

How are we doing?

28%

In 2008, 28% of tax filers in the London CMA made donations to charitable organizations, higher than the provincial and national rate.

42%

In 2009, Londoners diverted 42% of waste away from the landfill.

81

London scored 81 for progress in lifelong learning, higher than both the national and provincial scores.

800

London CMA's labour force increased by 800 people from April to May 2010.

14%

In 2006, 14% of London's population was a visible minority. The top five languages spoken are: Spanish, Arabic, Polish, Portuguse and French.

1 in 5

1 in every 5 children born in London today will live in poverty.



LONDON
COMMUNITY
FOUNDATION

vital signs®

www.londonvitalsigns.ca



Connecting People Who Care to Causes That Matter

Although our economy is improving, it's too early to see change. When you're the most marginalized, you're first to need help but the last to recover.

When the milk is running low, most of us just add it to the grocery list and buy more. But for many Londoners, it's not that easy. As a volunteer on the board at the Daily Bread Food Bank and the Fellowship Centre, Andra O'Neill says she is struck by how many two-income families have been in to get help this year.

Although our economy is improving, it's too early to see change. When you're the most marginalized, you're first to need help but the last to recover.

Each day, over 200 Londoners drop into the Fellowship Centre for a hot lunch, a cup of coffee and maybe a game of cards with friends. Many also frequent the food bank for a three-day emergency supply of food. Both urgent need services are run out of St. Paul's Cathedral on Richmond Street.

People are devastated to have to go to a food bank. So the moment they step inside, the volunteers go all out to make them feel welcome. It takes courage to get help.

For Andra and many volunteers like her, it's not about doing your "good deed" for the day. It's about listening to someone's story and being inspired to make your community a better place.

It's been a tough two years since our last report in 2008. The economic downturn caused unemployment like we've never seen before, along with higher poverty and hopelessness. The most vulnerable in our community are reeling and average families have felt the pressure too.

Andra is just one of the many people you'll meet in Vital Signs 2010 who make a difference. As you'll see from the stories ahead, a new spirit of generosity, compassion and yes, hope, is seeing us through. Not just from our richest citizens but from people who live modest lives too. Giving doesn't have a demographic. Anyone can do it, from the person who has a kind word for a stranger to the wealthy businessperson with a million dollars.

Connecting people who care with causes that matter was the impetus for publishing London's first Vital Signs two years ago, and it continues to be our reason for publishing the report now.

A key challenge for philanthropy is sorting through competing priorities, identifying opportunities and creating space for deeper conversations and solutions. We trust that Vital Signs will continue to strengthen our role as a grant-maker and encourage our community and donors to make a difference.

Perhaps, most importantly, Vital Signs will serve as a beacon for the people of London and Middlesex County, drawing attention

to the issues we must address to ensure the vitality of our community.

You'll meet many of our community champions here. Their passion and enthusiasm is evident in these pages: in their projects, data, and great ideas to make London a stronger, more vital community.

As you read this report, I encourage you to reflect on how you – as a member of this community – feel we are doing in each area, how we can improve and how you might contribute to make a difference.

Visit our website at www.londonvitalsigns.ca and let us know your thoughts. Feel free to share your ideas and initiatives too – there's so much going on, we can't begin to get it all into this report. You'll also find more stories, more in-depth data and interesting video on the website.

Vital Signs is a call to become more informed about the health and wellbeing of our vibrant community. Because community truly means each and every one of us.

Martha Powell
Martha Powell, CEO



About London Community Foundation

London Community Foundation is an independent charitable organization created by and for the people of this city.

The role of a community foundation is three-fold: to manage the funds entrusted to us by donors; to make grants to local charities that are making a difference; and to provide leadership in community building and leadership.

Since 1979, London Community Foundation has been working to ensure prosperity across generations who choose to make a life in London and Middlesex County by pooling the charitable gifts of many donors into a permanent, income-earning endowment.

Thanks to the generosity of donors past and present and a responsible investment strategy, your community endowment is now valued at over \$42 million. Each year, grants from the earnings of these funds are used to support a broad variety of charitable initiatives from health, education and social services to arts, culture and the environment.

We are proud to say that a gift of any amount creates a lasting legacy that not only addresses the needs of today, but the needs of our community tomorrow.

London's Vital Signs Report is used as a blueprint in developing our community granting priorities.



LONDON COMMUNITY FOUNDATION



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About London's Vital Signs® Report

Vital Signs serves as a check-up on the vitality of London and provides a snapshot of the positive and negative trends in areas important to our quality of life.

The report is compiled from recent statistics and studies that look at six different, and yet interconnected, issue areas that are critical to the well being of our city and its residents: Getting Started in our Community, Belonging and Leadership, Learning, Work, Environment and Gap Between Rich and Poor. This study deepens our community knowledge and is a valuable tool for residents, leaders and elected officials who develop the new ideas required to build a stronger London.

London Community Foundation has placed the emphasis of the report on the City of London. In some instances, the data presented represents the City of London and Middlesex County where possible. Conversely, some data estimates in the report use the Census Metropolitan Area (CMA) that includes the City of London along with the townships of Central Elgin, Southwold and Strathroy-Caradoc and surrounding areas of Middlesex and Thames Centres (Statistics Canada definition, 2001). It is important to note the data source when reading through the report for clarity on the geographical area.

