

GREATER SAINT JOHN'S

VitalSigns®2010

Our Region's Annual Check-up



- Ten key issues
- Hundreds of citizen graders
- One snapshot of our community

A project of



THE GREATER SAINT JOHN
COMMUNITY FOUNDATION
HELPING YOUR GIFT BENEFIT GREATER SAINT JOHN

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GREATER SAINT JOHN'S Vital Signs® 2010

Our Region's Annual Check-up

Methodology

Province of New Brunswick, and municipal data

- Understandability and measurability
 - Ease and cost of collection
- How current the information is and frequency of collection for future use



Research

Survey & Citizen Graders

The Vital Signs Committee executed an online survey. Registration was open to all Greater Saint John residents, and hundreds of citizens signed up to have their say by assigning their personal ratings in the 10 key issue areas. Not all data sets were available for grading due to time constraints (marked in the text as *Fast Facts*).

Indicator Selection

Indicators were selected and prioritized based on the following guidelines:

Indicator Characteristics:

- Perceived public interest
- Does the indicator inspire action?
- Does the indicator report on an issue or trend that individuals or communities can do something about?

Overall Indicator Set:

- Does it reveal both strengths and weaknesses of Saint John?
- Does it reflect a balance of focus on people, the economy and the environment?

Data Selection

Data Specifications:

- The most recent credible and reliable public information sources like Statistics Canada,

Community Engagement

Goals

- Highlight areas of need to encourage further dialogue and response from institutions, public leaders, charitable organizations and citizens
- Encourage cross-sector, holistic thinking on the overall vitality of our city and provide impetus for cross-sector initiatives
- Build community capacity through shared knowledge for good decision-making

Vital Signs Committee

The committee provided advice and recommendations to ensure that Saint John's Vital Signs report is an effective vehicle for showing the trends and priorities that are emerging in Greater Saint John. Members include: Kathryn Asher, Jane Barry, Stephanie Bogle, Randy Hatfield, Greg Marquis, Sara Mudge (Chair), Philip Reeves, and Cheryl Robertson.

Index of Grading

★★★★★ 5 stars: Greater Saint John has top grades, let's keep it up!

★★★★ 4 stars: We're doing well and headed in the right direction.

★★★ 3 stars: Progress is being made.

★★ 2 stars: Of concern, needs attention.

★ 1 star: In dire need of corrective action.



Highlights

The indicators chosen for this year's Vital Signs provide a snapshot of the Saint John Census Metropolitan Area (CMA). In this report we highlight both areas of concern and celebration.

The CMA continued to face demographic challenges—particularly an aging population and a slow growth rate. Net immigration numbers added close to 400 people to the population base in 2007. The number of immigrants in the Provincial Business Nominee Program, whose intended destination was Saint John, showed an increase over the previous year.

The economy of the CMA was not immune from the overall global recession. Current labour market data points to a decline in the seasonally adjusted employment level over the previous year, although the decline is lower than provincial or national rates.

Other global trends like climate change were apparent in the region. The mean temperature has increased; our winters are getting colder while our summers are getting warmer.

An examination of selected lifestyle choices and behaviours shows that obesity and smoking rates are declining slightly and that the physical activity rate for those over 12 years of age now exceeds 50%. At the same time, the rate of births to teens in Health Zone 2 is stubbornly high, unchanged from 2001/2002.

Some education indicators are encouraging. In the City of Saint John the Composite Learning Index increased in 2010. A growing percentage of the population over 15 possesses post secondary credentials while the proportion of the population

without a high school diploma is falling.

A smaller proportion of the CMA's population lived in poverty (using the Low Income Measure) in 2007, compared to 2000. While child poverty fell between 2000 and 2007, the seniors' poverty rate showed a small increase over the period.

Housing in the area remained relatively affordable, although housing starts showed a drop of more than 20% between 2008 and 2009. While 87% of residents used a vehicle as their primary mode of transportation to work, peak hour commuter service provided by Saint John Transit between the CMA's suburban municipalities and the City of Saint John continued to increase.

