table as community builders, working closely with them to align their philanthropic vision with the community's needs.
- 3 We identify long-term needs and opportunities and invest in solutions that let our communities guide their own future.
- 4 We take a broad and inclusive view of what a community is and provide grants to the widest possible range of organizations and initiatives.
- 5 We provide highly personal and flexible service, accepting a wide variety of assets and offering donors maximum tax advantages.
- 6 We build permanent funds and funds that can respond to immediate needs, helping our communities ensure vital futures.
- 7 We multiply the impact of gift dollars by pooling them with other gifts.
- 8 We believe that diversity is strength, so we bring the entire community together to stimulate new ideas, build participation and strengthen community philanthropy.
- 9 We are transparent and reputable stewards of community resources, committed to being accountable, accessible and responsive.
- 10 We build community vitality - the unique and essential spirit that flourishes when people believe their community holds possibilities for everyone.

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For a complete list of sources, go to www.countycommunityfoundation.ca

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- County of Prince Edward Operational Services
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Joan Pennefather, president
Carlyn Moulton, past president
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Heather Campbell
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SMART & CARING
COMMUNITIES



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 Community 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.

We would like to acknowledge our partnership with 25 other community foundations releasing Vital Signs reports this year

- Abbotsford, BC
- Burlington, ON
- Calgary, AB
- Cambridge and North Dumfries, ON
- Cape Breton, NS
- Central Okanagan, BC
- Edmonton, AB
- Grande Prairie, AB
- Kingston, ON
- Kitchener-Waterloo, ON
- Lethbridge/Southwestern Alberta, AB
- Lunenburg, NS
- Medicine Hat, AB
- Mississauga, ON
- North Okanagan, BC
- Peterborough, ON
- Prince Edward Island
- South Okanagan, BC
- Stratford and Perth County, ON
- Sudbury, ON
- Temiskaming, ON
- Toronto, ON
- Victoria, BC
- Windsor-Essex, ON
- Wolfville, NS

Thanks to our project partners



**United Way
Quinte**

Change starts here.

unitedwayofquinte.ca



*Vital Signs is a great opportunity to support
positive change in Prince Edward County.*

Don Fraser, Vice-president CCL Group