For more information and links to source material, visit www.londonvitalsigns.ca

Research Sources

- Canadian Community Health Survey, Statistics Canada
- Centre for Lifelong Learning
- Children's Aid Society of London and Middlesex
- Composite Learning Index
- Elections Canada; City of London Elections Office
- Fanshawe College, Research and Institutional Planning Office
- Households and the Environment Survey 2007
- London District Catholic School Board
- London Economic Development Corporation
- London Food Bank
- Middlesex London Health Unit
- OEYC Data Analysis Coordinators, Early Development Instrument
- Ontario Municipal Benchmarking Initiative
- Statistics Canada
- The University of Western Ontario
- Thames Valley District School Board Annual Report 2009

Note: London CMA (Census Metropolitan Area) includes the City of London along with the townships of Central Elgin, Southwold and Strathroy-Caradoc and surrounding areas of Middlesex and Thames Centres.



"As Londoners, we are proud of our diverse and energetic community, which offers a quality of life second to none. By strengthening our neighbourhoods and creating opportunities for citizens of all ages, London is indeed a progressive, forward-thinking city and a great place to live."

-- Mayor Anne Marie DeCicco-Best

About Vital Signs®

Vital Signs is an annual check-up conducted by community foundations across Canada that measures the vitality of our communities and identifies significant trends in a range of areas critical to quality of life. Vital Signs is coordinated nationally by Community Foundations of Canada.

Methodology: Indicator Selection

Indicators for each of the six key areas were selected on the basis of:

- Availability of data
- Ease and cost of data collection
- Reputable and reliable data source
- Currency of data
- Community interest
- Data that will be updated regularly for future trending
- A three-year cycle for core indicators as agreed upon by all community foundations participating in Vital Signs

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The City of London is committed to building and regenerating neighbourhoods that showcase innovative, creatively designed forms of housing within communities that honour our built heritage and preserve our natural environment.

Major economic sectors include advanced manufacturing, automotive parts, food processing, life sciences, information technology, warehouse/distribution, and financial services. There are 261,700 people in the labour force. (2009)



489,274

London is the 10th largest city in Canada and the total population in London and Middlesex County is 489,274 (2009 CMA).

OUR COMMUNITY

Nestled at the forks of the Thames River in the heart of southwestern Ontario, London is a special place to live and work.

Tree-lined streets, pristine parks, extensive walking and biking trails and an abundance of recreation facilities are just a few of the qualities that entice families to London.

62% of Londoners own their own home. The number of those renting accommodations declined for the first time in 15 years.

London is home to a leading university and expansive community college. Annually, 45,000 full time post secondary students study in London each year.

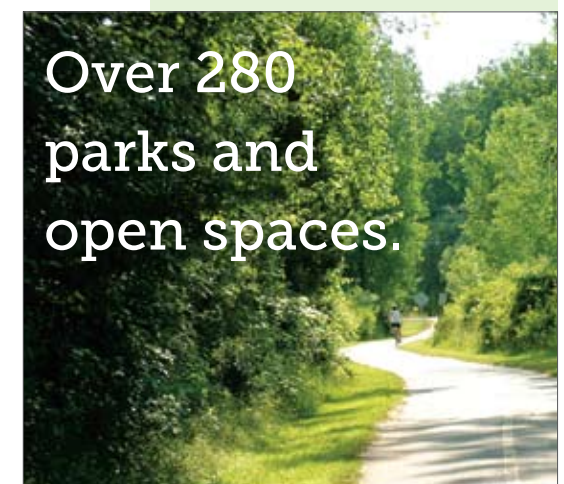
By the time of the 2011 population census, it is estimated that people age 55-plus will increase to about 28% of the total population, or nearly 1-in-3 Londoners.

Londoners **48** speak 48 different languages and identify ancestral origins from 144 distinct ethno-cultural backgrounds.

Recognized as a centre for health care excellence, London has a strong collaborative research community and is home to several national academic health Centres of Excellences.

4.4 million trees — or about 12 for every Londoner — and 126 tree species.

Over 280 parks and open spaces.



Every kid needs someone to stand in front of them and say: "You're amazing." Arts for All Kids aims to build self-confidence and help children realize they can break the cycle of poverty.



GAP BETWEEN RICH AND POOR

When there is a large gap between rich and poor in our community, we are all affected. The fact is, anyone of us can find ourselves suddenly at the bottom of the income scale. A crippling accident, a market downturn, a divorce, can sometimes result in unexpected poverty.

Identifying the shortfalls assists us in improving our community by helping those who need it most. Though data indicates that average family income is increasing, there is still a troubling gap between those who have and those who have not.

London Community Foundation's Neighbourhood Building Program *

Neighbourhood connections, like social connections, provide children and their families with experiences of belonging and shared membership. This unique grant program supports a variety of projects to address specific challenges in London's low income neighbourhoods.

Museum London's Summer Classes for Young Artists *

In an effort to increase community access to their Summer Art Program for children, Museum London was able to offer free registration to children with financial need by partnering with Project Camp of Children's Aid Society.

Dental Outreach Community Services (DOCS) *

This program of the Schulich School of Medicine & Dentistry offers free dental care for struggling families by bringing mobile dental clinics into low income communities.