Saint John celebrates its 225th and Rothesay its 150th anniversaries in 2010. A banner year for Arts & Culture in Saint John in 2010, the City was designated one of three Cultural Capitals in the country. As well, the region's Saint John 225, a year-long celebration of the arts included five festivals and 10 programs. A \$200,000 public art competition was awarded to artist Peter Powning whose sculpture will leave a lasting legacy to the community.

GSJCF Board Chair & E.D. Message

We are proud to be part of a national initiative through Community Foundations of Canada called Vital Signs, as a public foundation whose mission is to improve our local quality of life. By using ten agreed upon indicators, we "take the pulse" or a "snapshot" of Greater Saint John, measure it and evaluate our progress, leaving it to our readers to interpret selected data. We can celebrate our successes and face the challenges which demand our collective efforts. It also helps inform our granting as we provide financial support to many sectors of the charitable community.

In 2006, we inaugurated this program with our precursor document "Taking Stock" and in 2007, 2008, 2009 and 2010 officially participated as a Vital Signs Community Foundation. We are pleased to have been able to engage the Saint John Human Development Council to help research and prepare them.

Using the "star" grading process, acknowledged to be subjective, we invited the broader community to grade our progress again this year. We appreciate the help of hundreds of community members for participating in the online survey, which exceeded last year's response. Others helped identify additional sources of data and information against which we can measure ourselves in the ten key indicator groupings. The data, from many reliable public sources, including Statistics Canada census information, is critical to this report.

We thank Community Foundations of Canada for their ongoing support. Through their vision, across Canada, 15 other communities are launching their own versions of Vital Signs simultaneously. The Vital Signs® trademark is used with permission from the Toronto Community Foundation, whose original concept sparked interest in making this a national initiative.

The Greater Saint John Community Foundation is seeking feedback on the extent of Vital Signs impact. This free document, and its online version, is a valuable tool for all sectors of our community, public, business and private, which is offered as a public service from our Community Foundation. *No other community organization is producing such a report. Please give us your comments on its merits and how it might change or be improved as we work together to make Greater Saint John a better place to call home.*