London's Family Networks

The first project of its kind in Ontario, London's Family Networks provides access to the professional and other community services necessary to keep the family together safely by offering crisis response 24 hours a day. www.familynetworks.ca

London's Child & Youth Network

More than 130 local agencies and individuals are committed to working together to do what is best for children, youth and families. The four working priorities include ending poverty, making literacy a way of life, leading the nation in increasing healthy eating and healthy physical activity and creating a family-centred service system. www.london.ca/cyn

* SUPPORTED BY LONDON COMMUNITY FOUNDATION



OVERALL POVERTY RATE

In 2008, 9.2% of the people in the London CMA had incomes below the Low Income Cut Off (LICO), compared with 9.3% in Ontario and 9.4% in Canada. Though our city fairs better overall, there is much room for improvement.

9.2%
(Statistics Canada)

In 2009-2010 the Children's Aid Society of London and Middlesex completed 2,509 investigations of child abuse and neglect, provided protection and counselling services to 1,256 families with 1,306 children in the community. Despite efforts to reduce the number of children in care, the number continues to rise.

(Children's Aid Society)

USE OF FOOD BANKS

In 2009, an average of 3,115 people per month visited the Food Bank as compared to an average of 2,368 families in 2001. 37.4% of clients helped were children and youth. 27.5% of families visiting the food bank had no income.

(London Food Bank)

ELDERLY POVERTY RATE

In 2008, the low-income rate for the elderly population in the London CMA (1.8%) is lower than the provincial low-income rate (4.4%) and the national low-income rate (5.8%).

(Statistics Canada)

CHILD POVERTY RATE

5.6% of children (age 0-17) in the London CMA lived in families with incomes below the LICO in 2008, compared with 9.1% of both the province's and nation's children.

(Statistics Canada)

1 IN 5

1 of every 5 children born today in London, will live in poverty (CYN 2009 Report).

Arts for all Kids

Every Thursday night from September to April, the London Food Bank comes alive with the patter of dancing feet, the plunking of piano keys and the smooching of paint.

After the doors close and the staff leave, Arts for All takes over the building. Some 85 kids along with 30 volunteer teachers pack into Dr. Seuss-coloured rooms to do their arty thing for 90 minutes: dance lessons, art class, piano, drama, guitar, violin and creative writing.

Roxanna, a mother of three girls age 7 to 14, credits Arts for All Kids with helping to unleash their creativity

and more. "It keeps them busy and healthy," she says, commenting on the big changes she's seen in her oldest daughter Vivian, usually a quiet kid. Now 14, Vivian is pursuing Grade 3 conservatory piano, has joined the school band and is ready to volunteer in the program next year.

Arts for All Kids is proof that one person, helped by many volunteers and a generous donation, can make a difference. Karen Pincombe has run the program for 22 years now. She and husband Brian Ratcliffe, a trained concert pianist, devote countless hours to teaching and coordinating.

The program is free to families who don't have the means to pay and the London Food Bank provides rent-free space.

In 2008, Arts for All Kids got a boost from the London Community Foundation through a \$5,000 gift from the Faith Tilk Memorial Fund.

The donation painted the whole space, put a new tile floor in the art room, and bought artwork-drying racks, tabletop easels and many pairs of dance shoes, all sizes.

When Nancy and Steve Tilk lost their almost nine year-old daughter

Faith, they started the Faith Tilk Memorial Fund through the London Community Foundation to honour her memory. The fund quickly grew to more than \$160,000, creating a legacy that's supporting many local, youth-focused programs, including Arts for All Kids.

"It felt really good to keep Faith's creative spirit alive," Nancy says. "Faith was a gift in our lives. Now she is the spark that leads other kids into volunteering, raising funds, giving back and making a difference."



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Emergency Shelter Use

In 2008, the City of London had a total of 360 emergency shelters beds with a 94% occupancy rate. Occupancy rates are influenced significantly by social conditionals and trends existing in the municipality.

(Ontario Municipal Benchmarking Initiative, 2009)





“ENGAGE! gave me the skills, tools and knowledge to be a more effective community member,” says Adam Caplan, entrepreneur. “When we initiated UnLondon, we started off on the right foot with a governance structure that works.” Caplan is one of ten ENGAGE! Ambassadors helping to shape this year’s curriculum to be even more timely and relevant.

A New Generation of Giving

When a feasibility study for Fanshawe Pioneer Village revealed that the next generation of philanthropists and volunteers wasn’t stepping up, London Community Foundation responded with action: Create a mini-MBA in philanthropy that teaches people how to give.

The Foundation approached local business owner Paul Hayman in 2007 to champion the idea. As someone “at the stage of life where my kids were getting older and we were starting to have more free time,” strategic giving was on his radar.

Hayman worked with a group of peers to realize a vision for ENGAGE! London, an A-to-Z journey in

philanthropy geared toward creating a personal strategy for giving.

ENGAGE! targets people 35 to 55 who have the capacity to give but need some help learning how.

Participants learn about building community capacity, governance, and strategic philanthropy, and participate in a case study with a local charity. They gain an understanding of what makes them excited about giving back, whether that’s sitting on a board of directors, creating an annual giving plan or establishing a legacy fund.

“ENGAGE! is all about empowering people to act”, Hayman says. “Participants find an organization

or cause that jizzes them and the community benefits from a new generation of people who know how to make things happen.”