Cheryl M.G. Robertson, Chair



Jane Barry, Executive Director

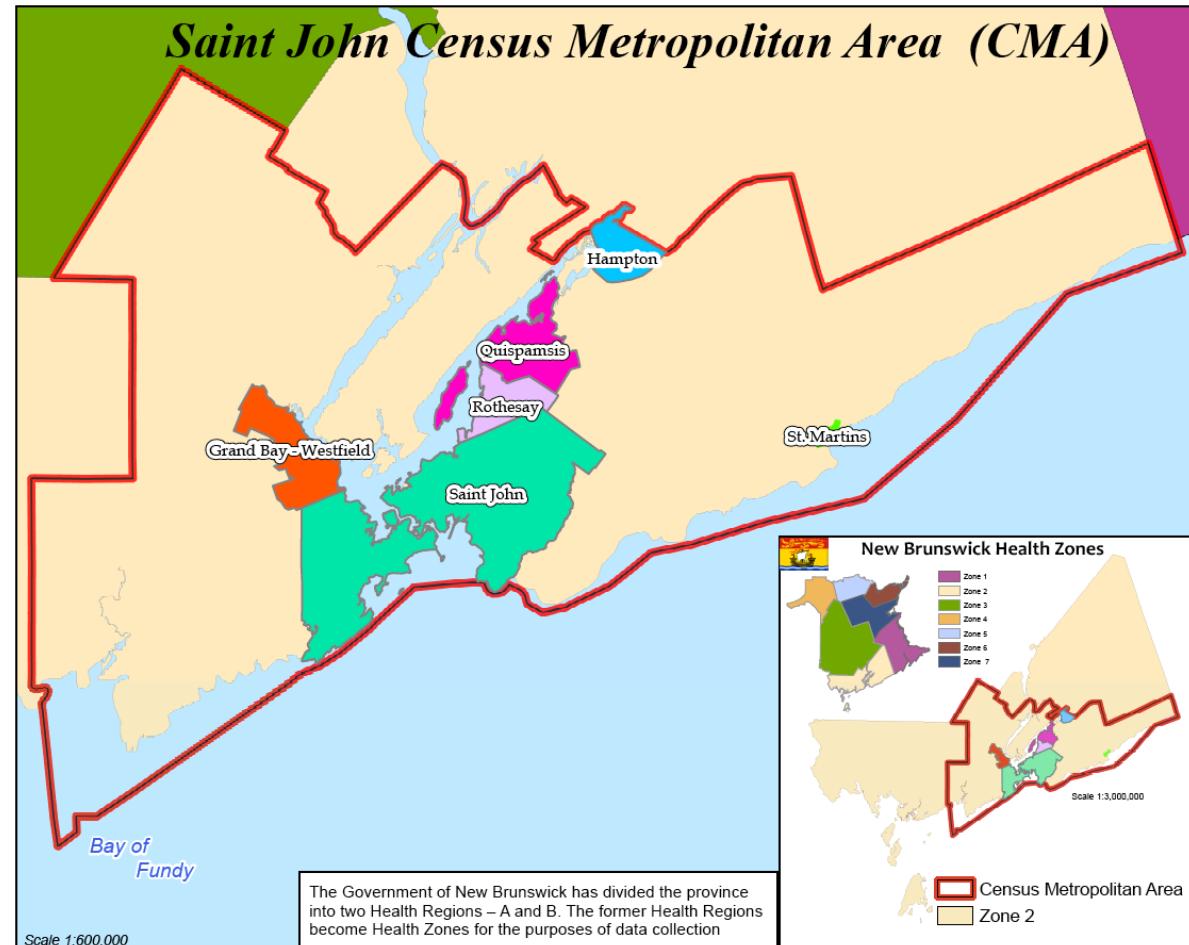
Cheryl M.G. Robertson

Jane Barry

Population & Demographics

The Saint John Census Metropolitan Area (CMA) includes the parishes of Petersville, Greenwich, Kingston, Hampton, Upham, Saint Martins, Rothesay, Simonds, Westfield, Lepreau and Musquash, the towns of Hampton, Quispamsis, Rothesay, and Grand Bay-Westfield, the City of Saint John, and the Village of St. Martins. According to the most recent Census in 2006, the population of the CMA was 122,389, representing 16.8% of the provincial population. The population fell by 289 (0.2%) from its 2001 level of 122,678.

According to the most recent estimates, the Saint John CMA's population in 2009 rose to 126,600.



	1996 Population	2001 Population	2006 Population	2006 Median Age	Private Dwellings, 2006	Land area in km ² , 2006	Population Density per km ² , 2006
Saint John CMA	125,705	122,678	122,389	40.5	55,583	3,359.55	36.4
City of Saint John	72,494	69,661	68,043	41.3	32,090	315.49	215.7
Rothesay	11,470	11,505	11,637	39.1	4,536	34.73	335.0
Quispamsis	13,579	13,757	15,239	37.5	5,324	57.06	267.1
Grand Bay-Westfield	4,880	4,949	4,981	40.7	1,895	59.73	83.4
St. Martins	396	374	386	42.7	195	2.29	168.5
Hampton	4,081	3,997	4,004	40.0	1,440	21.00	190.6
NB Health Zone 2	177,822	175,849	176,716 (2005)	-	-	10,600.00	-



Learning

Elementary Literacy/Littératie au Primaire is a not-for-profit organization that supports existing efforts to improve the literacy rates of NB's elementary school children. It is estimated that up to 30% of Grade 2 New Brunswickers do not have the required reading skills. Results from ELF's 2009/10 pilot are encouraging and the program is now expanding.

★★★ Post-Secondary Education (2.9 stars)

In 2009 in the Saint John CMA, **47.4%** of the population 15 years and older had completed a university degree, post-secondary certificate, or diploma, up from 31.4% in 1990. The 2009 figure was higher than the provincial average (46.4%) and lower than the national one (50.8%). (*Statistics Canada*)

★★★ High School Non-Completion (2.9 stars)

In 2009 in the Saint John CMA, **19.9%** of the population 15 years and older had not completed high school, down from 34.4% in 1990. The 2009 figure was lower than both the provincial (25.3%) and national (21.0%) averages. (*Statistics Canada*)

★★★ Composite Learning Index (2.9 stars)