There’s no cost, no hidden agenda, no sales pitch. Just education, inspiration, good networking, and yes, free lunch. So far, over 100 people have participated in the program. Martha Powell, CEO of the London Community Foundation, says that 95% of them are acting on what they’ve learned.

Personally, Hayman credits the program with helping him re-think his role in not-for-profits and in business ventures. “It infuses everything,” he says. “Now, I’m

committed to the triple bottom line: profit for shareholders, staff who make a difference, and giving back to the community.”



BELONGING AND LEADERSHIP

Do you feel connected? Our sense of belonging is strengthened when we get involved in our community. We feel more connected to our community when we volunteer, involve others, or make donations to the causes we care about the most. Civic engagement strengthens our community. Are you involved?

From Conflict Zone to Canadian Community *

Changing Ways’ Culturally Competent Integration Strategies for Men Coming from Conflict Zones is helping new Canadians and refugees from conflict zones integrate and successfully adapt into a peaceful Canadian society.

Unity Walk: A Youth Initiative to Promote a Harmonious Community *

Though the first nations communities of Chippewa, Oneida and Muncey are geographically close, the youth from each are increasingly at odds with one another and intertribal racism is common. With support from London Community Foundation, a unity walk is an effort by some of the affected youth to raise awareness of the issue and promote harmony among each tribe.

Big Sisters Summer Day Camp *

This six-week program helps young girls learn life skills such as nutrition, meal preparation, educational games, physical activities and budgeting and also introduces them to various community services in an effort to enhance their knowledge of our community and build self esteem.

Canadian Association of Latin Americans (CALA)

This program helps our community to integrate and be successfully active in their new Canadian life through community-supported programs, seminars and events. www.calalondon.ca

Youth Week

Each year, one week in May is dedicated to the celebration of youth and their active participation in their community, led by London’s Youth Council.

Emerging Leaders

A collective of like-minded 22-44 year-olds who believe that London can be among North America’s top ranked cities in terms of both economic prosperity and quality of life. Newly registered as a non-profit organization, this group is poised to make a positive difference and give a united voice to an important demographic.

* SUPPORTED BY LONDON COMMUNITY FOUNDATION

SENSE OF BELONGING

In 2009, in the London and Middlesex Health Region, 70.1% of the population 12 years and older, reported a strong or somewhat strong sense of community belonging (the provincial average was 67.1% and the national average was 65.4%).

(Canadian Community Health Survey, Statistics Canada)

VOTER TURNOUT

Voter turnout for the 2008 Federal Election in the London CMA was 58.9%, in line with Ontario (58.6%) and Canada (58.8%). Voter turnout for the 2006 London Municipal Election was 42.93% (Elections Canada; City of London Elections Office)

58.9%

CHARITABLE DONORS

In 2008, 28% of the people who filed tax returns in the London CMA made donations to charitable organizations (median amount donated was \$310.00). This rate was 8.9% higher than the provincial rate and 15.9% higher than the national rate. (Statistics Canada)

VOLUNTEER RATE

In 2007, in the London CMA, 58.7% of persons 15 years and older were engaged in volunteer activities (the provincial average was 47.3% and the national average was 46.1%) (Statistics Canada)

58.7%

SPENDING ON SOCIAL CLUBS AND USE OF RECREATIONAL FACILITIES

In the London Economic Region in 2008, 45.2% of households reported contributing and paying dues towards social clubs and other organizations (provincial average 41.3% and the national average 40.0%) (Statistics Canada)

AVERAGE LIFE SATISFACTION

In 2007-2008, 90% of the London CMA population, aged 20 years and older, were satisfied or very satisfied with life as compared to Canada which was 91.13%.

(Statistics Canada)





Learning without Walls

"I meet students at libraries, the market, coffee shops or even at a park bench. We meet where the student feels comfortable learning," says Jane Lucas, teacher in the Reconnect Program shown here working with Sabrina. "Students learn in a relaxed environment so that education can become a priority in their lives."



When Michelle first came to Reconnect, she was in an abusive relationship and addicted to Oxycontin, in and out of school and working full-time to help her mom pay the bills.

Now clean from drugs, free from her abusive partner and a student at G. A. Wheable Centre, an Adult and Continuing Education school, Michelle says her experience at Reconnect has opened her eyes to a world of possibilities.

"Reconnect has created many opportunities for me. I wouldn't be here today if it wasn't for the program," she says.

Reconnect is a Thames Valley District School Board Program that helps disengaged youth, who have left school without

graduating, get back on track. Certified teachers and support staff work to create a unique plan for each individual and link them to options at school, work and in the community.

The program helps students graduate high school, learn new skills and even gain real-life experience through work co-ops. Thames Valley District School Board alternative education staff work with approximately 800 students per year.

"The students have to work hard and show commitment to be at Reconnect", says Jane. "Students are out of school for dozens of reasons, from mental health issues, homelessness, parenting and others. We're teaching them the difference between wanting to learn, over having to learn."

With a recent grant from London Community Foundation, Jane is also able to offer students food vouchers. "The London Community Foundation has truly been phenomenal," says Jane. "Nine times out of ten these students come here on an empty stomach. The Foundation allows me to provide kids with the means to buy food so they are well-nourished and ready to learn."

Michelle's new goal is to become a nurse. While that seems far removed from someone who didn't like math and science, she says; "My experience at Reconnect profoundly changed the direction I was headed and gave me the opportunity to succeed."