According to the 2010 Composite Learning Index, the overall score for the City of Saint John (not CMA) was **72**, up from 65 in 2009. The 2010 figure was higher than the provincial score (65) and lower than the national one (75). (*Canadian Council on Learning*)

Fast Facts: High School Dropout

According to the New Brunswick Department of Education, the youth dropout rate in District 6 and 8 in the 2008/09 academic year was **1.9%** (representing 223 youth in grades 7–12), down from 2.1% in 2007/08 (243 youth) and below the 2008/09 provincial average (2.2%). (*Province of New Brunswick*)

Fast Facts: Medical School

Dalhousie Medicine New Brunswick, the province's anglophone medical program, held its first class in September 2010 in the Tucker Park Campus of UNB.



How the Foundation is helping...

Kennebecasis Valley, Community, Capacity, Children (KV3C) partners with parents, government and businesses to develop and enhance existing child development resources in 3 KV locations. They offer programs and connect parents of pre-schoolers to information and services to enhance their learning & development. Foundation support helped with pre-schooler playgroups and provided transportation subsidies to families who otherwise could not have attended classes, due to limited resources.

How you can help...

- Find out how you can support Elementary Literacy, visit www.elementaryliteracynb.com



Getting Started

In 2007, the Saint John CMA gained 376 people due to migration, which represented an increase of 0.31% in total population. (Statistics Canada)

★★★ Youth Unemployment Rate (2.9 stars)

In 2009 in the Saint John CMA, the youth (15 to 24 years old) unemployment rate was **12.8%**, down from 12.9% in 2008. This was below both the provincial (14.7%) and national (15.3%) rates. (Statistics Canada)

★★★ Business Nominee Program (3.1 stars)

The Provincial Nominee Program allows the province to play a more active role in selecting immigrants to fulfill specific economic needs. The total number of immigrants (principal applicants and family members) nominated with an intention to settle in Greater Saint John in 2009 was **509**, up from 473 in 2008. (Population Growth Secretariat)

Fast Facts: Multicultural & Newcomers Resource Centre

Since opening on May 5, 2009, the Saint John Multicultural & Newcomers Resource Centre has grown to a staff of eight and introduced many new programs. Located on the third and fourth floors of the City Market, the centre is funded by all three levels of government and works with a variety of local partners, including PRUDE Inc., ARCl, PRO Kids, and the Saint John YM-YWCA. The MNRC has served nearly **450** newcomers through its language, youth, employment and other programs, and has also helped to organize major community events such as Asian Heritage Month and CultureFest.



How you can help...

- Mentor a new Canadian.
- Hire an internationally trained immigrant to work in their field of training.

How the Foundation is helping...

The Resource Centre for Youth (TRC)—which helps teens and youth (many from low-income backgrounds)—has been given GSJCF funds for Nutrition (healthy snacks, special meals and education for drop-in and after school) and Teen Advisory Leadership (monthly speakers & personal development) programs.





Environment

The Fundy Region Solid Waste Commission reports that recycling continues to increase with a total tonnage in 2009 of 5,883, up from 4,608 in 2008.

★★★ Greenhouse Gas Emissions (3.0 stars)

In 2007 in the Saint John CMA, emissions from private vehicle operations per capita were equal to **1,519 kg** of CO₂ equivalent gases. This was below both the provincial (1,915 kg) and the national (1,751 kg) averages. (*Statistics Canada*)



★★ Climate Change (2.3 stars)

In the Saint John CMA, the mean temperature rose from an average of 5.0°C between 1971–2000, to **5.6°C** between 2001–2007. In addition, our winters are getting colder, while our summers are getting warmer: the mean minimum temperature in the coldest month (January) was down 1.5°C in the same time period, while the mean maximum temperature in the hottest month (July) was up 0.5°C. (*Environment Canada*)

★★ Composting (2.1 stars)

The number of metric tonnes of organic material for composting collected by the Fundy Region Solid Waste Commission fell for the first time last year. In 2009, **8,587 metric tonnes** were collected, a decrease of 131 tonnes, or 1.5%, from 2008. (*Fundy Region Solid Waste Commission*)

Fast Facts: Energy-Saving Light Bulbs

In 2007 in the Saint John CMA, **86%** of households used some form of energy-saving light bulbs. This was higher than both the provincial (81%) and national (84%) averages. (*Statistics Canada*)

Fast Facts: Harbour Clean-up Program

Saint John Harbour Clean-up includes two main projects: building the Eastern Wastewater Treatment Facility and building a collection and pumping system to move all wastewater to one of three treatment facilities. Harbour Clean-up is funded equally by all three levels of government under the Canada Strategic Infrastructure Fund (CSIF) program. (*Saint John InSight*)



How the Foundation is helping...

The Atlantic Coast Action Program (ACAP) Saint John received the Community Foundation's \$15,000 Anniversary Grant, the largest environmental sector grant since the Foundation began granting 33 years ago. The funds give young people, whose chosen career path is in the environmental field, work and employment experience, while addressing challenges facing the waterways of

How you can help...

- Get involved in one of ACAP's community clean-ups: www.acapsj.ca.



Health & Wellness

The new ER/Trauma Centre at the Saint John Regional Hospital will officially open in February 2011 and will be 2½ times larger than the current space. It will be New Brunswick's most advanced emergency and trauma centre.

★★★ Physicians Per 100,000 Population (3.0 stars)

The number of active physicians (family practitioners and specialists) per 100,000 in the New Brunswick Zone 2 Health Region, which includes Saint John, was **203** in 2008, up from 170 in 1997. The 2008 figure was higher than both the provincial (194) and national (196) rates.

(Canadian Institute for Health Information)

★★ Active Boil-Water Advisories (1.7 stars)

Between May 2009 and May 2010, **3** boil water advisories were issued in the City of Saint John, up from 2 in 2008. (Province of New Brunswick)

★★ Births To Teens (2.0 stars)

The percentage of births to teens in Health Zone 2 fell from 8.5% in 2008/09 to **7.7%** in 2009/10 (the same percentage as 2001/02). Of the 1,706 births in 2009/10, 132 were to teens. Slightly more than 1/3 of these young mothers were under 18 years of age. (*Horizon Health Network*)

Fast Facts: Obesity, Smoking, Physical Activity & Mental Health

Between 2008 and 2009 in Heath Zone 2, obesity rates (18 years and over) fell from 25.1% to **23.7%**. Smoking rates (12 years and over) declined from 22.6% to **22.3%**. Physical activity rates (12 years and over) increased from 49.3% to **52.4%**. At the same time, perceived very good or excellent mental health (12 years and over) fell from 72.9% to **69.6%**. (Statistics Canada)



How you can help...

- Read up on NB's Wellness Strategy (www.getwellnesssoon.ca), take the quiz, and develop your own wellness plan around healthy eating, physical activity, mental fitness, and tobacco free living.



How the Foundation is helping...

Community Meals on Wheels Saint John delivers nutritious, affordable meals to clients unable to prepare their own because of health, age or other disabilities, with the help of many volunteers. Due to program changes and the growth in frozen meal demand, a change in food products and storage is underway thanks to Foundation financial support.





Housing & Transportation

According to the 2006 Census, 87% of the Saint John CMA reported using a vehicle (car, truck, or van) as their primary mode of transportation to work, while 7% walked, 4% used public transportation, and less than 1% used a bicycle.

(Statistics Canada)



★★★ Ratio of MLS Average Residential Prices and Median Family Income (3.2 stars)

In 2007, the ratio of the average price of a house to median income (pre-tax) for census families was **2.24** in the Saint John CMA, up from 2.15 in 2006. In other, words, the average house costs 2.24 years of annual income for the median family. This ratio was lower than the provincial average (2.40) as well as the national one (4.62). *(Canada Mortgage and Housing Corporation & Statistics Canada)*

★★★★ COMEX (Saint John Transit) (3.9 stars)

COMEX ridership has increased in all three runs—Grand Bay-Westfield, Hampton, and Kennebecasis Valley—since it began in 2007. Combined ridership in 2009 totaled **137,020**, a 62% increase from 84,604 in 2007. *(Saint John Transit)*



★★★ Housing Starts (2.5 stars)

At 659 housing starts in 2009, the Saint John CMA experienced a **20.8%** decrease from the 832 housing starts in 2008. This compares to a provincial decrease of 17.6% and a decrease of 29.4% nationally. *(Canada Mortgage and Housing Corporation)*



How the Foundation is helping...