LEARNING

Are the three R's important to you? Education opens up a world of possibilities and greatly impacts our employment, income and health. It allows us to stretch the limits of our intelligence and changes the way we view life. Alternative learning opportunities strengthen the economic development for all in our community.

SWOOP teaches youth about diversity, racism and tolerance *

Southwestern Ontario Outreach Program (SWOOP) is an educational program funded by London Community Foundation that uses film to teach students in elementary schools in London and Middlesex about diversity, racism and tolerance. It uses the film "6000 Paperclips" about the Holocaust that has been part of the Jewish Film Festival.

Economics for Success Teaches Kids the ROI of Higher Education *

This one-day workshop at Junior Achievement of London is designed to help grade 8 students understand the importance of an education and the personal and economic costs of dropping out of school.

Boys and Girls Club of London's M.A.P. (My Action Plan to Education) *

A program aimed at helping youth to continue on to the road to success in school. M.A.P is based on four guiding principles.

London Apprenticeship Program Alive and Well

Currently, there are approximately 7,000 active apprentices in all trades within the London area. Top active apprenticeship programs at Fanshawe College include Automotive Service Technician, Electrician-Construction and Maintenance, Hairstylist, Cook, and General Machinist.

Aboriginal Student Population on the Rise

There are more than 200 self-identified Aboriginal students registered with Fanshawe's First Nations Centre, which is a 35% increase over the previous year.

Baby's Book Bag: Literacy, right from the start!

Parents taking prenatal classes through Middlesex London Health Unit receive complimentary literacy kits containing tools and information proven to stimulate the minds of little ones. This is a program running in partnership with Children and Youth Network and is supported by Kiwanis Club of Forest City.

* SUPPORTED BY LONDON COMMUNITY FOUNDATION



THE COMPOSITE LEARNING INDEX (CLI)

In the CLI, Canada's annual measure of progress in lifelong learning, London's 2010 score was 81, which was higher than both the provincial and national scores.

81

READINESS FOR SCHOOL

According to the 2009 Early Development Instrument results, one out of every four children in London is not ready to learn in Grade 1.

(OEYC Data Analysis Coordinators, Early Development Instrument)

POPULATION THAT HAVE NOT COMPLETED POST SECONDARY EDUCATION

18.9% of the population (15 years and over) in the London CMA, had not completed highschool in 2009. The rate was lower than the provincial average of 19.6% and the national average of 21.0%. (Statistics Canada)

ENGLISH LANGUAGE LEARNERS

In the Thames Valley District School Board, in December 2009, 11% of elementary school student's first language was not English nor French compared to 9% for high school.

In the London Catholic District School Board, 5.5% of elementary student's first language was not English compared to 7.95% for high school.

(London District Catholic School Board's Director's 2009 Annual Report and Thames Valley District School Board)

POPULATION WITH COMPLETED POST SECONDARY EDUCATION

In 2009, in the London CMA, 51.9% of the population (15 years and over) had completed postsecondary education compared to 51.8% in the province and 50.8% in Canada.

(Statistics Canada)

51.9%

EARLY LEARNING INITIATIVES

In September 2010, full-day early learning will be offered for 4- and 5-year old children in some London and area schools. By September, 2015, full-day early learning will be available for up to 35,000 young children across Ontario.

(Thames Valley District School Board 2010 Report to the Community)



With a new job at Hanwha, Perry Puckett is one of many Londoners who are back to work, thanks to retraining programs and a community that cares. "Getting a job like this is awesome for me, It's so good for your self-esteem."



Looking Up

Fresh into the first week of a new job at Hanwha, Perry Puckett is happy to see a familiar face. "I ran into an old colleague on my first day here and he asked me if I wanted to join his team," Puckett says happily.

In these tough economic times, it is good to have friends. Puckett lost his job at Diamond Aircraft two years ago when gas prices went up and small aircraft sales went down.

"Staying motivated is the hardest part of being unemployed," says Puckett who had a tough time paying rent, bills and supporting

his family. "You feel unemployed and unimportant. You have to push yourself not to give up.

Volunteering helped, as did regular contact with John Farrell, Employment Development Coordinator at Pathways Skill Development and Puckett's job coach.

Farrell uses one word to sum up the mood of the people he coaches: frustration. "The economy has taken a nose dive and they have families to feed. People want to work, they're not lazy." Farrell has mentored Puckett for five years and considers him a

friend. "He's done the work to move forward with a better quality of life," he says, "He's a great success story."

Puckett is a graduate of the Light Industrial Training course, one of three industry-specific skill development programs offered by Pathways. The eight-week course includes certifications and a one-week work placement. Students come to the program through Ontario Works, Employment Insurance, various newcomer assistance programs and privately. Over 87% of graduates find full-time employment.

After hitting peak unemployment rates of 11% less than a year ago, London has now stabilized at 8.2%, one of the lowest in Ontario.

"Our diverse economy helped us get through the downturn and will see us into the future," says Peter White, President and CEO at London Economic Development Corporation. White notes that many area manufacturers are back up to speed and are looking to hire.



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WORKING

Our quality of life is greatly impacted by our ability to access stable and dependable work. A vibrant and diverse labour market is a must for any healthy community. The aftershocks of the economic downturn in 2008 are still prevalent in our community. Have you been affected?