L'Arche is a place of welcome and hospitality for adults with developmental disabilities. Staff, supporters and core members recently celebrated newly completed renovations to the Lancaster Avenue home, thanks to help from the Community Foundation.



How you can help...

- Take part in Saint John Transit's Share Your Ride program. Find a commuter from your area in the program, or offer a ride: www.shareyourride.ca.



Arts & Culture

Saint John 225 is the official anniversary celebrations of the City of Saint John and its incorporation as Canada's original city. It has three key goals: 1) to celebrate our city's history and culture; 2) to encourage and increase participation in arts, culture and heritage programs; and 3) to establish a legacy that will continue to honour the accomplishments of Saint John residents well past 2010. Rothesay also organized several community events in 2010 and celebrated its 150th anniversary.

★★★ Household Spending on Arts and Culture (3.5 stars)

In 2008 in the Saint John CMA, the total average household spending on arts and culture was **\$1,000** (current dollars), up from \$985 in 2007. This was above both the provincial (\$883) and national (\$937) averages. (*Statistics Canada*)

★★★ Municipal Spending on Culture and Recreation (3.1 stars)

Total municipal spending on recreation and culture in 2009 by Saint John, Grand Bay-Westfield, Quispamsis, and Rothesay totaled **\$12,220,983**, 7.6% of municipal expenditures. This was an increase of \$891,906 (0.02%) over 2008. (*Province of New Brunswick*)



How you can help...

- Support Saint John 225 – we are a 2010 Cultural Capital of Canada. Events are scheduled throughout the year. Visit www.saintjohn225.com.

Fast Facts: Marco Polo: The Musical

This year's Community Foundation Anniversary Grant of \$30,000 went to the New Brunswick Youth Orchestra, Saint John High School Concert Choir, and the Saint John Theatre Company for the production of an original work, Marco Polo, the Musical. With almost 200 regional actors, musicians, and choral singers, the production will be the largest theatre event ever staged in New Brunswick by New Brunswickers.



How the Foundation is helping...

Saint John High School's Concert Choir (60 students) was assisted by the GSJCF to compete in the International 11th Annual New York Choral Festival, at Lincoln Center, March 2010.





Gap Between Rich & Poor

In 2010, the Province announced a poverty reduction strategy that aims, by 2015, to reduce income poverty by 25% and deep income poverty by 50%.

★★ Overall Poverty Rate (2.4 stars)

The overall poverty rate in the Saint John CMA (Census Metropolitan Area)—based on the Low Income Measure (LIM), an indicator of relative poverty—fell from 23.3% in 2000 to **21.7%** in 2007. The 2007 figure was lower than the provincial average (23.4%) and higher than the national one (21.4%). (*Statistics Canada*)

★★ Poverty Rate for Children (0-17 Years of Age) (2.2 stars)

The child poverty rate (LIM) in the Saint John CMA fell from 27.5% in 2000 to **24.3%** in 2007. Like the overall poverty rate, the 2007 figure was lower than the provincial average (25.3%) and higher than the national one (23.0%). (*Statistics Canada*)

★★ Poverty Rate for Persons Aged 65 and Over (2.2 stars)

The elderly poverty rate (LIM), for persons aged 65 and over, in the Saint John CMA increased from 12.8% in 2000 to **13.1%** in 2007. The 2007 figure was lower than both the provincial (18.1%) and national (13.8%) averages. (*Statistics Canada*)

Fast Facts: Income Inequality

Between 2000 and 2005, the proportion of economic families in the Saint John CMA earning less than \$25,000 decreased **20%**, leaving 4,310 families in this income bracket. At the same time, the proportion of economic families earning more than \$100,000 increased nearly **15%**, up to 7,415 families. Despite progress, there continues to be a significant gap between families in the highest and lowest income brackets. (*Statistics Canada*)

How the Foundation is helping...

Foundation funding for Big Brothers Big Sisters' new *In School Teen Mentoring* helps address the waiting list of children needing support due to family, social, economic or personal circumstances. Through their mentoring program they pair high school volunteers with children awaiting matches.

How you can help...

- Find out more about and support Vibrant Communities Saint John, our poverty reduction strategy: www.sjhdc.ca/povertyreduction



Safety

In 2009 in the Saint John CMA, the Overall Crime Severity Index was 96.42, down from 102.87 in 2008. This was above both the provincial (70.69) and national (87.19) levels. In 2008, the area served by the Rothesay Regional Police (RRP) scored 28.2, rating them in the top ten of 225 Canadian communities with a population of over 10,000. The RRP ranked second highest (out of 333 Canadian communities) for solving crimes with a clearance rate of 74.6% in 2008.

(Statistics Canada and Rothesay Regional Police)

★★ Property Crime Violations (2.3 stars)

In 2009 in the Saint John CMA, the property crime rate was 4,401 per 100,000 persons, down from 4,711 in 2008. This was above both the provincial (3,346) and national (4,081) averages. (Statistics Canada)

★★ Violent Criminal Code Violations (2.0 stars)

In 2009 in the Saint John CMA, the violent crime rate was 2,103 per 100,000 persons, down from 2,156 in 2008. This was above both the provincial (1,541) and national (1,314) averages. (Statistics Canada)



How you can help...

- Enroll in your municipality's Emergency Alert Service (via their website) to be notified by email/phone of any potential emergencies that may affect you.

How the Foundation is helping...

Foundation funding for the Elizabeth Fry Society is helping support women in conflict with the law through *Crossroads to Success*, a teen intervention program focused on personal skill development to cope with stress, peer pressure, and depression. This September the Elizabeth Fry Society was presented with the Human Rights Award in the 2010 Human Rights Award Ceremony.





Work

In 2009 in the Saint John CMA, median hourly earnings were \$17.00 (in current dollars). This was higher than the provincial rate (\$16.00) and lower than the national (\$19.43).

(Statistics Canada)



★★★ Unemployment Rate (2.4 stars)

In the first half of 2010 in the Saint John CMA, the average seasonally adjusted unemployment rate (over age 15) was 7.5%, up from 5.7% in the second half of 2009. This was below both the provincial (8.9%) and national (8.2%) levels. *(Statistics Canada)*

★★★ Employment Levels and Growth (2.3 stars)

In the first half of 2010 in the Saint John CMA, the average seasonably adjusted employment level was 65,700, down **2.4%** from 67,300 in the second half of 2009. This compares to a decrease of 0.4% at the provincial level and an increase of 0.9% nationally. *(Statistics Canada)*



How the Foundation is helping...

The GSJCF supports social enterprises like *Garden Buds*, run by, and for, mental health consumers, which provides a supportive and flexible work environment as well as opportunities to develop self-esteem, social connections and leadership skills. *Garden Buds* helps break down the stigma associated with mental illness by operating mainstream businesses, marketing products and interacting with the wider community.

★★★ Minimum Wage (3.4 stars)

New Brunswick's Poverty Reduction Strategy has announced scheduled increases to the minimum wage (now **\$8.50**, rising to \$9.00 on September 1, 2010). By September 2011, it will share second place at \$10.00/hour, after Ontario at \$10.25, assuming no changes in other jurisdictions. *(Province of New Brunswick)*

Fast Facts: Municipal Infrastructure

The City of Saint John maintains and is upgrading its road, water, and wastewater infrastructure. In 2010, the City of Saint John is investing \$9.6 million towards storm sewer and street upgrades; \$2.4 million for the City's annual asphalt maintenance program; and up to \$44.2 million for improvements to water and wastewater systems and facilities with added funding from the Province of New Brunswick and the Government of Canada. *(Saint John InSight)*

How you can help...

- Support pay equity initiatives for the private sector. Find out how to take action by visiting the New Brunswick Coalition for Pay Equity's website: www.equite-equity.com.



Belonging & Leadership

In 2009 in the Health Zone 2, 91.5% of those aged 12 and over reported their life satisfaction as satisfied or very satisfied, down from 93.6% in 2008. This was lower than both the provincial (91.8%) and national (92.1%) averages.