Where to Look for Assistance

Pathways

www.pathways.on.ca/

Exists to assist individuals to overcome barriers to meaningful employment.

Small Business Centre

www.sbcentre.ca

To stimulate, promote and support the entrepreneurial spirit, start-up and early growth of small business to actively contribute to the economic development of London.

Youth Opportunities Unlimited

www.you.on.ca

Dedicated to unlocking the potential of youth by providing client centred services emphasizing skills improvement leading to increased employability and empowerment, offering a referral service to agencies serving youth, and developing, participating in and supporting community alliances to maximize opportunities for youth.

London Employment Help Centre

www.lehc.ca

A community-based, not-for-profit organization that promotes personal achievement through the delivery of diverse employment and advocacy services in a caring and supportive environment.

WIL Employment Connections

www.wil.ca

WIL Counselling and Training for Employment and WIL Employment and Learning Resources Corporation (operating as WIL Employment Connections) are non-profit organizations dedicated, primarily, to facilitating the economic and social integration of immigrant women and men and Canadian women and men into the broader community of London and area.

Employment Sector Council London-Middlesex (ESCLM)

www.esclm.ca/

ESCLM is a network of over 45 organizations serving more than 60,000 clients in the employment and training sector in the city of London and surrounding Middlesex County.



UNEMPLOYMENT RATE

In 2009, the unemployment rate for the London CMA was 9.9%. This was above both the provincial level (9.0%) and the national level (8.3%).

9.9%

(Statistics Canada)

LABOUR FORCE

In May 2010, the London CMA labour force was 266,900 people which was an increase of 800 people over April 2010.

(London Economic Development Corporation's e-newsletter, London Matters)

APPRENTICESHIPS/TRADES

The London Apprenticeship Area Office reports the top active apprenticeship programs as: Automotive Service Technician, Electrician-Construction and Maintenance, Hairstylist, Cook and General Machinist. Currently, there are approximately 7,000 active apprentices in all trades in the London area and more than 1,800 apprenticeship completions in the past five years.

(Fanshawe College, Research and Institutional Planning Office)

AVERAGE HOURLY EARNINGS

In 2009, **\$22.05** average hourly earnings in the London CMA were \$22.05 (in current dollars). This rate is 3.1% lower than the provincial rate (\$22.75) and equal to the national rate (\$22.05). (Statistics Canada)

EMPLOYMENT RATES FOR YOUTH

In 2009, the youth (15-24 years old) unemployment rate in London CMA was 19.6% as compared to the 17.6% for Ontario and 15.3% for Canada. (Statistics Canada)

2009 BUILDING PERMITS

In the City of London, in 2009, a total of 4,094 building permits were issued compared with 4,285 permits in 2008 and 4,917 permits in 2007.

(London Economic Development Corporation, Marketing Facts 2010)

4,094



Lina Rivas has participated in the Spanish-Speaking Gardeners project for two years now. "You connect with your new culture when you plant your own food," she says. "We spend fun time here as a family. It's the best way to experience summer."



GETTING STARTED IN OUR COMMUNITY

Getting started in a new community, with its new culture, languages and customs can be tough. Finding employment, learning a new language and gaining recognition for foreign education and credentials are major challenges that many newcomers face. London cannot afford to lose out on skills and talent of our newcomers. Are we providing the right supports?

LUSO's Reading + Parents Program*

A family centred approach to literacy for children of culturally diverse and ethnic backgrounds. Supported by London Community Foundation, reading packs consist of a quality children's book, reading and language hints, poems and finger plays, a craft and age appropriate activity sheets.

Building Common Ground in Old East London*

Part of the curriculum of LIFE*SPIN's summer school program for children from low-income families, this organic gardening and cultivation project helps kids learn how to cultivate soil and plant seeds, to harvest and preserve food for winter.

Game On! Basketball Unites Limberlost*

The Limberlost community is a stepping-stone for many newcomers to London and is home to over 700 people, including lots of young families. Recently the old basketball court was transformed through the support of LCF donors into a stunning new court, becoming an important gathering spot for the community.

The London and Middlesex Local Immigration Partnership

A collaborative community initiative led by City of London and United Way. Learn more www.welcome.middlesexcounty.ca

Mentorship Program for London Ethnic Youth At Risk

London Intercommunity Health Centre, aims to help at least 80 kids between 9 and 15 years old and their families in the city's northeast, where about 9,000 people – nearly 20% – aged 10 to 21 identified themselves as ethno-racial or newcomers in a survey by the health centre.

WIL Mentorship for Newcomer Success.

This program connects internationally trained individuals with local mentors to gain a better understanding of the local job market in their field or occupation, network, and learn more about sector-specific language and professional practice in Canada.

* SUPPORTED BY LONDON COMMUNITY FOUNDATION



UNEMPLOYMENT RATE OF IMMIGRANTS

For the 2001-2006 period of immigration, the London CMA immigrant unemployment rate was 12.4% compared to 11.9% for Ontario and 12.3% for Canada.

(Statistics Canada)

MIGRATION

In 2007, the London CMA showed a net gain of 1,228 persons due to people moving within the province, lost 766 persons to other provinces, and gained 2,419 persons due to international migrations.