(Statistics Canada)

★★★ Sense of Community Belonging (3.1 stars)

In 2009 in Health Zone 2, 73.5% of people 12 years and over reported a strong or somewhat strong sense of community belonging, up from 72.3% in 2008. This was lower than the provincial average (73.9%) and higher than the national one (65.4%). (Statistics Canada)

★★★ Charitable Donors (3.2 stars)

In 2008 in the Saint John CMA, the proportion of tax filers that declared charitable donations was 24.0%, up from 23.9% in 2007. This was above the provincial rate (22.1%) and below the national one (24.1%). (Statistics Canada)

Fast Facts: Charitable Donations

In 2008 in the Saint John CMA, the median charitable donation was \$310, down from \$330 in 2007. This was higher than both the provincial (\$290) and national (\$250) averages. (Statistics Canada)

Fast Facts: Female Candidates in 2010 Provincial Election

Of the 41 candidates running in the 2010 provincial election from the 9 provincial constituencies within the CMA, 16 (39%) were female. (Elections New Brunswick)



How you can help...

- There are many nonprofit organizations looking for volunteers, including board members. Join one! Visit the Saint John Volunteer Centre for more information: www.volunteercentresj.com.



How the Foundation is helping...

GSJCF invites the community to celebrate Saint John's 225th and Rothesay's 150th birthdays at a unique gala, "*Ovation*," November 6, 2010, to profile local arts and culture as a 2010 Cultural Capital of Canada. It will feature: art, music, refreshments, exhibits, performances by local talent, and an auction at the Marco Polo Cruise Terminal.





The Greater Saint John Community Foundation was established thirty-four years ago, in 1976 to serve as a trustee for charitable, educational and cultural purposes. It administers funds, large and small, donated by public-spirited citizens for the benefit of the people of Greater Saint John. Earnings from permanent endowment funds are donated to local charities for many worthy causes - youth, seniors, health & medicine, education, the arts, environment and social services, within a 50 km radius of Saint John. It is a member of Community Foundations of Canada, over 160 independent Community Foundations working together to help improve the quality of life in communities across Canada.

Thank You to every donor for gifts of all kinds and sizes in support of our community

Our Mission:

To serve as a trustee of gifts, support charitable organizations and inspire community leadership

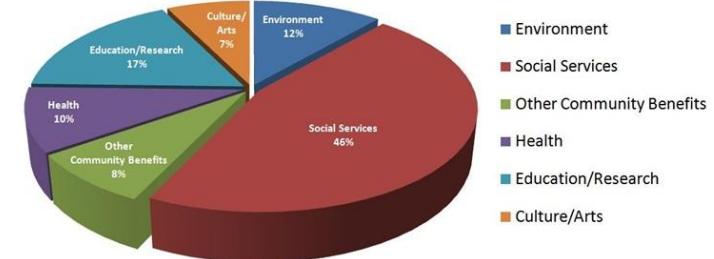
Our Vision:

To ensure a sustainable future and improve the quality of life in Greater Saint John.

Financial Highlights (as of Oct 31)

	2007-8 (audited)	2008-9 (audited)
Assets	\$7,209,059	\$7,982,438
Donations to Foundation	\$326,088	\$215,268
Expenditures (includes grants)	\$420,673	\$314,788
Grants Awarded to local charities	\$276,294	\$175,766
Fund Balance (year end)	\$7,166,604	\$7,939,093

The Greater Saint John Community Foundation Grants to Charities - 2008-9 Fiscal Year - \$175,766



Greater Saint John Community Foundation's Board of Directors, 2010

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Vital Signs is a community check-up conducted by community foundations across Canada that measures the vitality of our communities, identifies significant trends, and shares opportunities for action in at least ten areas critical to quality of life. *Vital Signs* is coordinated nationally by Community Foundations of Canada.



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Greater Saint John's Vital Signs is produced in association with the Human Development Council, a social planning council that coordinates and promotes social development in Greater Saint John.



Human Development Council

For copies of the report, contact or go to:

Greater Saint John Community Foundation
www.saint-john-foundation.nb.ca

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