(Statistics Canada)

ADULT ENGLISH LANGUAGE LEARNERS

There are approximately 1,800 adult ESL learners across the Thames Valley School Board region and approximately 3,000 adult English Language Learners across the London District Catholic School Board area.

(Thames Valley District School Board Director's Annual Report 2009; Centre for Lifelong Learning, London District Catholic School Board)

IMMIGRANT POPULATION

Immigrants **22%** accounted for 22% of total population of the City of London compared with 28% for the province.

(Statistics Canada)

CITY OF LONDON'S IMMIGRANT POPULATION BY REGION OF BIRTH

53% of London's immigrants come from Europe, 15% from Asia, 10% from the Middle East, 7% from Central America & the Caribbean, 5% from Africa, 5% from North America, 4% from South America and 1% from Australia & Oceania. (2006 Census)

VISIBLE MINORITIES & LANGUAGES SPOKEN

In the 2006 Census, 14% of the City of London's population was a visible minority. The top five languages spoken are Spanish, Arabic, Polish, Portuguese and French.

(Statistics Canada)



Growing Good Food and Good Friends

When Estevan and Juan get to the garden, the first thing they do is grab a few buckets of water, head to the carrot patch and pull up a healthy snack. There's nothing like the satisfying crunch of carrots you've grown yourself – and the weeds can wait.

"Lots of people tell us that this has been good for their family. They're getting out into the garden instead of sitting at home watching TV."

The teenage boys and their parents are part of the *Local Food Project for Spanish-Speaking Gardeners*, an initiative of the Middlesex London Health Unit aimed at helping recent newcomers learn how to access local, seasonal, inexpensive and nutritious food.

Good food and friends can make all the difference for newcomers settling into a new life.

"The project is helping people eat healthier, make social connections and learn new skills," says Lynn Prentice, Health Promoter at the Middlesex London Health Unit. "Lots of people tell us that this has been good for their family. They're

getting out into the garden instead of sitting at home watching TV."

Estevan and Juan's compact plot in Berkshire Gardens is bursting with neat rows of tomatoes, green peppers, potatoes and even cilantro from last year's seeds. The whole family has made friends with other gardeners and grows enough to eat fresh, organic vegetables every day, usually with some to share.

Middlesex London Health Unit funds and co-ordinates the program in partnership with London Community Resource Centre, who offers garden plots at a reduced rate. London Community Foundation's Urgent Needs Granting Program earmarks

funds specifically for community garden projects that work to integrate newcomers and boost health status.

"This project is a great example of many partners working together to make something good happen," says Martha Powell, CEO of the London Community Foundation.





Committed Citizens Changing the World

The Friends of Medway Creek are replacing a stand of dying, non-native Jack pine with various native trees and shrubs at Weldon Park. The forest creates a natural filtration system and cleans the water by the time it reaches the creek. "Water is one of our most important assets," says David Potten, a volunteer. "We're invested in creating long-term impact."



Margaret Mead famously said that the actions of a small group of committed citizens can change the world. When a recent Watershed Report Card by the Upper Thames River Conservation Authority (UTRCA) identified poor water quality at Medway Creek, local citizens stepped up.

"The local people know the watershed better than anyone else and they're passionate about making improvements," says Teresa Hollingsworth, Coordinator, Community and Corporate Services for UTRCA. Medway Creek Watershed, a 185 km² area running from Granton to London, is just one of UTRCA's community-based watershed restoration strategies that involves local residents, city staff and

researchers from The University of Western Ontario.

Building a community-based strategy starts with a public meeting to present research findings and, more importantly, learn from the people who live there. Next, a citizen-led advisory committee identifies key action areas such as improving water quality, increasing fish habitat and fighting erosion. UTRCA coordinates technical support, gradually backing away as the advisory committee starts mobilizing volunteers to plant trees, work with local landowners to remove barriers in the river and increase fish stocks.

"Our biggest role is one of community capacity builder. It's amazing what you can accomplish when you sit down at the table

together," says Hollingsworth, noting that the process often connects city staff and residents for the first time. Many advisory committees evolve into permanent "friends of" volunteer groups who organize community activities year-round.

Environmental health is one of London Community Foundation's strategic granting areas and helping groups like Friends of Medway Creek get started is a priority. The foundation provides seed money to fund a similar community-based watershed strategy in Dorchester.

"Local money absolutely makes it possible to leverage provincial and federal funds," says Hollingsworth. "Any improvements we make result in improvements in the Great Lakes. We're all connected."

ENVIRONMENT

From the air we breathe to the ground we walk on, a healthy and sustainable environment is critical to the well-being of our community. Is ours sustainable?

London Community Foundation's Clean Air Challenge *

Environmental grant program, provides support for new, green ideas for products and/or services that demonstrate significant potential for positive environmental impact on air quality in London.

Reforest London's Greening Our Schoolyards Planting Project *

When parent associations could not make fundraising for trees a priority due to other commitments, Reforest London stepped in to purchase and plant trees and shrubs at 20 schools.

Pollution Solutions in the Coves Subwatershed *

This successful program through the charity Friends of the Coves was designed to engage residents in the protection of one of London's most environmentally significant area.

Daily Bread Goes Green! *

With this grant, Daily Bread Food Bank was able to purchase a bulk supply of reusable bags. Employees of TD Canada Trust/Account recovery and fraud management department raised an additional \$610 towards the green cause and the merchants in the community stepped in too – with Gary from Gary's No Frills in London supplying an additional 1,400 bags.

Urban League of London Endowment Fund *

This fund, housed at London Community Foundation, will ensure that the League has the financial resources to continue its work on improving the quality of life in London.

What else you should know:

About Air Quality: Air is not bound by geography but our choices do affect our own community and those around us. Drive less, especially during peak traffic periods, and take public transit or car pool to get around.

Water Quality: A glass of London drinking water is tested and safeguarded to a much more rigid standard than bottled drinking water bought in stores.

For more information:

- Clear Network – www.clearnet.london.ca
- Rethink Energy London – www.rethinkenergy.london.com
- Post Carbon London – www.postcarbonlondon.ca

* SUPPORTED BY LONDON COMMUNITY FOUNDATION

WATER QUALITY

Phosphorous is a nutrient that enables algae blooms. Phosphorus levels in the Thames River are unfavourable in that they exceed surface water quality objectives. The City currently removes 89% of the phosphorous in sewage to a level of 0.55 mg/L. This is better than the Ministry of Environment's approval requirements. (City of London)

WATER CONSERVATION
A lowflow showerhead can save 42,000 litres of hot water each year – enough to fill a backyard swimming pool.

AIR QUALITY

In the London CMA, there were two days above daily maximum threshold levels of ozone in 2009, below the 2001-2009 period average of 16.1 days.

(Statistics Canada)

WATER CONSERVATION

In the London CMA in 2007, 66% of households used low-flow shower heads, which is 1.5% higher than the provincial average of 65% and 6.4% higher than the national average of 62%. In 2007, 53% used low-volume toilets, which is 12.8% higher than the provincial average of 47% and 35.9% higher than the national average of 39%.

(Statistics Canada, Households and the Environment Survey 2007)

GREENHOUSE GAS EMISSIONS FROM PRIVATE VEHICLES

In 2007, emissions from private vehicle operation per capita in London (CMA) were equal to 2,015 kg of CO₂ gases. This was 15.1% above Canada's average emissions per capita of 1,751 kg of CO₂ equivalent gases and 15.1% above the provincial average of 1,750 kg of CO₂ equivalent gases.

(Statistics Canada)

ABOUT CLIMATE CHANGE

Idling for over 10 seconds uses more fuel and produces more CO₂ compared to restarting your engine.

WASTE MANAGEMENT 42%

In 2009, in the City of London, 42% of waste was diverted away from landfill sites. (2008 – 41%)

(City of London)





THANK YOU

London's Vital Signs report would not be a reality without the working support and contributions from countless individuals, organizations and businesses from across the community. We would like to offer our sincere gratitude to all for making London's Vital Signs 2010 a success. Special thanks to Bonna Bourne for her leadership on this project.



ABOUT COMMUNITY FOUNDATIONS OF CANADA

Community Foundations of Canada (CFC) is the national membership organization for Canada's Community Foundations. Together, we are the Canadian movement for community vitality, represented by 174 members from coast to coast. CFC was established in 1992 to connect and support this growing network of local foundations.

WE BELIEVE IN:

- Philanthropy, especially through community foundations, as a powerful catalyst for strengthening communities in Canada and around the world
- Visionary leadership that welcomes innovative approaches, builds on strengths, models inclusiveness and takes appropriate risks
- Collaborative relationships - among members, volunteers, staff and other organizations - that respect independence and diversity, and that foster dialogue and sharing of ideas and experiences
- Open and accountable practices that reflect the highest possible standards of performance as a membership association and as a leader in promoting philanthropy.



COMMUNITIES PUBLISHING VITAL SIGNS IN 2010

- Community Foundation for Kingston and Area
- Community Foundation of Medicine Hat and Southeastern Alberta
- Community Foundation of Nova Scotia - Lunenburg County
- Community Foundation of Ottawa
- Hamilton Community Foundation
- La Fondation du Grand Montreal/The Foundation of Greater Montreal
- London Community Foundation
- Red Deer and District Community Foundation
- Sudbury Community Foundation
- The Calgary Foundation
- The Greater Saint John Community Foundation
- Toronto Community Foundation
- Vancouver Foundation
- Victoria Foundation
- Waterloo Region - Kitchener Waterloo Community Foundation and the Cambridge and North Dumfries Community Foundation

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| Evelyn Crosse, Middlesex-London Health Unit | Jeff Robinson, Thames Valley District School Board |
| Victoria Esses, The University of Western Ontario | Howard Rundle, Fanshawe College |
| Ross Fair, City of London | Chris Smart, The University of Western Ontario |
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10

TEN REASONS PEOPLE CHOOSE COMMUNITY FOUNDATIONS

one

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.



FOUR

We take a broad and inclusive view of what a community is, and provide grants to the widest possible range of organizations and initiatives.



five

We provide highly personal and flexible service, accepting a wide variety of assets and offering donors maximum tax advantage.

6

We build permanent funds and those that can respond to immediate needs, helping our communities ensure vital futures.

SEVEN

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.

NINE

We are transparent and reputable stewards of community resources, committed to being accountable accessible and responsive.

We build community vitality – the unique and essential spirit that flourishes when people believe their community holds possibilities for everyone. 10

TAKE ACTION NOW

www.londonvitalsigns.ca



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